

CORPORATE VALUES AND ASSOCIATED BEHAVIOURS

These help us deliver Council's commitment to make the Borough an attractive, outward-looking place where people enjoy an enriched quality of life and increasingly want to live, work, visit and invest.

INTEGRITY

Corporate Examples:

- Chief Executive Briefings
- SMT Briefings
- Talkabout/AVIS/Team Meetings
- FOI and disclosure logs

Individual Examples:

- Avoid malicious gossip – and challenge others where appropriate
- Maintain confidentiality appropriately
- Share information with others who need it to do their job
- Follow up on what you have agreed to do for your team or your customers
- Under-promise and over-deliver!
- Share openly with others e.g. during meetings/working in teams
- Be honest and transparent in dealings with others

RESPONSIBILITY

Corporate Examples:

- Creation of Task Groups for specific issues (e.g. Courthouse)
- CRM system
- Customer Charters

Individual Examples:

- Provide timely responses to customers and your team e.g. e-mails, letters, phone calls
- Resolve issues your customers raise and checking satisfaction
- Acknowledge when things go wrong – apologise and learn from it
- Redirect customers to the correct person if you can't deal with the issue
- Be proactive where you can

RESPECT

Corporate Examples:

- Making a Difference Awards
- Team meetings for open sharing and exchanges of views
- Employer of Choice Accreditation
- Diversity Action Planning

Individual Examples:

- Nominate colleagues for making a difference awards
- Give positive feedback and praise to your team and your colleagues when you can
- Common Courtesies – showing good manners!
 - Address people by their name
 - Show a genuine interest in others
- Don't use e-mail when a conversation is more appropriate
- Focus on the positive side where possible

INNOVATION

Corporate Examples:

- Learning Weeks
- Talkback systems for suggestions
- Improvements to bin service (real time recording of bins information to improve customer information)

Individual Examples:

- Look for new ways to do things
- Make suggestions to improve the service
 - Attend training courses
 - Develop own knowledge
- Encourage others to try new approaches
- Build fun into work to encourage new ideas