

LIVING OUR VALUES

PROUD embodies everything we stand for as an organisation



Professional

Being professional is about having pride in what we do and inspiring confidence by delivering clear standards of service

Respect for all

Having respect for all is about valuing people as individuals and treating people as they want to be treated

One team

One team is about working together, rather than in silos, and valuing the contributions others can make

Utmost integrity, trust and honesty

Demonstrating utmost integrity, trust and honesty is about being accountable, and doing what we say we'll do

Doing it differently

Doing it differently is about being prepared to challenge the status quo and never being afraid to try something new