

Our purpose, vision, mission and values

Purpose

We will provide our local communities with a safe and convenient home for their money and help people across the country with more complex financial profiles and specialist property needs, to build, invest and live in their dream home by offering a range of savings and mortgage products delivered through a uniquely personal, efficient and flexible service - it's the way we do things that matters the most.

Vision

To be the best small Building Society

A fantastic organisation for our customers to deal with

A great place to work

Playing an active role in our communities

Continued sustainable growth

Mission

Making the complex easy



Customer

Here for our customers today and tomorrow.




Respect

Respect one another and act with integrity.



Excellence

Strive for excellence in all that we do.



Ambition

Courageous, confident and open minded.



Teamwork

Learn, develop and succeed together.



Evolve

Be better tomorrow than we are today.