

# 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.
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- We always put our customers first. We help them to resolve queries, the first time they contact us whenever possible, and to access the right services.
  - We listen to our customers and value their feedback to focus on what we can do to improve services and customer experience.
  - We make sure we're knowledgeable, friendly and committed to helping our customers and delivering the best possible experience.
  - We are flexible, open, honest, fair and respectful, always explaining our responses clearly and simply.
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- 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.
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- 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.