

# Our Guiding Principles

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**



**provide value for money**



**be ambitious**



**get it right first time**



**value and support staff**



**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**



**we take pride in our work**

- *Understand our customers' needs and expectations*
- *Understand the organisations priorities*
- *Are open to change*
- *Provide an efficient service*
- *Evaluate our performance, continue to improve*

- *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**



**we make a positive difference**

- *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*

- *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*