Ethics under pressure
The Planning Convention, Tuesday 28 June 2016
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OUR VALUES

- Integrity
- Pride
- Excellence
- Invest
- Fun
We act with **INTEGRITY**; respecting each other and everyone we do business with, recognising that the long term is more important than the short.
• Integrity is not so much about what others think of us, it is more about being sure that we are acting consistently with our own values.

• The proper application of the planning process already helps to guide us towards appropriate and good quality development. If we have concerns about a project, those are also likely to be legitimate planning concerns.

• We should be consistently seeking to add value, not take it.

• When we express our opinion it should be our opinion.

• We should not be promoting development (or objections) that we do not believe in.

• We should treat others, including our competitors, as we would want to be treated ourselves.

• These principles apply to our internal as well as our external activities.
We have **PRIDE** in everything about Quod; the team, the quality of advice, the consents we deliver and the places we help to create.
We deliver **EXCELLENCE**; we have built a unique team that enjoys working as Quod; a team that others want to work with and that is trusted to provide incisive thinking, attention to detail and honest commercial advice.
We INVEST in our people and the future of Quod; sharing the benefits of our success.
We have **FUN** and enjoy what we do.
• Develop, understand and live by your Vision and Values
• QA processes
• Sources for guidance:
  • Colleagues
  • CPD
  • Quod Gossip
  • RTPI Practice advice note
• Framework – Experience – Good Judgement