



Why Beatons is like it is...
or The Constitution which makes us what we are

- **We're wholly committed to delivering gracious hospitality, a restorative experience and generous value** because we know that irrespective of changing market conditions, products or services these have enduring value to the economy and every person's well-being.
- **We focus on developing attributes and skills of franchisees and staff alike** because we believe it's the single most important factor in creating personal and business success for each person, and therefore the group as a whole.
- **We value individuals** whether customer, franchisee, supplier or any other stakeholder because unless people are heard and nourished they feel disconnected and alone
- **We look for an attitude of lively responsiveness in all our people and perpetuate it** because it makes our customers feel special and us a dynamic group.
- **We celebrate success and are super-curious as to the cause of things going wrong.** It creates a fresh start and 'no-blame' culture. It's also elegant, attentive and fuels warmth and passion, apart from being a restorative way of working.
- **We fiercely maintain a pristine unadulterated brand** because cluttering up our brand with those of others weakens it and muddies our elegance.
- **We prioritise live engagement** because we believe life is richer when lived offline with as many senses involved as possible – it builds communities, honours inclusivity and keeps taste-buds tingling!
- **We engage with local communities through supporting local charities** because delivering generous value is part of our ethos.
- **We rigorously teach and develop specific skills – 'Beatons Pearl Model' –** to ensure the way we deliver is elegant, attentive and is with 'heart and passion'.
- **Inspired by Cecil Beaton we use creative and literary flair to enhance our brand** e.g. poetry - it adds to our distinctiveness.
- **We value being open and transparent** because it nourishes growth and 'nips fear in the bud' leaving no room for dishonesty or personal greed...

... which is why, as a new member of the Beatons group you are invited to sign up to upholding these principles. They are what gives us our integrity.

Signed

Date.....