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5 March 2024

Rural Stirling Group Strategic Plan 2024-2027: Consultation Exercise

We are currently developing our **Strategic Plan** for the period **2024-2027** a copy of which is enclosed with this letter.

Our Board have reviewed our Vision, Mission and Values and refreshed our strategic objectives. Our Strategic Plan aims to be a concise overarching plan for the Rural Stirling Group, which includes Rural Stirling Housing Association and our subsidiary Venachar Ltd and sets out our ambition and how we will go about achieving it.

Our **Vision** is for *strong and attractive rural communities* and our **Mission** is to provide *affordable, quality housing and support community aspirations*. We also have a set of values that underpin and guide our work: being *accountable, ambitious, caring, working collaboratively*, being *inclusive* and *respectful*.

Building on our values are four key **Strategic Objectives** which will shape how we deliver our services:

- **Strategic Objective 1 Delivering excellent services to our tenants**
- **Strategic Objective 2 Working with our communities to provide homes that meet their needs**
- **Strategic Objective 3 Providing safe, high quality energy efficient homes resilient to the impacts of climate change**
- **Strategic Objective 4 Building organisational resilience**
 - **Ensure our business is sustainable and our financial health is strong**
 - **Ensure that our staff have the capacity and the resources they need to achieve our objectives**
 - **Ensure good governance and leadership**
 - **Help our communities to be resilient to the pressures and challenges that they face**

We are keen to find out what you think about our future plans and have now launched a consultation on our Strategic Plan. We would be very keen to hear your views, have a conversation with you, or receive feedback from you on our approach. It would greatly assist us if you could take the time to respond to us by answering three simple questions:

- 1. Do you think our vision, mission and values are clear and understandable?**
- 2. Are our strategic objectives the right ones that we should be prioritising?**
- 3. Is there anything else we should be doing?**

Our new Strategic Plan will be published in early April. If you would like to help shape our future plans and priorities, we would be delighted to hear from you. You can send us your feedback on the above questions in a number of different ways:

- **using the comments area of our website www.rsha.org.uk**
- **sending us an email enquiries@rsha.org.uk**
- **visiting our office or telephoning to speak to a member of our team on 01786841101**
- **having a conversation with our CEO - Donna can be contacted directly at donna@rsha.org.uk If you would prefer to meet with Donna at our office or in your own home, please contact us to make an arrangement**

The consultation period will be open until **Thursday 14 March**. Please help us to shape our future. Thank you.

Kind regards



Donna Birrell
CEO

Encl. RSG Group Strategic Plan 2024-2027