

PERSONAL MISSION STATEMENT

FROM THE

MANAGING DIRECTOR OF UFFORD PARK

"It is my vision for Ufford Park to offer a warmth of welcome and service to all our customers that is unparalleled in the area – to not just make them want to be here, but also to make them want to come back time and again, as well as recommending us to their family, friends and colleagues.

In 2018 Ufford Park was awarded **SILVER 3 Star** accreditation from Quality In Tourism and it is our goal to maintain this high standard and to progress to achieving **3 Star Gold** accreditation by 2021.

As part of the Ufford Park Team I want you to enjoy coming into work every day, to be proud of working here and to have a **positive, problem solving attitude**. I need you and your team on the **SAME** bus, I also need everyone on it to be facing in the same direction – buying into the same culture & values!

Success starts with **Why!** It's a fact that people who love going to work are more productive and more creative. They go home happier and have happier families. They treat their colleagues, clients and customers better.

People don't buy what you do, they buy WHY you do it. This starts with relationships not just between us and the customer but between US as colleagues, it builds trust and with trust comes loyalty.

We don't hire for skills; we hire for attitude – we can always teach skills – but your attitude needs to fit in with our culture.

I would like us to treat each other with care and respect, to be fiercely loyal and to never do anything that hurts or undermines each other. My job is to **give you enough autonomy to make the RIGHT decision, that supports this family culture**, and not just to take the easy option.

I want to promote 'Can Do People' working here – people who look to bring solutions not problems to me. I want Ufford Park to be a great company, not just a good company to work for. A company whose foundations are built on trust, honesty, and loyalty to each other, as well as to the customer.

All your actions contribute to the whole plan – so be totally house proud every day.

We all need to build on OUR strengths, Status Quo is not an option. Together our goal is to employ colleagues and find customers who believe in what we believe in and then together we all succeed. Remember that we are all on a journey together to find out what makes us special – to **ALL** believe in and **BACK OUR BRAND** – and we do this with our **ACTIONS** not just our words – our goal is to build our own set of loyal customers and colleagues. This will give us all job security and make Ufford Park a great place to work.

I look forward to welcoming you to the Ufford Park family!"

Tarnia Robertson
Managing Director

