These are pledges, there to help us achieve our vision by making sure the things that are really important remain the focus of our work.

We will:

- put customers first
- be ambitious
- value and support staff
- provide value for money
- get it right first time
- listen and learn
- use evidence to shape services
- simplify, strengthen and share processes
- support councillors as strategic leaders

From the guiding principles come the ways of working that reflect our values and behaviours as we work towards our goals.

- **we focus on what’s important**
  - Understand our customers’ needs and expectations
  - Understand the organisations priorities
  - Are open to change
  - Provide an efficient service
  - Evaluate our performance, continue to improve

- **we take pride in our work**
  - Take personal responsibility
  - Meet deadlines and do what we say we will
  - Are committed to our customers
  - Strive to do it right first time
  - Continually learn and develop

- **we value others**
  - Are open minded, without prejudice
  - Respect and value other people’s opinions
  - Work well with team members, services, partners
  - Listen to feedback and act on it
  - Speak up, openly, candidly and respectfully

- **we make a positive difference**
  - Want to help, know when to ask
  - Are motivated and empowered to do our jobs with confidence
  - Use resources wisely and innovatively
  - Respond to customers’ needs
  - Know what works
  - Constructively support and challenge