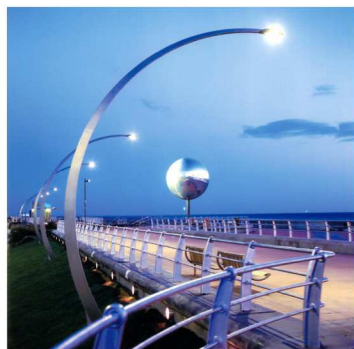


Our Ethical Principles

DRAFT

June 2015

Blackpool Council



Our Ethical Principles

Introduction

This statement sets out the ethical principles of the Council – what we stand for as an organisation, and where we draw a line in the sand. These principles will be considered in all our actions and decisions.

They sit alongside other parts of the Council's governance arrangements:

- The Council's **Code of Conduct**, which governs individual integrity, honesty and impartiality and forms a key part of the Council's Constitution;
- The Council's **Values**, which shape how we do our work and treat individual people;
- The Council's commitment to **Equalities**, which ensure equality of access and opportunity for everyone based around protected characteristics set out in legislation.

This statement builds on this by establishing a set of organisational concerns on wider ethical issues that go beyond compliance with the law. It helps us think about the things which we find unacceptable, even if they seem to contribute to achieving our vision for Blackpool.

Aim

Our ethical principles aim to ensure our policies and day to day decision-making supports the Council's vision and priorities, and helps us to live out our values.

Our Ethical Principles

We will always bear these principles in mind when making decisions, developing new services, and choosing who we do business with:

- ✓ Where we can we will ensure our actions and behaviours are guided by the Council's vision, values and priorities
- ✓ We will use our influence to **promotesocial justice, and the reduction of poverty and inequality;**
- ✓ Where possible, we will use our influence to uphold the dignity of all people, **respecting equality and valuing diversity**
- ✓ Where we can, we will ensure that our actions and activities promote and support**health and wellbeing.**

Our Ethical Principles

Putting our principles into practice

To be meaningful, our principles have to be applied to specific situations and decisions. **Our ethical principles are not rules**, but are a prompt to the wider issues we will think about when making decisions and taking action. Sometimes the “right” action/decision is clear to all - more often it is not, and requires judgement, and careful weighing of complex impacts and effects.

This statement is accompanied by a separate guide to which ethical issues should be considered and when, plus an outline of what needs to be thought through. The principles are owned by the Council’s senior officers and Executive, meaning that they will ultimately decide when something could go beyond what we consider acceptable, or where a project could contribute more positively to the delivery of these principles.

We will consider the principles at the start of a project, when developing strategies, when asking the Executive or Council to make a decision, and as part of our service planning processes. Service managers and staff may be asked to re-think work which appears to contradict some of these principles on a case-by-case basis.

This process is similar to the way in which we pay “due regard” to protected characteristics when meeting our equalities obligations. We may or may not seek to change our course of action, and may think about how we might manage its effects.

Contact details

For more information on how to consider the ethical principles or further guidance, please email customer.first@blackpool.gov.uk or call the Corporate Development Team on 01253 477121.