

# Lancashire

## Ambassadors

### Our Manifesto

Lancashire Ambassadors are committed to act as inspirational voices of Lancashire. We work collaboratively with Marketing Lancashire, partners and stakeholders to articulate and promote the strengths of Lancashire to national and international audiences, for the benefit of all businesses and individuals based in the county.

Our values, or core principles, are outlined below:

**We are Lancashire invested and proud.**

We know what makes Lancashire a great place to live and to work and we want to share that knowledge with the world. We are passionate about our county and what it has to offer.

**We are committed to true partnership**

No single individual or organisation can deliver success at county-scale in isolation. We don't just talk about collaboration, we have literally put our money where our mouths are.

**We are ambitious**

We have a can-do attitude and want to see results. We focus on the things that can make a real difference.

**We make connections**

We lead by example in connecting people and organisations together to generate better profile for Lancashire. We also connect ourselves and our businesses to our Lancashire roots.

**We share mutual respect**

We care about our people and our partners. We treat everyone with respect and share the goals and challenges of the entire county as our own.