

## **Our Purpose**

Our purpose is to provide strong civic leadership for the wellbeing and aspiration of Brighton & Hove.

We will be successful if we are judged to deliver:

### **A good life**

Ensuring a city for all ages, inclusive of everyone and protecting the most vulnerable.

### **A well run city**

Keeping the city safe, clean, moving and connected.

### **A vibrant economy**

Promoting a world class economy with a local workforce to match.

### **A modern council**

Providing open civic leadership and effective public services.

## **Our Core Values**

### **Collaboration**

Work together and contribute to the creation of helpful and successful teams and partnerships across the council and beyond.

### **Efficiency**

Work in a way that makes the best and most sustainable use of our resources, always looking at alternative ways of doing things.

### **Customer focus**

Adopt our Customer Promise (below) for colleagues, partners, members and citizens.

### **Respect**

Embrace diversity with kindness and consideration, and recognise the value of everyone.

### **Openness**

Share and communicate with honesty about our service and ourselves, whenever appropriate. Accept where we have to change in order to improve

### **Creativity**

Have ideas that challenge the 'tried and tested', use evidence of what works, listen to feedback and come up with different solutions.