



Core Values

## Introduction

This booklet introduces you to our company values.

At Castle Home Care we are proud of being a local care provider for the local people of Bedfordshire, offering the highest standards of professionalism and quality with our clients at the heart of everything we do.

As part of this, we aspire to being an employer of choice and are passionate about our people and our services.

Our company values run throughout our organisation, our services and our interaction with our people - this is our commitment to you.



## Excellence, Leadership & Pride

We aspire to always exceed expectation, to be recognised as a provider and employer of choice for local people, and to deliver the highest standards of professionalism and quality in all that we do.

We are passionate in continuous improvement of our operations and in our investment in our people and our services to ensure we are fit for purpose. We take pride in our reputation, in our team and in our commitment to strong, effective leadership.



## Passion, Courage & Strength

We are a driving force to deliver a responsive, ambitious support with warmth and energy, enthusiasm and purpose, dedicated and committed to achieving positive outcomes, whilst not afraid to challenge and encourage new ideas to promote an effective and resilient service.



## Affinity, Commitment & Togetherness

As a local provider, we take pride in our commitment and attainment of shared goals and aspirations, working in partnership in a friendly, professional manner to achieve understanding and a common purpose in a supportive and united team with a strong emphasis on monitoring and protecting the health and wellbeing of our clients.



## Respectful, Responsive & Caring

We treat everybody with respect and dignity, promoting their individuality and celebrating diversity, with a strong, dedicated focus on support in a flexible, timely, appropriate, safe and caring environment, enabling people to achieve beyond their expectations.



## Empowering & Inspiring Spirit

As expert ambassadors for social care in our community, we have a positive, proactive, open and transparent approach in all that we do, building trust and confidence, delivering compassion and understanding and empowering our clients and staff with our inspiring attitude.



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