

*Personalised service,  
positive outcomes*

Loretto  
Care

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# Investing in our futures

Our vision, strategies and  
5 Big Aims through to 2020

# W.E. HAVE A VISION

We will become known for our unique, integrated W.E. Care approach, delivering flexible services, tailored around the needs of the individual person.

# W.E. HAVE 5 BIG AIMS

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# W.E. EXCEL

**W.E. are committed to excellence, giving customers more choice and designing our services around the individual.**

## **Our priorities**

- Share our expertise in personalisation and designing individual service outcomes with our Group partners
- Co-design a range of person-centred products to help customers avoid crisis, manage their home and live well
- Motivate customers to become more involved and engaged in their neighbourhoods
- Achieve excellent customer satisfaction
- Produce top quartile performance across all key indicators.



## **2 W.E. CARE**

**W.E. will transform lives through personalised care and support.**

### **Our priorities**

- Establish our unique W.E. Care model, focusing on wellbeing not illness
- Deliver flexible products aligned to the changing needs of older people
- Provide reassurance through innovative technology, enabling vulnerable people to live in their homes longer whilst accessing local services
- Embed Tenancy Support within local teams, linking vulnerable customers with their communities and the services they need
- Work with Health and Social Care Partnerships to meet the needs of vulnerable groups.

# 3 W.E. BUILD

**W.E. will grow and diversify our business.**

## **Our priorities**

- Compete effectively in the emerging SDS and self-funded care market
- Use our expertise to ensure accommodation-based care assets across the Group are sustainable in the modern care environment
- Build relationships with Health and Care Partnerships to explore opportunities to develop alternatives to institutional care
- Enhance our reputation as a trusted provider and role model for quality and innovation.



# W.E. INSPIRE

**W.E. will continue to develop and inspire staff to reach their full potential.**

## **Our priorities**

- Identify and develop great leaders who can turn Wheatley's vision and strategies through to 2020 into reality
- Implement a new ground-breaking Talent Management model
- Map out inspirational Career Development paths for both staff and customers
- Harness new technology to make remote and home learning available to staff and customers
- Further develop the outstanding reward and wellbeing package for our staff.

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## W.E. INVEST

**W.E. will invest wisely in the things our customers and staff value most.**

### **Our priorities**

- Involve customers in making decisions and setting priorities
- Make self-service and apps an important part of our offer to customers
- Ensure new technology makes staff more efficient and customers more engaged with us and their communities
- Pay the living wage to all staff
- Invest in technology to enable our W.E. Care model, including a new careline.