



## We are here so nobody struggles alone

We provide high-quality integrated health and wellbeing services, placing people and communities at the heart of everything we do

### Integration

Joining together the things that matter

We will join up the services across our organisation, creating seamless pathways for all.

We will be fully integrated into healthcare systems, offering a seamless service.

We will use data and insights to improve joined-up decision-making.

### Reach

Understanding the needs of our communities and being there for people

We will champion equality, diversity, and inclusion for the benefit of all.

We will innovate and design new services that reach more people.

We will co-create with service users, putting them at the heart of everything we do.

### Outcomes

Positively impacting the lives of those we support

We will be recognised as delivering the highest standards of clinical and operational excellence across all our services.

We will simplify our organisation and become more efficient in what we do.

We will invest in our people to create a high-performing organisation.

### Social Value

Delivering a measurable impact to society

We will collaborate with local partners in our communities to deliver impact.

We will deliver the maximum from the local pound in the local area.

We will become carbon neutral by 2030.

We deliver our purpose by ensuring we are financially sustainable

Innovation

Compassion

Accountability

Respect

Excellence