



## OUR ETHOS

What bits do we do better than anyone else in the area

## OUR TEAM

Our greatest asset is you!  
Happy people make people happy

We're as proud of what's behind the scenes as we are of what's out front

We achieve through our teamwork

We love to Make People's Day through surprise and delight

### WHY WE DO IT

To deliver fun and unrivalled enjoyment on every visit to our amazing property

### HOW WE'LL DO IT

We're going to spend time on our own happiness, because happy people make people happy

We're going to break rules to make better ones and reinvent what we do, to make sure we stand out from our competitors to get noticed. We're going to make sure we are really different and exciting.

We're going to make sure The Haycock Manor is a really fun place to be. We will surprise and delight our guests in any aspect of our business they use.

A genuine passion to serve

Treating everybody with kindness

Building a fun environment for our guests and team

Continually improving the details

### IN OUR DNA

**INSTAGRAMMABLE MOMENTS**  
When our guests tell our story for us

**OUR PERSONALITY**  
Cultivating an approach and behaviours that are particular to us

**HOW IT GETS DELIVERED**