

To be the care home of choice by enriching the lives of residents, empowering our teams and contributing positively to our local communities.

Making a difference *together*

Our Values



TOP Performance

(Turnaround • Optimise • Protect)



High colleague
retention and
recommendation



Excellent care
quality for
residents



Excellent
financial
performance



Culture of
continuous
improvement

Our achievements in 2024 so far...



High colleague retention and recommendation



Excellent care quality for residents



Excellent financial performance



Culture of continuous improvement



Positive team feedback & new Engagement Forum



Very positive resident & relative feedback



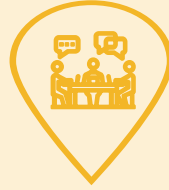
Improved team deployment & management of agency



Wifi installation & eMAR rollout



Enhanced team spirit built on shared vision & values



Positive relationships with stakeholders



Highest occupancy for 5 years & strong enquiry levels



CAPEX deployment to improve environments



Stable team with fewer leavers



Care Quality above sector average



Positive Average Weekly Fee build



New & improved Group website



Award-winning colleagues



Positive customer reviews & ratings



Significantly improved financial performance



Sector-leading innovation e.g. Magic Moments