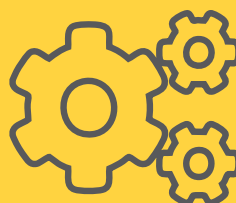


# *Our* **VALUES & BEHAVIOURS FRAMEWORK**

Supporting Our Corporate Plan 2024-2028



# WHO WE ARE

At Hinckley & Bosworth Borough Council, we're passionate about delivering outstanding services to our community—and our people are at the heart of this mission. Every resident and customer deserves the highest standards of professionalism from our teams, and together, we're dedicated to making life better for everyone in Hinckley & Bosworth by providing top-quality services.

We've crafted a clear set of values and behaviours that define what matters most to us as a Council. These values have been reviewed and refreshed to respond to and build upon the positive feedback received in the Peer review 2024 and to reflect the aspirations and views of employees.

These values drive everything we do, guiding us to make the right choices in the right way. Our behaviours are designed to bring these values to life, ensuring they're woven into our daily actions.

Hinckley & Bosworth Borough Council are one team, united in our commitment to quality and integrity and driven to deliver excellence for our community, making the most of our resources and living our values every day.

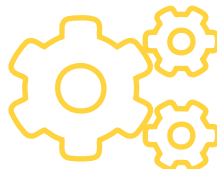
**Our values are who we are.**



WE ARE  
**POSITIVE**



WE ARE  
**AMBITIOUS**



WE ARE  
**COLLABORATIVE**



WE ARE  
**CUSTOMER  
FOCUSSED**

# OUR VALUES

WHO WE ARE

## WE ARE POSITIVE

We are energetic and  
passionate, proud of and  
dedicated to our area.



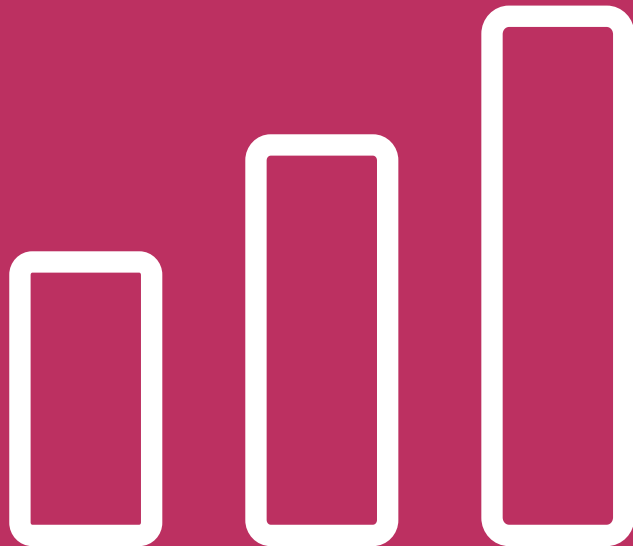
# OUR VALUES

WHO WE ARE

## WE ARE **AMBITIOUS**

We strive for excellence.

We learn, innovate,  
challenge, seek out  
opportunities and  
embrace new ideas.

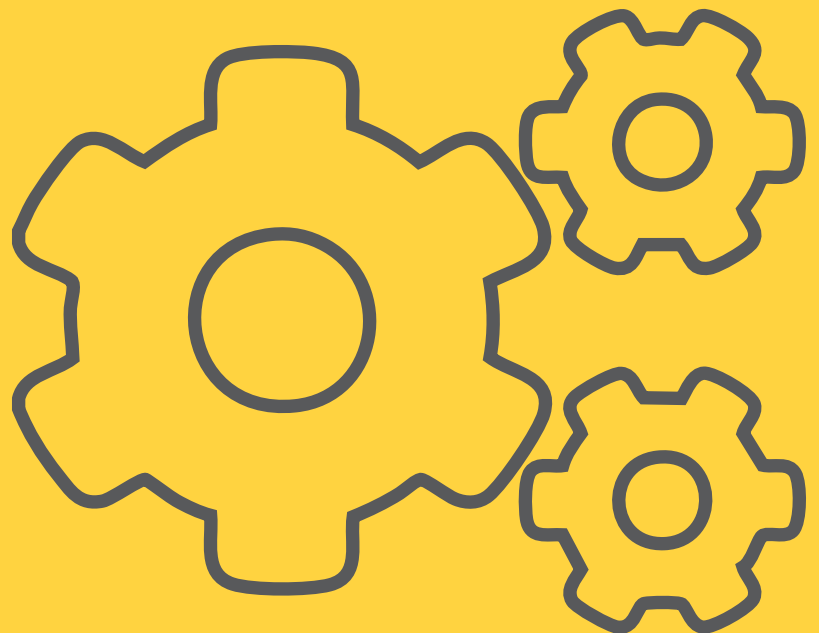


# OUR VALUES

WHO WE ARE

## WE ARE **COLLABORATIVE**

We trust, respect and are honest. We listen to each other, to our communities and to our partners and work with them supportively to get things done.



# OUR VALUES

WHO WE ARE

## WE ARE CUSTOMER FOCUSSED

We put the needs of our customers first. We care about being the best we can be and take responsibility for our actions.

