


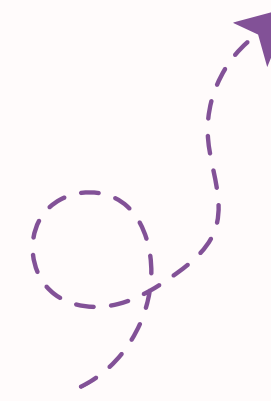
The world today

-  Adult Social Care is facing unprecedented uncertainty
-  Funding, regulation and systems are rapidly changing
-  Demand for high-quality, person-centred support is growing

Our direction

We are building a **financially resilient, digitally confident, and values-led organisation** - able to adapt, invest and grow.





So we can support more people, more sustainably, without compromising quality or values.



Things we won't compromise on:

-  **People we support are at the centre of all decision-making**
-  **Embracing diversity, particularly around neurodiversity and disability**
-  **We meet all regulatory and legal standards**
-  **High standards of data security and privacy**
-  **Strong relationships with stakeholders and partners**

Strategic priorities

<p>Financial resilience </p> <p>Build a financially resilient organisation that can respond to uncertainty, invest with confidence and sustain long-term impact</p>	<p>Clarity & simplicity </p> <p>Reduce complexity in structures, brand and operating models to create clarity, efficiency and cohesion.</p>	<p>Digital first </p> <p>Become a digital-first organisation that uses technology, data and innovation to improve outcomes and efficiency.</p>	<p>Growth & diversification </p> <p>Grow and diversify income to strengthen financial resilience and support more people.</p>
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Mission: Together we promote **independence, overcome barriers, and strengthen community connections for lasting wellbeing.**

Vision: A future where everyone can live with **dignity, choice and belonging.**

Respect | Compassion | Integrity | Belonging | Connection



To guide us in the development of this new strategy, we have listened to more than 400 employees, people we support and family members, and our commissioners.

It will continue to evolve as we learn, adapt and respond to a changing environment.