

Hallmark Care Homes Charter

Our purpose is to create communities that enhance the quality of life, and give rise to new beginnings, new futures.

We value people and our relationship with them as our greatest asset.

That relationship is the unique partnership we have with each and every person who participates in and touches our communities. We are inspired by what becomes possible through that partnership.

We respect the dignity of the human spirit and acknowledge the contribution that each and every person can make.

We are dedicated to developing quality environments and high standards of care, which enable residents to enjoy life to the full, as individuals, in happy, comfortable, and safe surroundings.

Our promise is to exceed professional standards and to support the aspirations of our people through continuous training and development.

We can be counted on to bring innovation and flexibility to meeting the changing demands of our communities and regulators.

Integrity is the foundation on which our communities are built. We honour the word we give, doing what we say we will do and being true to who we say we are.

We embrace the opportunity to make a difference as an expression of who we are.

We encourage creativity, ingenuity and the entrepreneurial spirit and celebrate our accomplishments along the way.

Fun! We love who we are, what we do and the impact we have on ourselves and others. We enjoy each step of our remarkable journey!

We declare that this charter constitutes the Hallmark experience in our communities.

And... Above all, we care

