



## CELL Values

We are committed to quality and excellence in everything that we do.

1. We will support CELL residents in improving their community. We know that our community contains the people who can create the solutions.
2. We will actively share knowledge and skills, encouraging learning and cooperation. We collaborate with others to build the best possible solutions to the challenges we face together.
3. We are responsible, open and accountable. We will be honest and transparent in all our dealings. We will collect, share and review evidence of our progress and be open to advice and criticism.
4. We believe in social responsibility. We want our work to have a positive impact on people locally, the area and the environment, now and for future generations.
5. We are committed to equality and promote diversity. We seek to overcome all forms of discrimination and prejudice so that everyone can participate in, contribute to and benefit from CELL on an equal basis, whatever their background, ethnicity or beliefs.
6. We will be innovative and embrace change, approaching problems proactively and creatively.
7. We are enthusiastic, energetic, positive and proud of CELL, and will bring these qualities to all our activities.