

A new look – the same commitment to you



Why Stone Circle refreshed its identity, and what it means for residents

Finding and keeping a home should feel reassuring - not confusing or impersonal.

At Stone Circle, we work with people at different stages of life, facing different challenges. What they all have in common is the need for a safe, affordable home, and a landlord who listens and treats them with respect.

That hasn't changed.

What *has* changed is how we present ourselves - so that what you see better reflects the care, clarity and support we aim to provide every day.

Why we made a change

Over time, Stone Circle has grown. We now build new homes, manage affordable rented properties, and work closely with local partners to respond to housing need across Wiltshire.

But we know that from the outside, housing organisations can sometimes feel distant or hard to understand.

We refreshed our look and our tone so that:

- It's clearer who we are
- It's easier to understand what we do
- It feels more human, welcoming and approachable

In short, we wanted our website and communications to feel more like the people behind them.

What this means for you

This update isn't about logos or colours - it's about how we show up.

You'll notice clearer language, more straightforward information, and a warmer tone across our website and communications. We're aiming to explain things better, avoid jargon, and make it easier to find the information you need.

Our commitment remains the same:

- To provide quality, well-managed homes
- To treat residents as individuals, not numbers



- To be open, honest and fair in how we work

The same people, the same values

Behind the new look is the same team, doing the same work, with the same focus on residents and communities.

We're still here to:

- Answer questions and offer support
- Work with residents when issues arise
- Improve our services over time

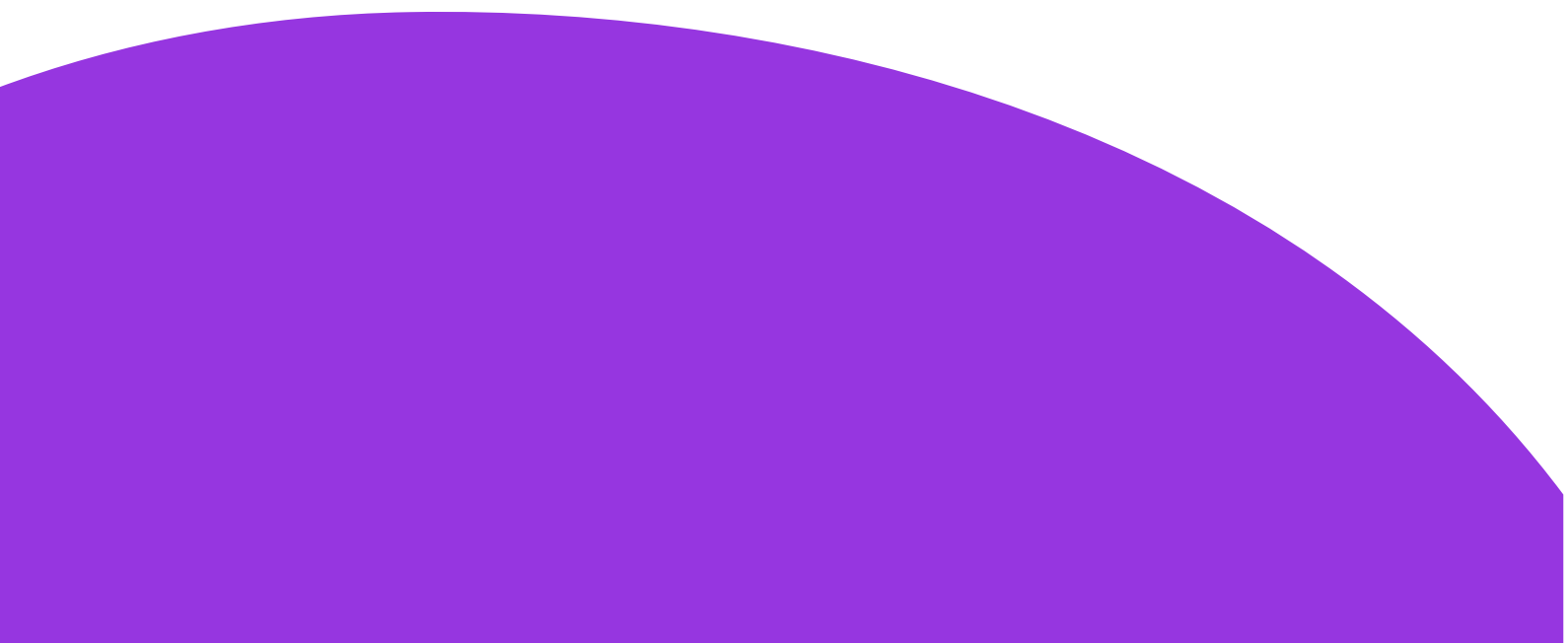
The refreshed brand simply helps us communicate that more clearly.

Welcome home

We believe housing works best when people feel listened to, respected and at home.

That belief sits at the heart of everything we do - and it's what this refreshed look is designed to reflect.

Welcome home.





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