

# Rose Care Group Statement of Purpose

This Statement of Purpose, written by our MD, outlines the key values and approaches that guide us at Rose Care Group. We want our residents, their families, and our team to feel confident that these values are at the heart of the care and support we give every single day.

## Our Founders values

<b>Supportive Team, Better Care</b>
<b>Action that Improves Lives</b>
<b>Trust &amp; Integrity</b>
<b>Always Learning, Always Improving</b>
<b>Care Like Family</b>

I strongly believe that providing great care for residents starts by providing the right environment for the staff team. Our core values have been developed from over a decade of professional experiences in care and especially from the heart, in my personal experiences caring for my elderly father. They are designed to help families, residents and our team members to understand the values that guide our decisions in RCG.



*“At Rose Care Group we support each other, act with honesty, and focus on progress over perfection. We learn and grow together, always treating residents as we’d want our own family to be treated — with dignity, comfort, and joy”*

- **Paul Nery, MD and Founder, Rose Care Group**

### **Supportive Team, Better Care**

I know the job isn’t always easy. Every role here has its rewards and its challenges. That’s why, just as with our *Foundations and Flourish* principles, covered later, I want everyone to have a strong base to work from — and to know that you’re not on your own. If you’re ever feeling stressed, stuck, or unsure, remember that support is part of RCG’s culture. Whether it’s your line manager, a colleague, or even me, you should feel confident that if you’ve given your best and need help (or just someone to listen), you’ll be treated with respect and guided towards a solution.

Support might not always mean having the answer handed to you – since we want you to build the skills to solve problems yourself - but it will always mean having people beside you as you work it out.

### **Action that Improves Lives**

I value getting things done to improve the lives of residents, staff, and the home. When we delay action, this can lead to prolonging discomfort or worsening issues. You should feel confident that this is an environment where action is encouraged and where we do not want perfection to be the enemy of the good – often taking a thoughtful 80% action is better than waiting ages to get to a 100% solution.

When you see an issue, you should try to raise solutions, not just the problem – and this can-do mindset is encouraged. And if you don’t have the solution yet, that’s fine too - we’ll work it out together.

This also means we should follow the shortest path to get things done – with direct communication with the right people, rather than big meetings or long processes - if it feels right and you're sure, speak to the right person. Perfection isn't the goal; progress is.

### **Trust & Integrity**

Honesty and integrity are the foundations of everything we do. In care, there are always many perspectives, emotions, and challenges. The only way we can make the best decisions for residents and each other is by being clear and truthful. That doesn't mean we can be rude or blunt — it means sharing information respectfully, phrasing feedback constructively, and always keeping growth and respect in mind – while still being honest about the situation. You will always have my support if you tell the truth, even when it's hard or it's bad news. Mistakes happen. Owning up honestly means we can fix things quickly, learn from them, and protect others.

What is never acceptable is hiding mistakes, twisting the truth, or keeping quiet when you know something's wrong. In our roles, where trust and safety are everything, honesty isn't optional — it's the standard we all rely on.

### **Always Learning, Always Improving**

My dad was a scientist and one of the best phrases he taught me was that we should not be afraid to say; "I don't know... but I can find out". When I first started, I knew very little of care. I, and all Senior people in RCG learned it by reading, by asking questions, practicing on-the-job – and by making mistakes. If you don't know something, you have best-in-class resources around you (AI, policy books, training) and you have colleagues you can ask for help. If you make mistakes or don't understand, speak-up. You're not infallible, you're a professional. Over time, you too will have ideas that will help us make care even better. To help you, we want you to understand why we do what we do. "Because Paul wants it that way" is never the answer. When you know the purpose, you can improve it — sometimes in small ways that make a big difference. For example, I once got a resident who was blind a sound system so he could enjoy the radio and audiobooks again. It was a simple idea, but it transformed his daily life. That's the mindset we want: curiosity, collaboration, and a willingness to build on our foundations to enrich everyone's lives

### **Care Like Family**

This value encompasses everything else. I came into care after helping my mum look after my dad in his later years. I often found him struggling, sometimes even on the floor with mum unable to get him up, and I knew he didn't have long left. What mattered most to me was giving him the best life possible in the time he had. When he passed away, I decided to join care so I could extend that same love, dignity, and quality of life to others. That experience has shaped so much of how I see our company today.

Many organisations talk about dignity and respect — and of course, we want those things too. But I also want us to go further. Residents should have safety, comfort, and choice, but they should also have new experiences, friendships, and joy. I remember how my dad lit up when friends visited — even though he was shy at first, it gave him real energy and happiness. That's why we encourage people to socialise so much. That's what I want for everyone in our care: not just a safe place to live, but a life filled with connection, laughter, and meaningful moments.

## A Nurturing Pathway for our Teams: **Foundations first. Then flourish**

Everyone joins Rose Care Group for their own reasons and with their own aspirations — but our goal is the same for all: we want you to succeed.

That's why we've created a clear pathway for development across every role.

We call it **Foundations First, Then Flourish** — a simple idea that underpins how we grow together.

### **Foundations**

Everyone in RCG starts with strong, shared foundations in how they approach their role. Whatever your past experience, we want you to start by mastering your training and learning our ways of working. Having strong foundations will allow you to succeed with us. These standard ways of working are essential because they give us consistency, set clear expectations, and allow us to monitor and support one another across the organisation. Every Chef, Carer, Senior, Manager, Area Manager and so on knows what is expected of one another. They are the baseline we can all rely on ensuring a minimum quality in the care we deliver, which all RCG residents and staff can expect and seek out RCG for.

### **Flourish**

Once you have your Foundations, you'll find ways to add personal ideas to your role. Each home is unique — with its own residents, staff team, and circumstances — and the real value comes from adapting and adding to the standard approach in ways that fit your setting - not to replace the foundation, but to build on it. You do not need to rush this. Let it come naturally to you. By combining what we all share with what makes your home distinctive, we create services that are both safe and uniquely person-centred.

### **Conclusion**

At Rose Care Group, our purpose is to make every day better for the people who live and work in our homes. These values shape how we act, how we lead, and how we care. By supporting our teams, taking thoughtful action, being honest, learning continuously, and caring like family, we build homes where residents feel safe and valued, and staff feel proud and supported.

Together, these principles create a culture that is consistent, compassionate, and always evolving - one that honours where we came from and keeps us focused on improving lives, every single day.

Rose Care Group