



## **Ethical. Innovative. Professional**

### **Our Mission**

“Dedicated to the provision of ethical, innovative and bespoke security solutions”

### **Our Core Values**

Our core values represent how we as a company and employees want to conduct ourselves in every aspect. These values are the path to achieving our goals.

#### **1. Ethical**

We will conduct ourselves ethically at all times, both as a business and as individuals.

To achieve this we will;

- Commit to continually improving staff pay rates and working conditions
- Engage meaningfully with our clients, their staff and their customers
- Be transparent in communications with our suppliers
- Strive to set the benchmark for others to follow
- Ensure that our communications are clear and concise
- Maintain an open door policy
- Promote a positive culture and environment for staff to thrive in

#### **2. Innovative**

We will be creative and original in managing our business, introducing new methods and ideas.

To achieve this we will;

- Invest and develop the systems we use
- Continue to be a technology led business
- Strive to change the perception of the security industry
- Implement new methods of delivery, across all areas of our business.
- Create our own path, not be led by industry norms.
- Invest in the training and development of our most valuable asset, our staff.

#### **3. Professional**

We will conduct ourselves professionally at all times, both as a business and as individuals.

To achieve this we will;

- Maintain high standards of appearance and conduct both internally and externally
- Nurture a customer-centric approach.
- Work collaboratively as a team
- Be accountable, as a business and as individuals.
- Continue to invest to maintain the office network structure and vehicle fleets
- Design, develop and invest in new systems to improve efficiencies
- Be transparent when engaging with clients, consumers, industry stakeholders and our employees.





## Ethical. Innovative. Professional

### Core Values

- Achievable
- Enhance our reputation
- Create efficiencies
- Add value to the business
- Collaboration and cooperation
- Increased engagement
- Drives professionalism
- People/Customers/Company/Society

Signed: 

Dated: 01/08/17

