

OUR ETHOS

We hold ourselves and each other accountable for demonstrating **Police Now's Leadership Principles** through our actions:

- **Mission at the heart of everything we do:** we prioritise the mission in every decision we make, so that our actions are always contributing towards our goal of transforming communities through the people we bring into and progress through policing.
- **Integrity and honesty:** we act with integrity in everything we do, building relationships based on trust and respect; we communicate candidly, giving honest and compassionate feedback to each other so we can improve, and develop our talent.
- **Delivering the highest quality:** we are dedicated to delivering outstanding quality and professionalism to our partners, participants and candidates; we nurture and develop positive long-term relationships that are valued by our customers.
- **A passion for making an impact in policing:** we learn all we can about the experiences and challenges of frontline officers and participants, so that we can improve our programmes and maximise our impact on crime and confidence.
- **Innovative and open-minded:** we believe that anything is possible, including positive, lasting change in policing and communities; we empower and challenge each other to innovate across our work and programmes.
- **Personal responsibility:** we take personal responsibility for accelerating progress and solving problems, and to collaborate with colleagues across Police Now to deliver our commitments and goals.
- **Embrace diversity:** we value and celebrate everyone's diverse backgrounds, talents and leadership, and seek out different viewpoints and perspectives; we use these to educate ourselves and to inform decision-making.
- **Value the investment of public money:** we work hard to earn and be trusted with limited public resources; we actively prioritise activities that make the biggest impact towards our mission, and spend intelligently to make every penny count.