

Values Statement

It is important to explicitly define the core principles, values, and standards from which we develop our culture, our brand, and our business strategies. These are the ten core principles that we aim to live by:

1. Add value and deliver quality services that people want;
2. Be entrepreneurial, intreprenurial, creative, and open-minded;
3. Exercise judgement, be transparent and accountable, with much less reliance being placed on process, paralysis, centralised control and bureaucracy;
4. Improvise and adapt to new realities, embracing uncertainty and driving change;
5. Find one reason to say 'yes', rather than a thousand reasons to say 'no';
6. Pursue growth and learning with Integrity;
7. Build open and honest relationships with compassion, respect and trust;
8. Deliver more with less;
9. Be passionate and determined;
10. Be humble, focussed and 'stay in the trenches'.

We will endeavour to live by our ten core principles with prudence (*wisdom, foresight, reason, knowledge and judgement*), justice (*fairness and impartiality*), temperance (*self-control, restraint, moderation and humility*) and courage (*fortitude, forbearance, strength, endurance, resolution and the ability to confront fear, uncertainty and intimidation*). This is our code that we hope defines the very essence of who we are and how we aspire to operate as a group.

[Defenders and Custodians of the Lowland Environment](#)

Phil Camamile
Chief Executive

