

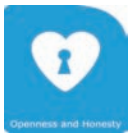
# Vision and Values

Our vision and values guide our strategies, our behaviour, and our relationships with business partners, suppliers, clients, candidates, communities and each other.

## Our Vision

**'To be the best economic regeneration Agency in the UK'**

## Our Values



### Aspiration to be the Best

- Setting and meeting challenging goals
- Recognising and rewarding achievement
- Developing excellent processes

### Commitment and Responsibility

- Having a can-do attitude
- Helping individuals achieve their potential
- Demonstrating loyalty
- Sharing with one another

### Openness and Honesty

- Behaving in an open way
- Being honest in all our activities
- Acting with honesty

### Pride and Respect

- Valuing one another and acting in a respectful way
- Being innovative and creative and using our imagination
- Being open and responsive to new ideas.

## Why do we need to have Vision and Values?

Successful organisations are characterised by strong values and a powerful guiding vision. Our vision enables us to set goals that go beyond the aims set within corporate and business plans, providing us with something that we can work towards in the longer term. Our values establish behaviours that will help us to ensure that we reach our vision in a positive way.

## Our Commitment

We aim to achieve these values by making sure that our systems and procedures are clear and that we identify new and improved ways of working both internally and with people across the region.



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