

Our Values



Our values are at the heart of everything we do. They capture our spirit, ambition and drive what we do and how we approach things.

They influence our choices, behaviours, how we treat others and how we make decisions. They are the personal qualities we all need to demonstrate when carrying out our roles.

We're **proud** of our values and putting them into practice helps create a supportive, inclusive and positive environment that helps everyone to 'be the best we can be'.

They represent who we are, what we stand for and our organisational DNA.

Here are some examples of **our values in action** ...



ACCOUNTABLE



CUSTOMER
FOCUSED



PROFESSIONAL



AMBITIOUS

- We are leaders and take personal responsibility for our work. We act with integrity to be the best we can be.
- We take ownership and solve problems. If we don't know the answer, we don't stop until we have found the solution.
- We take pride in doing what we say we are going to do. We are trusted by our colleagues, Members and residents to do a great job.

- We listen to our customers and acknowledge what they tell us. We let them know we have heard them and take action.
- We are flexible, open, honest, and respectful with our residents and customers, and always look for ways to make it easier for them to do business with us.
- We view things from the customer's perspective and focus on what we can do to give them the best possible service.

- We treat everyone with respect. This includes our colleagues, residents and Members. We are courteous, punctual and communicate effectively to get the best results.
- We provide a professional service that people in Wirral are proud of. We know how our role makes a difference and lead by example.
- We are positive, honest and value the contributions of others. We build positive and trusting relationships to work together to deliver the best possible service for colleagues, Members and residents.
- We acknowledge when we are asked something and answer quickly and clearly. We are clear about how we will provide the best possible service.

- We aim high in everything we do. We do what we can and learn from experience to get the best for our colleagues, Members and residents.
- We will challenge, as well as support, each other to try new things and improve what we do. We continually look for better ways of doing things for our colleagues, Members and residents.
- We have high standards and expectations for ourselves, colleagues, Members and residents. We celebrate when we do well and recognise the achievements of others.