



Our values and behaviours

As people, we all need places where we can feel free, relaxed and inspired. And it's just as important that these places have people to nurture and safeguard them. To strengthen these bonds between people and place, we are guided by four values. Here's what they mean and how you can apply them in your role and everyday life.



Love places

We look after special places for ever, for everyone.

We value the positive impact they have on people's lives and, through their conservation, ensure future generations can enjoy them too. We celebrate the distinctiveness of places, keeping them honest and authentic, not uniform or fake. We are ambassadors for these places, promoting the experiences they offer and the sense of wellbeing they bring.

What it looks like.

- You make decisions that protect and benefit places.
- You look for ways to bring places to life for others.
- You challenge the norm and promote innovative ways to connect people and places.
- You are a champion of change.
- You advocate the cause of the National Trust.

What it doesn't look like.

- You make rash decisions without thinking about consequences.
- You always rely on things that have worked in the past.
- You are critical of new ideas, sticking with the status quo and never pushing the boundaries.
- You are unwilling to see other people's perspectives.

Share our common purpose

We work together, trusting and empowering each other to make good decisions.

We work collaboratively and at pace, building effective relationships and learning from each other. As we work to build connections between people and place, we're clear on what we're personally accountable for, making decisions within agreed frameworks. We promote simplicity, fairness and innovation.

What it looks like.

- You support others in the decisions they make.
- You establish who you need to work with to be most effective.
- You invite feedback from others.
- You accept collective responsibility.
- You keep your promises and stick to the rules.
- But that doesn't mean you play it safe – you also know how and when to take a risk.
- You challenge inappropriate behaviour when you see it.
- You manage people's expectations, with clear, open and honest communication.
- You keep things simple for yourself and others.

What it doesn't look like.

- You make decisions without gathering the right information.
- You are not transparent about what you can and cannot do.
- You work in isolation and keep information to yourself.
- You avoid getting feedback from others.
- You blame others when things go wrong.
- You ignore inappropriate behaviour.
- You add unnecessary complexity to tasks.
- You ignore the Instructions and guidance of the National Trust.

Inspire people

We're warm and welcoming and part of the communities around us.

We inspire people to build relationships with the places we look after, sharing ideas that encourage them to visit, donate, volunteer or join. We exceed people's expectations with our can-do attitude and our openness to the views, needs and suggestions of others. We thrive by involving people in what we do, inspiring them to champion our cause.

What it looks like.

- You are energetic and work at pace.
- You share your knowledge and experiences, helping others to excel.
- You engage with a wide range of people and communities, building relationships that inspire yourself and others.
- You work in partnerships both internally and externally.
- You understand the needs of supporters and colleagues and strive to deliver great service to both.

What it doesn't look like.

- You take a lackluster approach to delivery.
- You are disrespectful to people or your place of work.
- You are apathetic or dismissive of other's viewpoints.
- You stick with what you know and show little interest in new ideas.
- You adopt a can't-do attitude.
- You don't follow through on your promises.

Think long term

We look after places for people to enjoy, forever.

We forge lifelong relationships with these places and take a far-sighted approach to overcome the challenges they face. We behave in a sustainable way, reducing our own environmental impact and spending wisely to assure our long-term security. We keep things simple and are imaginative about finding better ways to do things.

What it looks like.

- You consider long-term sustainability when making decisions.
- You think holistically and always look at the bigger picture.
- You prioritise tasks that deliver the National Trust's strategy.
- You look for ways to work more efficiently.
- You protect the reputation of the Trust internally and externally.
- You always seek the best value for money.

What it doesn't look like.

- You make decisions without considering the long-term implications.
- You react to events without thinking through what really matters.
- You are uninterested in challenges and opportunities.
- You are wasteful with resources and don't treat the National Trust's money like your own.