

Our Mission

We believe that people deserve social care, which improves their quality of life. We know that it's unique to every individual.

Our Values



Our Vision

is to be the leading provider of adult social care, delivering excellent service all the time, every time.

Developing and growing our business

- Lead and facilitate the development of a business case for the transfer of services from the Council, and implement any decisions to progress this
- Identify and implement creative and innovative solutions in our service delivery.
- Develop current services to be fit for future
- Replace Head Office accommodation with appropriate space fit for future

Growth

Building Effective Governance

- Grow and develop the impact of Employee Forum and Friends of Persona
- Establish and embed a compliance and quality management framework across Persona
- Development of new partnership relationship with Shareholder and LCO
- Develop more refined methods of evidencing impact and outcomes

Governance

Maintaining high quality, efficient services

- Achieve and maintain a CQC Good rating on all 5 KLOEs in each regulated service and strive to achieve Outstanding
- Develop the workforce to be our greatest asset, fit for the future
- Develop the culture of the organisation in line with the agreed values
- Develop a culture of continuous improvement and co-production which has customer experience at its heart
- Maintain the financial sustainability of the organisation

Quality