

## **Our Values**

**Ambitious:** We are a high performing, goal orientated team. We are committed to delivering value for our region, and being a benchmark of quality for LEPs nationally.

**Focused:** We are driven by the desire to make a positive impact. Focused on strong leadership, collaboration and strategic investment to improve the quality and economic performance of the region.

**Trusted:** We believe our reputation is forged by what we do, not what we say. Each strategic decision, each investment and every conversation provides an opportunity to build and strengthen trust.

**Champion:** We are a champion for all businesses and communities in the region. Through working closely with the regions economic hubs and local authorities we are able to gain a deep understanding. Then we join the dots to secure investment for our region.

**Diverse:** Our region is a diverse one, in every sense - geographically, economically, socially, demographically. We regard this is a major asset. When we bring people together, and work inclusively to make the most of their potential, we achieve our best.