

Company Mission Statement and Values

Author:	John Lambert – Managing Director
Ratified by:	Badar Chaudhry – CEO
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Introduction and Background

It is important for any business to have a defining purpose, that empowers and motivates its employees every day. Knowing the reasons why we exist as a business, and why we succeed helps to build a common purpose, and confidence in our delivery. The business regularly reviews our overarching mission statement and core values, and in February 2023, with the appointment of a new Managing Director, have re-approved the Mission Statement, with the introduction of new values, which should underpin all of our activity, decision making and thought processes. The Mission Statement will be further reviewed once these values have been fully adopted by the business, with a view to simplification and a common message.

Mission Statement

Our mission is to provide all our clients with a service of the utmost excellence, efficiency and effectiveness. We aim to provide this by offering a bespoke service tailored to the specific needs of the client. Through our services, we will do our utmost to protect the public and to create a safer environment.

We aim to communicate effectively with each of our clients, coming to an agreement on their needs and how we can provide the best security service to exceed their expectations.

We will provide not only a safe working environment but also proactively consider the health of all our staff.

We will achieve this by upskilling and empowering our people and by blending traditional and technology-based solutions to continually improve and develop our broad range of services.

All the needs and expectations of our stakeholders will be addressed through our policies, procedures and our employees training and development.

We are fully committed to being an environmentally friendly business.

Values

Our values should be simple to understand, and importantly to uphold in all our activity. Given our position as a people business, we wanted to ensure that this was reflected in the values, alongside topical concerns within the industry in general, and this has led to our values being defined as the following:

- To **put the front line officers first** in all decision making
- To **do the right thing**, ethically, morally, legally and with regard to our communities and environment.

We are proactive members of the industry, working hard to improve standards for the frontline, whether that is pay, benefits, conditions, or learning and development opportunities and career pathways, and the management team is continually fighting hard and lobbying customers on behalf of its front-line staff.

Supporting Documents

To facilitate a culture within the business where all employees regardless of position or role feel that they can truly 'live' to these values, we have a range of policies and procedures that underpin them, including:

- Business Ethics Policy
- Code of Conduct
- Anti-bullying and Harassment Policy
- Whistleblowing Policy
- Environmental, Social and Governance Policy incorporating Corporate Social Responsibility
- Equality, Diversity and Inclusion Policy
- Drug and Alcohol Policy
- Sexual Harassment Policy
- Anti-Bribery and Corruption Policy
- Anti-Slavery and Human Trafficking Policy
- Leadership Values

Communicating our Values

We communicate our values to our employees and our customers, as well as other key stakeholders such as trade membership bodies (IFPO, IPSA for example) and the regulator, through the following means:

- To existing employees through our Brightpay communication platform alongside all policies
- To existing employees through our newsletters
- To TUPE transfers within our TUPE welcome pack
- To new applicants through the interview process
- To customers in bid documentation and annual review documents

Badar Chaudhry

Badar Chaudhry - CEO

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Badar Chaudhry (Feb 24, 2024 15:59 GMT)