

YCL

A wholly-owned subsidiary
of the University of York

VISION MISSION VALUES



VALUES



Trust

We will place trust in you to do your job and do it well



Respect

We will respect you and expect you to respect your colleagues and customers



Unique

We are all unique and diverse and we embrace this



Enjoy

We strive to make work an enjoyable place, you should too!

MISSION

Our mission is to provide the highest standard of customer satisfaction, value for money and quality of product within a friendly and helpful environment.

OUR VISION

As Commercial Services expand at the University of York, we have looked at our business and tried to prepare ourselves for the future under the following headings:

- People
- Growth
- Quality
- Profit
- Goals

We have purposefully put our people first as this is our culture. We have shaped our values around our people and believe that this is the best way to drive our business forward.

People

Our first value is **'trust'** and that is the cornerstone of our people strategy. We trust that all our people believe in what we are here to do and will automatically choose to do their best.

We want people to be happy at work as we believe that a happy workforce leads to a friendly welcoming environment for our customers.

As we strive to deliver a great customer experience we think that getting the **Right People** in the **Right Place** doing the **Right Thing** is essential. This starts by recruiting the right minded people who will inspire each other and allow us to develop their skills through a commitment to training and development. Our benefits package will make us an employer of choice.

We know that we have a unique and diverse customer in a unique environment and we need to reflect this in a unique and diverse workforce. This will hopefully give us a competitive edge and our mix of cultures and experience will be reflected in our products, range and variety of offer. We have an opportunity to lead the market through this approach and we will encourage these behaviours.

Our people will be included in setting our business objectives, we will invest in their training and we will expect a two way dialogue through our 'Open Door' culture.

Finally, we want everyone to enjoy what they do and to reach retirement healthy, wealthy and fulfilled.

Growth

As the student and staff numbers grow and we interact more with the local public, we will need to open up new markets and trends to satisfy a growing demand. Our flexible approach will allow our business and our people to change when change is necessary. We will look to encourage new businesses to meet future expansion beyond our current horizons whilst always mindful of supplying a quality product.

Profit

We exist to provide a profit back to the University through our products and services. We will go about this in a way that is driven by our people and that will give our customers a sense of real value for money. We will put together a pay and benefits package that rewards success and encourages staff to participate in the business. We want our staff to enjoy their work and to be happy in their roles and to go home at night feeling that they have contributed to the team effort.

On occasions, we will acknowledge the benefit of providing a service that does not drive a financial profit but that might give a better customer experience to benefit the University as a whole.

Quality

For us, quality will include not only the basic products but also the people we employ, the facilities we provide, the technology we employ and the service we deliver.

We will constantly measure this through benchmarking against competitors and through our various customer feedback mechanisms. We will publicly display this feedback and what we have done to address the issue. We will all own the feedback and when appropriate, we will develop software and training packages to ensure we maintain a quality driven environment.

We are committed to quality local suppliers and we will make the most sustainable choice whilst not compromising on quality.

We will aim to become a department within the University environment which is valued and used as a benchmark for quality services. Our customers will want to choose us first, they will return to us as their provider of choice and they will promote us to their colleagues.

Goals

- To create an environment where knowledgeable and passionate staff achieve success and motivation to stay within Commercial Services.
- To lead through innovation and development to stay ahead of customer expectations and competitors.
- To create sustainable cost effective business streams which lead the market.
- To aid development by generating year on year profit through the activities of our business units.
- To increase control over capital, re-investment, etc...
- To expand to meet future provision into quality facilities.
- To be seen as industry leaders in everything we do.
- To use data to meet our customers' needs.

Have a suggestion?



*At YCL we encourage our staff to come forward with ideas and suggestions on how we can improve our business. Please submit any suggestion or idea you may have by completing the **YCL staff suggestions form**.*