

THE NATIONAL ASSOCIATION FOR AREAS OF OUTSTANDING NATURAL BEAUTY

Our Core Values and Beliefs

We have a fundamental passion for the environment, and firmly believe in tackling wider global environmental issues through our collective local contribution.

We believe that resilient landscapes underpin the wellbeing of society and the economy. We place great weight in the role of AONB teams, partnerships and Conservation Boards in optimising the resilience of designated landscapes at the local level and champion the role that the NAAONB performs at the national level in supporting the individual and collective impact of AONB teams, partnerships and Conservation Boards.

We lead from the front, encourage innovation and foster creativity. We take calculated risks to actively create a better future.

Direction

Our focus is on ensuring that the natural beauty of AONBs is valued and secure. We do this by working to support and develop a network of ambitious AONB partnerships and Conservation Boards with a strong collective voice.

Leadership

Our success is dependent on trustees, direct employees, contractors, secondees, and those staff across the network that champion and support the work of the National Association and AONB teams. We strive for continuous improvement with a sense of urgency and a willingness to learn, and are open to change and empowered to take risks consistent with our core beliefs.

Quality of Service

We aim for the highest quality in all that we do. Our goals are achieved when we exceed our stakeholder's expectations and build enthusiasm for a collaborative AONB 'movement'.

High-performance environment

Our culture is built on a foundation of empowerment and accountability. We purposely avoid bureaucracy and enforced hierarchy; instead we support the principles of a meritocracy where knowledge and fairness dominate.

Employee relations

We treat every employee fairly, with respect and dignity. Opportunities for growth are based on performance. We recognise, reward and celebrate performance and measurable contributions to organisational outcomes.

Teamwork and commitment

We highly value individual accountability, teamwork and commitment. We maintain a trusting, collaborative environment while also encouraging healthy conflict and challenge over ideas.

Decision making

Our decision-making process is short as a result of our flat, open structure that empowers employees and wider team members to take the initiative and develop ideas and opportunities.

Growth

We support the principles of subsidiarity and will not seek to grow the Charity just because we can. Every step

taken to grow must be consistent with our capacity and core beliefs. We direct our energy and effort into creating positive impact on the ground.

Balance

We believe that a healthy work/life balance is essential, and we are proud of our flexible, sustainable, family-friendly culture. We are a homeworking Charity by design.

All National Association employees are guardians of our culture, brand and work environment. We comply with and communicate our core values – integrity, empowerment, excellence, collaboration and accountability in all that we do.