

CUSTOMERS

The Partnership aims to deal honestly with its customers and secure their loyalty and trust by providing outstanding choice, value and service.

BUSINESS RELATIONSHIPS

The Partnership aims to conduct all its business relationships with integrity and courtesy and to honor scrupulously every business agreement.

Being a 'force for good' in the community has always been part of the Partnership's vision and our Partners offer their time to support local, regional and national initiatives that help to build more vibrant, economically sustainable communities.



THE COMMUNITY

The Partnership aims to obey the spirit as well as the letter of the law and to contribute to the wellbeing of the communities where it operates.



Our approach involves:

- ✓ devoting time to community initiatives and building community relationships
- ✓ volunteering, fundraising and donating to charity
- ✓ continuing our Golden Jubilee Trust secondment scheme
- ✓ engaging with communities where new shops are being built to ensure integration
- ✓ offering sustainable employment opportunities in town centres.

We like to get practically involved at a local level. The Partnership encourages close links between Partners, schools, institutions, charities and local authorities. We recognize that the benefits are mutual: Partners are proud of helping to improve and support local communities, and community work also helps them to develop their own skills and experience.

'My being in the office meant that Diversity Role Models was able to do more strategising on how to grow the organisation, as I was doing much of the hands-on stuff. It's been a great experience and I genuinely feel like I've made a big difference.'