

## Mission Statement and Values

### Mission Statement:

**'To be a trusted provider delivering high quality customer focused social and health care services'**

### Primary Value:

'The needs of our customers come first'

### Core Values:

- **Respect** – We respect equality, diversity, and the beliefs and dignity of all of our customers, their families and colleagues.
- **Compassion** – We will provide the best possible care, treating customers and family members with sensitivity and empathy.
- **Service and Integrity** – We will adhere to the highest standards of professionalism, ethics and personal responsibility, worthy of the trust our customers place in us.
- **Safe, Caring and Personal** – We will inspire hope and nurture the wellbeing of the whole person, by ensuring a safe and supportive environment.
- **Excellence** – We will deliver the highest quality service and personalised care and support through the dedicated effort of every team member.
- **A Good Place to Work** – We place emphasis on colleague's satisfaction and will create an environment which offers opportunity for personal and professional growth.