**SSLEP Vision & Values**

*Be the partner to support all stakeholders in our vision to drive our local economy and make Stoke-on-Trent & Staffordshire the best place to live, work and do business*

**Mission** **Statement**  
  
We aim to:

* Support and help to grow businesses with a focus on our sector strengths
* Enable a skilled workforce
* Boost innovation in products, services and business
* Improve physical and digital connectivity
* Enhance our physical, cultural and environmental assets

**Our Values**

* ***Effective and meaningful private and public sector collaboration***

We are a unique public and private sector force that will collaborate effectively and in the best interests of the region. We will bring our collective skills, knowledge and experience together in thought leadership and in directing delivery to achieve our vision.

* ***Transparent and accountable decision making***

With continuous reference to our Assurance Framework and supporting processes we will be fully accountable for all our activity, decisions and actions. All that we do will be visible through board papers and communications.

* ***Continuous engagement***

We will continuously communicate with our local stakeholders, providing updates on project delivery through a variety of channels. We will also seek feedback, ensuring our communications remain relevant and timely and that we are engaging and involving a broad and representative selection of businesses and individuals.

* ***Championing local***

We will combine local knowledge and expertise to deliver for our unique region. We will provide local solutions to local issues working wherever possible with local businesses, agencies and contractors.

* ***Partnership with Government***

We will work to improve our local economy under the Government’s Industrial Strategy, working alongside and guided by BEIS and other government departments as their local partner of choice.

* ***Timely, integrated delivery***

Our delivery will be professional, timely, integrated and cost-effective. We will ensure best use of our combined skills and resources competently and professionally.

* ***Sustainably led***

We will actively advocate Social Value and support sustainable solutions in growing our region’s economy. Physical, societal and environmental impacts will be key considerations in all that we do and support.

* ***Evidence and measurement***

A clear, local evidence base will support all decision we make and programmes we deliver. We will collaboratively develop and publish a consistent measurement tool which provides economic and Social Value evaluations of success.