



# STRATEGIC OBJECTIVES

2009-2012

# STRATEGIC OBJECTIVES

Guild Care is seeking to consolidate the work of the organisation to safeguard its future for both service users and staff within our 2009-2012 Strategic Plan. This requires establishing a robust and sustainable financial framework that provides the organisation with a strong base from which it can move forward. Financial stability aligned with efficient working practices will enable Guild Care to develop high quality, responsive person-centred services that build on our strengths and expertise over the next three years.

As an organisation we promote the following values, purpose and long term vision for the organisation ~

## Values

1. To provide services that are tailored to the needs of individuals, that respect and encourage choice and independence and that help people to achieve their personal aspirations
2. To encourage people who use our services to see themselves as customers with the right to choice and to put forward their views on quality and service
3. To value all staff and volunteers, providing appropriate training and development opportunities and ensure that everyone feels involved in and committed to the work of the organisation

## Purpose

1. To work on behalf of older people and carers by providing accommodation with care and support services in the community
2. To respond to changing needs and circumstances by regularly reviewing our services to ensure they remain relevant, cost effective and responsive to the people who use them and that they continuously improve
3. To develop new and existing services for older people and carers where they are needed and where funding is available

## Long Term Vision

1. To build on the high standards of service delivery Guild Care has established and to develop new models of working that enhance the health, wellbeing and quality of life for both our current and future users of services
2. To maintain our reputation as a provider of choice within the geographical area that we operate through ensuring that our services are value for money, are of high quality and are responsive to the changing needs of the population
3. To continue to be an employer of choice within our sector both retaining and attracting high calibre staff through the provision of stable and fairly rewarded employment opportunities for all

Guild Care will seek to achieve the above aims over the next 3 years through the following key objectives:

# Key Objectives

## Learning and Growth

Guild Care will ~

1. Continue to develop services that meet the needs of a wide range of older people and carers with the support of our local partners. In particular we will focus on the expansion of a range of dementia care services both in the community and within our care homes
2. Ensure that our staff are fully trained and supported to meet the needs of our service users and regulatory requirements by introducing both quality and performance management monitoring systems
3. Explore ways of working with other groups of older people and carers to provide services that meet specialist needs, for example working with older people with learning needs
4. Continue to expand our community based care services and seek to work in partnership with other organisations to enhance the range of services we provide

## Business Processes

Guild Care will ~

1. Develop business processes and key performance indicators to benchmark the viability of each service against agreed criteria based on financial sustainability, quality of service delivery, and service user need
2. Ensure that our systems and processes of work are both efficient and cost effective
3. Ensure that our central infrastructure meets the requirements of both our business and service user needs in a cost efficient manner
4. Develop a marketing and fundraising strategy that supports the needs of the organisation and delivers a measurable return on investment

## Customer Focus

Guild Care will~

1. Ensure that all service users are provided with high quality services and buildings that meet their personal needs
2. Actively seek opportunities for service users and their families to feedback about and to help develop the services that they use respecting their confidentiality
3. Ensure that users of Guild Care Services are provided with healthy life style choices
4. Ensure that staff are employed within Guild Care under the principles of quality management and codes of practice focusing on performance management tools to improve the quality of services we deliver

## Financial Management

Guild Care will ~

1. Ensure that the organisation is sustainable for both the medium and long term through the development of both our existing and new services in a financially viable manner
2. Require that all service managers understand and meet their individual budgetary requirements
3. Prioritise that funded services are developed and sustained on a full cost recovery basis
4. Be proactive in obtaining 'value for money' from the services it purchases from its suppliers without compromising on quality standards



Head Office ~ Methold House, North Street, Worthing BN11 1DU  
Telephone: 01903 528600

[www.guildcare.org](http://www.guildcare.org)