

## Our Brand Values

Our brand is underpinned by four values which are intrinsic to both our outlook and behaviour. It is these values that define our approach to the development of our staff.

These values represent a “tone of voice” which is a core part of our brand identity, and one which should resonate through every contact, whether with colleagues, guests, local communities or business contacts.

### Warm

‘Enthusiastic, affectionate, kind and supportive’.

This is ‘**how we give**’ to others. Being warm means showing a genuine interest in other people. Active listening and open, positive body language are key to this. As a charity we respect diversity and cultural sensitivity and are thoughtful, nurturing and concerned about the welfare of others.

### Welcoming

‘Cheerfully receiving, bringing pleasure to those we greet’.

This is ‘**how we receive**’ others. Being welcoming means that we are inclusive in what we do. We share our knowledge and skills with others, whilst respecting their opinions and the pressures they might face. Compassion and empathy are at the heart of this.

### Wise

‘Showing experience and good judgement’.

This is how we use our expertise. We need to harness our considerable skills and knowledge in adapting and shaping our outlook. This means reflecting on our experience whilst taking the initiative and responsibility to drive forward the development of our organisation, its people and our charitable objectives.

### Contemporary

‘Up to date and current, compatible and relevant to society and present thinking’.

Being responsive, and open to change and new ideas will help ensure that we remain relevant to society and at the cutting edge of present-day thinking. We must constantly review what we do, and have the confidence to commit to ongoing change and development.