



# COUNTY DURHAM AND DARLINGTON FIRE AND RESCUE SERVICE



**PROFESSIONAL**



**INNOVATIVE**



**EFFECTIVE**



**PIE** represents our values and describes the service our customers should expect. This element of 'being the best' is the external key message around the service we provide.



**THE 4 C'S**

**The 4 C's** communicates the behaviours we expect all our people to display at work. Delivery of the 4 C's across the service will lead to an organisation which displays the PIE values and fulfils the organisational aim of 'being the best'

**HOW WE APPROACH CHALLENGES**

Our people should approach challenges with flexibility, enthusiasm, motivation, passion, determination & resilience.

**HOW WE CONDUCT OURSELVES**

Our people should conduct themselves in an honest, trustworthy, reliable, accountable, consistent and respectful manner.

**HOW WE COLLABORATE WITH OTHERS**

Our people should be approachable, supportive, encouraging, inclusive and show that they value their own development and the development of others when collaborating and working with others.

**HOW WE DRIVE CHANGE ACROSS THE ORGANISATION TO MAKE A DIFFERENCE**

Our people should drive change by being creative, resourceful, courageous, original, clear and focused.

**SUCCESSFUL IMPLEMENTATION OF BEING THE BEST WILL HELP US DELIVER AGAINST OUR 6 STRATEGIC PRIORITIES:**



Emergency response



Community safety



Business fire safety



Value for money



Working together



Our people, our way