



Our story has been created to help every member of staff, regardless of rank or role, to understand the challenges we face, their place in addressing them and their contribution towards making us a leading fire and rescue service.

## OUR SPECIALISMS

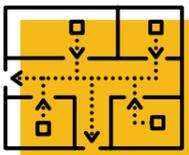
*These specialisms make us the only organisation which can truly deliver on our purpose*



**MAKING PEOPLE SAFER  
THROUGH TARGETED WORK  
IN HOMES AND BUSINESSES**



**USING OUR TRUSTED  
REPUTATION TO IMPROVE  
PEOPLE'S LIVES**



**RESPONDING TO EMERGENCIES  
AND SAVING LIVES**

## OUR ASPIRATIONS

*We want to be a leading fire and rescue service. To help shape our story, over the next 10 years we will focus on these 3 areas:*



### BE A GREAT PLACE TO WORK

We will create the right culture, values and behaviours to make this a brilliant place to work that is inclusive for all.



### PUT PEOPLE FIRST

We will spend money carefully, use our resources wisely and collaborate with others to provide the best deal to the communities we serve.



### STRIVE TO BE THE BEST

We will work with others, make the most of technology and develop leaders to help us become the very best.

*To achieve these aspirations we will:*



### EMBED THESE PRINCIPLES IN EVERYTHING WE DO

Our aspirations will form part of how we plan our work and make all our decisions.



### EMPLOY THE BEST PEOPLE

We will attract and retain the best possible people and support our current staff to deliver our aspirations.



### BE BRAVE

We will have the courage to do things differently. We will do the right thing, not just the easiest thing and learn from our mistakes.

## our behaviours

To reach our goal of being a leading fire and rescue service, we need all our staff, regardless of rank and role to display these behaviours every day.

## HONESTY

*Be open and honest in everything we do*

## INTEGRITY

*Do what we say we will do and follow through on promises*

## RESPECT

*Respect people and trust them to do a good job*