**SSLEP Vision & Values**

**Our Vision:** Stoke-on-Trent and Staffordshire will be the best place to live, work and do business in the UK.

**Our Values:**

* Collaborative Leadership

Committed to being an independent and diverse public and private sector organisation that is strategically focussed, connected and engaged across our region in directing delivery.

* Dynamic and ambitious

Operating proactively as a dynamic and ambitious leader on opportunities which bring transformational change for our unique communities and region.

* Accountable and responsible

Representative, transparent and communicative in all that we do. Acting responsibly to ensure that our decisions and activities fully appraise economic social and environmental impacts.

* Impactful

Working on a macro and micro level across Stoke-on-Trent and Staffordshire to generate real and lasting consolidated impact which will grow business, increase jobs and enhance our skills base.