



Our Vision



We aspire to use the Charity's resources to enhance the quality of life of older people in 'necessitous circumstances'.

We shall ensure we provide:

A variety of accommodation to meet individual needs

A comprehensive range of excellent services

Innovative approaches to employing our resources to meet a wide range of needs

A wide range of purposeful, cultural, physical and spiritual activities

We shall achieve this by:

Managing our finances and operations effectively and prudently

Attracting, retaining and developing competent and compassionate staff

Ensuring we manage and develop the estate to meet the changing needs of our beneficiaries

Working collaboratively with families, health professionals and community/business partners

Achieving the highest standards of corporate governance

Building on research and evidence to support innovation and change

