

## Mission, Vision & Values

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The ethos of our reconfigured Executive Team continues to place a strong emphasis on collective responsibility and mutual support to achieve shared goals, in working towards our well-being objectives.

The Council's vision is to: ***"improve the sustainability, connectivity and well-being of our county by strengthening our communities, by creating a thriving local economy and by protecting and enhancing our environment"***

The values of our council are, to be ***Supportive, Fair, Effective*** and ***Innovative***.

Our values play an essential part in the culture of our organisation. By values we mean the core beliefs and guiding principles, by which we carry out our business and the relationships we have with others.

Our values will only be made real by the behaviour we demonstrate. This includes how we do things; how we treat others; what we say and how we say it.

The changes we continue to make to our organisation will put our vision and values as well as sustainability at the heart of everything that we do, both in terms of what we are looking to achieve, but also in the way we will work towards our objectives.

Alongside the development of our County Plan, we will also continue to assess ourselves against a set of internally focussed objectives - our 8 characteristics of an outstanding Council. We believe these characteristics define the conditions that will enable us to thrive as a council, helping us to become more efficient and effective and giving us the greatest opportunity to deliver on our County Plan objectives.