

## **Key values at the heart of our customer relationships**

### **Commitment**

Customers' needs and customers' best interests will be at the heart of everything we do. Customers can expect real professionalism from us as we aim to do all we can to achieve the results the customer is looking for.

We hope you as a customer will be impressed enough with our service to work with us over many years, but we welcome you even if you are looking for a single service.

### **Commerciality**

Our approach is firmly rooted in building value for customers through the service they receive from us. Whether we are directly helping customers to maximise business opportunities or supporting them in their work or personal affairs, we will have any commercial aspects in mind as we use our expertise to find the best solution we can.

You will see the evidence of this approach in many different ways, from having customers' issues dealt with quickly and efficiently to receiving a timely, on-budget service and, where appropriate, through us managing any risk, so we can help customers in the best way possible.

### **Creativity**

We do not offer a 'one size fits all' approach to our work - we know all our customers' needs will be different.

Legal work isn't just about well-established paths. To offer customers the best service possible, we also think laterally and innovatively when required, using our knowledge, experience and skills to find a solution that is right for that customer.

### **Closeness**

We want customers to enjoy working with us and to feel able to talk to us. With transparency and openness such a key part of our approach, clear and regular communication is vital to the way we do business. We keep customers informed at every stage, helping in a straightforward and straight-talking way.

### **Confidence**

The best partnerships are based on trust, and we will look to build this with our customers by the high level of service we offer and the in-depth knowledge and commitment to customers best interests we demonstrate. We want customers to experience an excellent service, not just once, but time and time again – and that is what we aim to provide.

### **Working hard to make a difference**

We are keen to make a positive difference in the wider community, whether that is through using our expertise to help people who need it, or by simply giving our time where it is required. We do this in many different ways, from playing an active role in organisations to providing pro bono work (i.e. work we do without charge) for worthy causes.

## Equality and Diversity Policy statement

The Firm is committed to avoiding discrimination in its dealings with customers, personnel and all other third parties that have dealings with the Firm. It is committed to promoting diversity in its professional activities.

Everyone at the Firm is expected (and is legally required) to treat all others equally and with the same attention, courtesy and respect regardless of their protected characteristics:

In addition, the Firm will ensure that nobody with whom it has dealings will suffer any substantial disadvantage through any disability that they might have. The Firm is committed to making reasonable adjustments for those with a disability in relation to job opportunities, promotion and training within the Firm and the provision of services to customers.

All personnel must be aware of the Firm's policy in relation to all of the above acts. The policy deals with all professional dealings by personnel with customers, other solicitors, barristers and third parties, and so covers:

- \*accepting instructions from customers;

- \*using experts and counsel;

- \*the provision of services to customers;

- \*dealings with those representing others; and

- \*interaction with everyone involved in or incidental to the provision of services by the Firm.

The policy also extends to any future recruitment, training and promotion of people within the Firm. In connection with both aspects, it is the case that all personnel must comply not only with the professional requirements of the Solicitors Regulation Authority, but also with current legal requirements.