

## Our purpose

Supporting people to **live their life, their way.**

## Our values

### People are at the heart of everything we do.

We listen, we learn, we build on strengths.

### We work together

We are one team and value people's strengths and differences. We are open and trusting with each other.

### We give our best

We do what matters. Good days and bad, we take responsibility.

### We have courage

We try new things. We are creative and adaptable.

## Our strategic aims and objectives



### Enable people to live great lives

- ✓ We will provide person-centred support driven by choice an opportunity for everyone, with regulator ratings of GOOD or better in both England and Scotland.
- ✓ Our technology will enable evidence of great outcomes for people we support.



### Support more people to live at home

- ✓ We will help people to transition from hospital back into the community.
- ✓ We will increase the number of people living in their own homes in communities of their choice.



### Be a workplace where our people will grow and develop

- ✓ As part of our core values we will continue to be an inclusive and diverse workplace, and recruit more managers with protected characteristics.
- ✓ Through our investments in technology we will improve our employee experience.
- ✓ We will focus on the health and wellbeing of our people and provide continued development opportunities.



### Actively partner, collaborate and influence

- ✓ We will be a collaborative and useful partner for evolving health systems, local authorities and other providers to improve outcomes for people we support.
- ✓ We will advocate alongside the people we support and their families to transform social care policy and practice.



### Be financially fit to meet our ambitions

- ✓ We will ensure financial sustainability and healthy reserves enabling us to continue to grow, innovate and invest to improve the lives of people we support.
- ✓ We will continue to find more efficient ways of working, making every pound count.

## Together, we will achieve:

### Good or better

regulator ratings in England and Scotland.

**85%**

of people we support, or their families, say that Affinity Trust is delivering good support.

**85%**

of people we support progress towards their goals and aspirations.

### 250 new people

(including at least 20 people identified as having complex needs) have moved from hospital back into their homes and communities.

**15%**

increase in employment of managers with protected characteristics.

Reduced employee turnover to no more than:

**30%**