

The Management Deal



Initiated to enhance the partnership between The Crown Estate and its
Managing Agents and Suppliers

The Management Deal

– for mutual benefit

The Management Deal has been agreed with our Managing Agents and other Suppliers – to ensure the consistent application of our values and guiding principles throughout the business. We believe that this approach will ensure transparency and add value to our business – and our tenants' businesses.

The Management Deal

We Will:

- Deliver performance exceeding appropriate benchmarks, through a partnership culture
- Sustain a positive, constructive and approachable manner, treating people as we would wish to be treated
- Ensure swift responses and rapid decision making, communicated by Email, with 'no surprises'
- Deliver efficient and professional business administration without duplication – clear, focused and concise
- Manage the business as if it were our own – 'would we do this with our money?'
- Manage risk – rather than avoid it
- Adopt a 'firm, but fair' approach, considering issues from others' points of view
- Encourage and embrace innovation
- Motivate our teams to excel and 'go the extra mile'
- Engender a sense of pride through the attainment of high quality standards, aligned with Crown Estate brand values