

# COUNCIL VALUES

Our values are important to us. They provide guiding principles which define how we work with each other and our community. The values are aspirational – recognising and building on our existing strengths, but also reflecting changes we want to make in the way we work.

## WORKING TOGETHER

**We care** about teamwork, achieving shared goals in collaboration with colleagues, residents and partners

## CUSTOMER AND COMMUNITY FOCUSED

**We care** about our communities, putting them at the heart of what we do; at the same time, we support individuals and groups to play an active role in helping themselves

## RESOURCEFUL

**We care** about value for money for local people; using available resources sustainably



## EMBRACING DIVERSITY

**We care** about diversity and respect and champion equality of opportunity for all

## AMBITIOUS AND ADAPTABLE

**We care** about innovation and actively seek out new and better ways of doing things by embracing change and digital ways of working

## ENCOURAGING RESPONSIBLE GROWTH

**We care** about the future of South Gloucestershire and are committed to delivering affordable housing, employment opportunities and infrastructure whilst protecting our environment for future generations