

## Caring



**We care:** for canals and rivers – for the history, wildlife and nature – and for the people who use them.

### This means

- Taking responsibility for how your work impacts on people, our heritage and the environment
- Being friendly and approachable
- Treating everyone with respect – as you would want to be treated
- Not being afraid to challenge inappropriate behaviours
- Looking out for your own safety and well-being, as well as that of your team
- Supporting your colleagues and being part of the team

### What it doesn't mean

- Acting like you don't really care
- Not acknowledging people or being discourteous
- Pointing the finger when things go wrong
- Not keeping your promises

## Open



**We're open:** we're welcoming, friendly, approachable and honest, and we listen.

### This means

- Being honest and clear with people however you communicate with them
- Listening to our customers and to others with an interest in the Trust
- Taking a lead to build strong relationships with our customers and our communities
- Keeping people informed about what you're doing
- Not shying away from addressing issues directly

### What it doesn't mean

- Ignoring other people's views or advice
- Being unapproachable so people don't share information or talk to you
- Being reluctant to try new ideas
- Keeping things to yourself
- Not celebrating people's success, or forgetting to thank people for their support

## Local



**We're local:** we're accessible, we spend time with the communities who we work with, we work with them to find common goals and solutions, we keep things simple.

### This means

- Working with local partners
- Seeking to engage with our local communities, pursuing common goals
- Being visible and accessible to customers and partners
- Empowering local teams, staff, contractors and volunteers to find the right solutions

### What it doesn't mean

- Not listening to the views of local people and communities
- Not appreciating the importance of our customers' needs
- Being unaware or not mindful of the national or wider agenda

## Inclusive



**We're inclusive:** We create an environment of warmth and belonging, where everyone is welcome. We collaborate with a diverse range of people to increase impact and thrive.

### This means

- Approaching relationships with kindness, curiosity, and humility
- Being honest about what is not right and being brave to ask questions
- Being present, connecting with transparency, dignity and respect
- Valuing and celebrating difference, encouraging participation from all levels, backgrounds, locations and styles
- Spending time with people and communities embracing all they have to offer

### What it doesn't mean

- Bullying or harassment of any kind
- Making unfiltered comments or jokes related to difference
- Creating division instead of cohesion
- Excluding, ignoring or withholding information that could help

## Excellence



**We strive for excellence:** we are optimistic and see what is possible, we look for new ways to improve, we challenge, change and adapt.

### This means

- Taking responsibility for your own performance and developing yourself and others
- Keeping the bigger picture – and the needs of others - in mind to deliver the best solution overall
- Embracing change and always looking for ways to improve what you do
- Learning from what works well – and what doesn't, and taking action accordingly
- Being focused on achieving results and outcomes and seeing things through to the end

### What it doesn't mean

- Repeating mistakes instead of learning from them
- Working on auto pilot - just going through the motions
- Giving up when the going gets tough
- Not taking pride in your work
- Not working to the best of your ability