

Culture and Code of Ethics

Putting our communities first

We put the interests of the public, the community, and service users first.

- I find out about my local community and risks, to ensure I can offer the best service.
- I seek the views of others about service quality and effectiveness to identify ideas for improvement.
- I work collaboratively with colleagues and partners to improve the service to the public.
- I look to solve problems in different ways, to improve the service I provide.



Integrity



We act with integrity including being open, honest, and consistent in everything that we do.

- I acknowledge and learn from my mistakes and celebrate my successes with the team.
- I recognise and challenge inappropriate behaviour.
- I always strive to deliver against my commitments.
- I persist in the face of obstacles and demonstrate a sense of personal responsibility for delivery.

Dignity and respect



We treat people with dignity and respect, making decisions objectively based on evidence, without discrimination or bias.

- My manner is always composed and respectful.
- I create an environment where people can be themselves at work and the best they can be.
- I communicate responsibly and with sensitivity and respect for others.
- I strive not to create conflict. When conflict happens, I handle it in a professional manner.
- I build trust with others, creating constructive working relationships to achieve goals.

Leadership



We are all positive role models, always demonstrating flexible and resilient leadership. We are all accountable for our behaviour, decisions, and actions, and challenge all behaviour that falls short of the highest standards.

- I am an ambassador for the Service, taking pride and responsibility for the work we do and encouraging others to do the same.
- I value inclusion and set a positive example of appropriate behaviour for everyone, consistent with our Core Code.
- I look after the people around me and look for signs that someone may need support, ensuring its availability.
- I create conditions where team members feel confident to suggest and implement creative ideas.
- I make decisions based on evidence and consider all risks.

Equality, diversity, and inclusion

We continually recognise and promote the value of EDI, both within FRSs and the wider communities in which we serve. We stand against all forms of discrimination, create equal opportunities, promote equality, foster good relations, and celebrate difference.

- I deliberately create an environment where people can be the best they can.
- I value my colleagues and my team and know how to make best use of our diverse skills and strengths.
- I value and appreciate differences in people and treat everyone with kindness and respect.
- I recognise and challenge inappropriate behaviour.
- I avoid making and expressing preconceptions and stereotyping when interacting with others.



Staffordshire
Fire and Rescue Service
preventing • protecting • responding