



Our values and behaviours



To give people physical and spiritual refreshment, we encourage them to come, visit, explore, respond, collaborate, join, give, volunteer, take part. Not by preaching, but by suggesting, enabling and inspiring. To do this we:

Think long term

We're forward looking. Alive and dynamic. Far-sighted, ready to lead change. We behave in a sustainable way to reduce our impact on the environment and to ensure our long term financial security. We're imaginative about better ways to do things and not staid or complacent.

What does this mean for me?

- Promoting and protecting the reputation of the Trust internally and externally
- Considering long term sustainability when making decisions
- Thinking about the bigger picture
- Focusing on the priorities which will deliver the Trust's strategy
- Always looking for ways to be more efficient
- Always seeking best value for money

What does this not mean?

- Being wasteful with resources
- Not thinking about long term implications
- Not treating the Trust's money like your own
- Being uninterested in challenges and opportunities
- Reacting to events without thinking through what is really important

Love places

We value places. We understand and keep their spirit alive and conserve our natural and cultural heritage for future generations. We champion the distinctiveness of each of our places, keeping them honest and authentic - not uniform, fake or shoddy. We are all ambassadors for the Trust, promoting the incredible work we do and the experiences we offer.

What does this mean for me?

- Making decisions that protect and benefit places
- Always looking for ways to bring places to life for our supporters and the nation
- Challenging the norm
- Promoting innovation
- Being a champion of change
- Being an advocate for the Trust

What does this not mean?

- Making rash decisions
- Sticking with the status quo and never pushing the boundaries
- Being critical of new ideas
- Being unwilling to see a new perspective
- Imposing solutions
- Always relying on what has worked in the past



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Inspire people

We're warm and welcoming and part of the communities around us. We exceed people's expectations with our can do attitude, ensuring people engage with us now and in the future. We're open to people's views, needs and suggestions – not bossy or excluding. We thrive by involving others in what we do, inspiring as many people as possible to champion our cause. We give people ideas to take back into their lives.

What does this mean for me?

- Being energetic and working at pace
- Being interested and listening – really understand your customers needs
- Being respectful - treat your customers as you would want to be treated
- Working in partnership – build your relationships internally and externally
- Engaging with a wide range of people and communities
- Remembering customers are internal as well as external
- Sharing knowledge and experience, help others to excel

What does this not mean?

- Being apathetic
- Being dismissive of customers' viewpoint
- Assuming you know what the customer wants
- Taking a lack lustre approach to delivering the customer experience
- Being disrespectful to customers or colleagues
- Sticking with what you know
- Showing little interest in new and different ideas
- Saying one thing and doing another
- Adopting a can't do attitude

Share our common purpose

We trust and empower our staff and volunteers to make the right decisions. We all know what we're accountable for and we stick to the rules. We don't seek to blame but to learn. We are fair and ethical, gaining the respect of others through acting with integrity. We work at pace but collaboratively, building effective relationships. We promote simplicity, innovation and learning to get the best results.

What does this mean for me?

- Being prepared to take a risk
- Supporting others in the decisions they make
- Challenging inappropriate behaviours when you see them
- Managing expectations, being clear, open and honest
- Keeping your promises
- Keeping things simple for ourselves and our customers
- Always sticking to the 'Rulebook'
- Establishing who you need to work with in order to be most effective
- Inviting feedback from others
- Accepting collective responsibility

What does this not mean?

- Making decisions without gathering the right information
- Ignoring inappropriate behaviour
- Not being transparent about what you can and cannot do
- Building in unnecessary complexity
- Ignoring the Instructions and guidance laid down by the Trust
- Working in isolation
- Avoiding getting feedback from others
- Keeping information to yourself
- Blaming others when things go wrong