

## **Responsible**

### **We are responsible**

We deliver outcomes that have a measurable, positive impact on the lives of all those who need care and support.

We ensure value for money for the taxpayer, through efficient and effective stewardship of public money and through our social enterprise.

## **Innovative**

### **We are innovative**

We use our brand to create a compelling workforce offer; one that enables everyone to access resources for their development in our sector, from entry level to top leaders.

We encourage innovative thinking that enables the workforce to provide better, whole person care to those in need.

## **Collaborative**

### **We are collaborative**

We work with others, to ensure the whole workforce offer is joined-up and relevant.

We are inclusive in our work, knowing that diversity across social care is a key strength.

## **Dedicated**

### **We are dedicated**

We commit to long term investment and support with sector partners.

We nurture our talent. We do this by investing in our employees to support their development and being an employer they want to stay with.