



Culture Charter

An inclusive, value-driven workplace, that grows trust by working as one team, communicating openly and treating our colleagues with respect.

	Transparency	Teamwork	Communication	Value Driven	Mutual Respect
l commit to	I will talk and act with openness and transparency in order to develop a culture of trust and understanding.	My colleagues are my team mates, at all levels I will collaborate across departments to deliver against our business objectives.	I will communicate with our culture embedded in each conversation; with openness, as a team, with purpose and deliver it with respect.	I understand that each action when taken purposefully, has the power to drive positive change and ensure that our work is meaningful.	I am a DDC family member, I treat each individual with respect. I actively encourage equality and speak out against anything that negatively impacts our family's wellbeing.
We commit to	Our culture is built on a foundation of openness and transparency. We all work to grow, embed and sustain trust through our open and transparent approach.	We are one team, and we are only as strong as our weakest link. We both succeed and fail together.	Our team are encouraged to communicate with clarity and credibility, influencing and inspiring each other to achieve our strategic goals.	We are focussed in our beliefs - driven to deliver the strategic agenda, whilst maintaining a culture of continuous improvement and positive change.	Our team succeed because there is a culture of respect and equality. We are a family.

Transparency that enables each person to understand actions taken and help us strive for **EXCELLENCE** every day.

An open and trusting environment that allows people to express themselves, and for those expressions to be met with RESPECT.

Sharing new ideas, suggesting ways to improve existing processes. And for any such CREATIVITY to be met with an open mind.

LEADERSHIP with openness at its core. Leaders who communciate with trust and clarity.

RESPECT of ourselves and others, being constructive and supportive in feedback.

Providing a nurturing
LEADERSHIP
approach,
empowering our
beople to lead us
forward and
shape our

ensuring that as a team we will work hard and have **FUN** along the way.

Being CREATIVE in our collaboration, continually finding new ways to serve our Thoughts and words that are delivered openly that are delivered in a way that ensures the INTEGRITY of each individual is upheld.

Communication that will provide value and positive outcomes, and that is delivered with RESPECT.

Open and honest communication inspiring a **LEADERSHIP** approach and a common goal.

Be CREATIVE in our communication ensuring everyone feels informed and empowered to make a difference.

Delivering EXCELLENCE in everything we do, continually improving to be better.

Our purpose will be considerate of the wider team and the decisions taken will show RESPECT through actions and inclusion.

To strive to meet our targets with purpose and INTEGRITY.

Working hard to deliver great results to our clients, and to have FUN whilst we do it. Treating our colleagues with RESPECT and actively speaking out against any negativity.

Interacting with our DDC family with INTEGRITY, ensuring the ongoing success of the collective.

A workplace that is **FUN** and suitable for all, not select groups.

Recognising that diversity and equality are key factors in driving the LEADERSHIP of our business.