



OUR VISION

Building a world-class ambulance service for a world-class city

London's primary integrator of access to urgent and emergency care

on scene | on phone | online

OUR PURPOSE

We exist to:

Provide outstanding care for all of our **patients**

Be a first class employer, valuing and developing the skills, diversity and quality of life of our **people**

Provide the best possible value for the tax paying **public**, who pay for what we do

Partner with the wider NHS and public sector to optimise healthcare and emergency services provision across London

Our values & behaviours

Respectful

Caring for our patients and each other with compassion and empathy
Championing equality and diversity
Acting fairly

Professional

Acting with honesty and integrity
Aspiring to clinical, technical and managerial excellence
Leading by example
Being accountable and outcomes orientated

Innovative

Thinking creatively
Driving value and sustainable change
Harnessing technology and new ways of working
Taking courageous decisions

Collaborative

Listening and learning from each other
Working with partners
Being open and transparent
Building trust

