



BRONWIN & ABBEY LTD

OUR MISSION, CORE PRINCIPLES & VALUES

OUR MISSION STATEMENT

It is our mission to offer woodland owners a bespoke, caring, personal and independent service.

As we drive the business towards our vision we always adhere to our core values as a business. These core values inform every decision we make.

We will strive to build a resilient business with the capacity to adapt swiftly to changing demands and emerging markets for our clients. We will continue to navigate the challenges of land management for our clients and ensure we offer a high value service, supported by prompt and efficient delivery.

We will continue to be a secure and profitable business with a transparent offering to our clients. We will remain an open, honest, and secure partner for our clients and suppliers.

People are at the heart of everything we do whilst offering a quality and fair service to woodland owners that is fit for the future.

OUR CORE PRINCIPLES

What we do and how we do it reflects on us and you. For the business to be seen as professional and uphold the standards that our foundations are sat on we must adhere to some basic principles of operation. Key but not sole points include –

How you should do it

- Take responsibility & be accountable – You fail we all fail
- Be the standard you expect from others
- Deliver what you say, when you said
- Present and conduct yourself in a professional manner
- Maintain business and client confidentiality
- Respond to clients in a timely and efficient manner
- Prepare for meetings and visits – be organized
- Be an ambassador for yourself the business the group and our industry.
- Be self-aware and take care of yourself, switch off, know your limits
- Have fun

How you don't do it

- Micro-manage
- Over promise and fail to deliver
- Make things over complicated,
- Confuse Authority with Authoritarian
- Take shortcuts – they are short term and always make for a long journey
- Compromise standards
- Avoiding difficult or complex issues



OUR CORE VALUES

In pursuit of these ambitions, we will uphold our values, foster innovation, and embrace a culture of continuous improvement. Our success will not only be judged by our financial achievements but also by the positive impact we make for our clients, on our industry, in the communities in which we operate, and on the natural environment.

- **TRANSPARENCY-** We offer our clients a fair and transparent service and our job is to advise them in a transparent, clear, and concise way on the most economical way to manage their assets. Transparency flows through the business internally and externally.
- **HONESTY** - Be honest about everything. Never commit to deliver something you cannot achieve. If you make a mistake fix it, learn from it, and discuss it. We all make mistakes.
- **FAIRNESS** - Be it internal or outward facing, always be fair to staff, clients, and contractors alike. Everyone should be able to operate profitably. There are difficult decisions to make but always be fair making them.
- **PROFESSIONALISM** - We are a professional business with our clients and contractors at the heart of what we do. The client always comes first; we must maintain the highest standard of professionalism and delivery; and remember we are only as good as our contractors.
- **DETAIL & COMMUNICATION-** Detail is everything and our clients expect the best. Delivering on detail with excellent communication along the way is essential.
- **HEALTH, SAFETY & ENVRIONMENT** - We pledge to maintain a high level of Health, Safety, and Environmental standards. Our commitment to the highest levels of responsibility in these areas will not waver, as we contribute to the well-being of our clients, employees, and the environment.