

VISION

“ Always with a focus on continuous improvement, we will deliver **inclusive, sustainable and accessible services** to enable our communities and visitors to **live their best life** ”

MISSION

In order to engage our people, partners and communities we will ensure:

- the creation of real and sustainable partnerships
- that we deliver services which meet the needs of our communities
- that we invest in, and empower our people

VALUES



Be honest:

demonstrate integrity and respect



Engage:

inclusivity with our people, partners and communities



Strive:

be ambitious and aspire to continuous improvement



Take responsibility:

own it and be accountable

BEHAVIOURS

Be honest

- I am open and admit mistakes.
- I communicate honestly with everyone.
- I treat people fairly and with respect.
- I reflect honestly on my work.

Strive

- I look for new ideas and share them.
- I take initiative in my work.
- I use technology to improve services.
- I take pride in doing my best.

Engage

- I listen actively to others.
- I show empathy and understanding.
- I value diversity and inclusion.
- I celebrate others' achievements.

Take responsibility

- I stay positive and challenge negativity.
- I manage my emotions responsibly.
- I act responsibly at all times.
- I represent Ayrshire360 positively.