

Underpinned by our vision and values, our plan for the next three years will help us all reach our collective ambition for 2025: to work together to deliver high quality care, expand our charitable impact in a responsible way, and build an inclusive and authentic culture where everyone can thrive.

## Putting quality first

### We'll do this by...

- Ensuring CQC ratings Good or above across all our homes
- Embedding a culture of continuous improvement
- Maintaining high satisfaction levels among our residents and relatives
- Investing more in quality assurance, auditing and risk management
- Transforming how we harness digital technologies to deliver great care



## Inspiring our people

### We'll do this by...

- Recruiting and retaining high-performing colleagues
- Fostering a diverse workforce and an inclusive workplace
- Keeping turnover below sector average and agency use low
- Helping to develop and grow our skills, maintaining high compliance with training
- Supporting the wellbeing of colleagues through dedicated strategies and tools



## Growing sustainably

### We'll do this by...

- Increasing the number of homes under our management, and their quality
- Extending our charitable impact to over 1,300 residents across 29 homes
- Reducing our environmental footprint including through lower carbon emissions
- Expanding our programme of home refurbishments
- Moving to new facilities at our Westfield and Newport Pagnell locations



**Our vision:** Fulfilling lives for older people: a society that promotes their health, wellbeing and happiness and actively combats social isolation