

Vision

We will provide the service and support to enable carers to carry out their role effectively while maintaining their own health, wellbeing and a life of their own.

Mission

Bridgend Carers Centre's mission is to make a positive difference to carers' lives in Bridgend County Borough by providing support and information to reduce isolation and loneliness

Values

Compassion – carers are supported with warmth and empathy.

Flexible and responsive – carers are supported in a timely manner and in a way that is appropriate to the individual needs of the carer.

Carer centred – carers views are the driving force and at the heart of the service offered.

Integrity - Bridgend Carers Centre operates with a high moral code of confidentiality, fairness and honesty.

Collaboration – Bridgend Carers Centre encourages and promotes partnership working.

Equality and diversity- Bridgend Carers Centre operates an inclusive service and actively opposes all forms of direct or indirect discrimination in its service provision.

Accountability and transparency- staff and trustees operate an open and honest approach to service provision and accounts for its failures and successes

Aims/ Goals

1. **Awareness** – ensure carers have appropriate and up-to-date information, using a variety of social media platforms to support them in their role
2. **Health and Wellbeing** – provide activities which help carers “recharge their batteries”
3. **Support** – provide one to one support, identify initial needs and help carers avoid isolation and loneliness.
4. **Reach Unidentified Carers** – Use multiple channels including a variety of social medium platforms to identify carers who don't or won't recognise themselves as carers
5. **Promotion/ Centre of Excellence** – Maintain, improve and publicise the high standards of the organisation via appropriate quality standards.
6. **Funding** – Attract sufficient funding to underpin the charity's aspirations in a sustainable way
7. **Staffing** - Staff are a valuable resource, who are actively encouraged to develop personally and professionally to maintain and develop skills.
8. **Assessments** – continue to deliver assessments that benefit lives of carers and those cared for.
9. **Involvement** – enable carers to inform and participate in the future development of the charity.
10. **Partnership** – use local knowledge and network to work together with other agencies for the benefit of carers