

Our Core Values

To help us stay committed and accurate to our mission, we have worked together to outline our values. Pulling together to make a difference and support all Showmen in the UK & Ireland.

Show Head–Show Heart–Show Smart

These values help us define who we are and who we aim to be. Working collectively, they encourage us to be the best we can and help inform our decision making when planning for a mentally healthier Showland.



Travelling an Equal Road: *Equality*

We ensure that every individual has an equal opportunity to get the support they seek. We respect and appreciate differences in age, gender, ethnicity, sexuality, physical abilities, education, race, and religion among individuals. We support all Showmen and embrace diversity.

Open Here, and all are Welcome: *Transparency*

We operate with openness and transparency, we seek honest and open feedback, and constantly work to improve our services. We value all voices. Whilst ensuring the anonymity of our service users.



No People Like Show-People: *Kindness*

We will treat all people with kindness and strive to make all who interact with the charity feel safe and respected.

Build-up and a Pull-down: *Integrity & Respect*

We will do everything in our power to demonstrate reliability and trustworthiness, whilst showing patience and flexibility, even when unexpected obstacle arises. We will respect ourselves and others in every interaction demonstrating gratitude. We will be respectful of peoples process to receive support and do all in our capacity to make services accessible.



Stronger Together: *Collaboration*

We work collaboratively to build effective services. We engage with community members and organisations to share approaches and ideas building effective outcomes. We create resilient and successful working relationships.