

## OUR VISION

We will be the local health service provider of choice for people, patients, partners and staff.

## OUR AIMS AND GOALS

### Aim One

To deliver high quality care by focusing on the needs of all individuals, promoting self-care and supporting people to remain independent. To achieve this we have four goals.

#### Goal

We will continue our journey from being "Good" to "Outstanding"

#### Goal

We will work with people to help them develop the skills and knowledge they need to be able to care for themselves and remain independent.

#### Goal

We will work with partners

#### Goal

We will take advantage of technological innovation

### Aim Two

To create a sustainable, inclusive workforce which is appropriately trained and supported to meet the needs of the people and communities we serve. To achieve this, we have four goals.

#### Goal

We will ensure our staff have the skills and knowledge they need.

#### Goal

We will develop a workforce which is focused on delivering excellent health, care and wellbeing outcomes.

#### Goal

We will provide more opportunities for people to take up a career in health and care.

#### Goal

We will ensure our values shape everything we do.

### Aim Three

To ensure the long term sustainability of our services and Company. To achieve this we have four goals.

#### Goal

We will increase the social impact of our Company.

#### Goal

We will deliver services as efficiently as possible.

#### Goal

We will ensure financial resilience and a positive cash position and not make decisions which threaten this.

#### Goal

We will develop our services by working with people, communities, commissioners and partners.

## OUR VALUES



Quality



Respect



Partnership



Effectiveness



Integrity

We will promote healthy communities using the power of local people, community groups and social enterprises.