

AMBITION MAKES EVERYTHING POSSIBLE



CONTINUOUS SERVICE IMPROVEMENT

What this means:

- Responding and listening to the needs and feedback of individual customers
- Taking responsibility for resolving customer issues
- Making our services more accessible
- Learning from peers, partners and customers to deliver improvement
- Making a difference in the areas that matter most

OUR PEOPLE (RESIDENTS, CUSTOMERS, COUNCILLORS AND STAFF)

What this means:

- Understanding our communities and planning for service change
- Equipping our councillors and staff to do the job well
- Putting people at the centre of our decision-making
- Targeting services according to need and resources available
- Working with partners to provide seamless services

RESPECTING DIVERSITY AND ACTING WITH INTEGRITY

What this means:

- Showing mutual respect by listening to the views of others
- Tackling inequalities by meeting the diverse needs of our people
- Challenging bullying, harassment and other unfair treatment
- Being open, honest, trustworthy and accountable
- Acting in accordance with the highest standards of public service

ENSURING VALUE FOR MONEY

What this means:

- Providing the best quality service at the most affordable price
- Managing our costs to be competitive
- Improving our efficiency and effectiveness
- Maximising external funding to deliver our priorities
- Working with others to improve quality and keep costs down

