



Vision, Purpose, Key Priorities and Values

Vision

An inclusive society where everyone is valued, financially secure and can participate equally.

Purpose

Maximise benefit entitlement by ensuring access to expert advice, improving the capability of advisers, disseminating information and influencing policy.

Key Priorities

- Authoritative and accurate benefits advice, training and publications.
- Professional, courteous, quality-assured service, meeting our partners' needs.
- A focal point for welfare rights work and entitlement maximisation, supporting North Yorkshire and York residents.
- Influencing local and national decision-making and policy direction, promoting claimants' rights.

Values

Justice	Professional competence	Compassion	Integrity
Quality	Customer focus	Independence	Reliability