



OUR VISION

Sustainable Stewardship – for Communities, Enterprise and Nature.

DUCHY of CORNWALL

OUR VALUES AND BEHAVIOURS



We are *visionary*

- We are proactive, brave and innovative in meeting our objectives and encouraging our partners to do the same.
- We plan for the future with imagination and wisdom.



We lead with *integrity*

- We respect our heritage and the environment in our actions.
- We strive to communicate openly and consistently.



We act *responsibly*

- We are accountable, building trust with those around us.
- We are caretakers of the past, present and future of the Duchy.



We encourage *inclusivity*

- We foster a culture of community.
- We treat customers, colleagues and critics professionally, mindfully and kindly.

CRITICAL TO OUR SUCCESS



Viability

- To provide a sustainable income stream for present and future Dukes of Cornwall.
- To realise capital to allow long term reinvestment opportunities to be resourced.
- To maintain a diverse property portfolio that meets the long term needs of stakeholders.



People

- To employ the very best staff who feel empowered to succeed and contribute to the Duchy's vision.
- To encourage staff development for everyone to reach their full potential.
- To recognise and celebrate our diverse workforce and their contribution to the Duchy's vision.



Sustainability

- To conduct our business in accordance with recognised standards of sustainable management that protect the planet.



Reputation

- To protect and enhance the Duchy's reputation.
- To engage with and inform our key audiences.
- To build strong partnerships with our tenants and communities.



Governance

- To be effective and trusted in our decision making.
- To ensure effective governance and management structures at all levels.
- To ensure staff have a clear understanding of the Duchy vision and how they contribute to it.