



ABNEY & BAKER
Making Life Better



The A&B Way



Hello

My name is Ian and I'm the founder of Abney & Baker.

With Abney & Baker, we set out to build a care company that does things differently; one that values and cares for its team members as much as it does for its clients.

We've all seen the impact of low wages and poor working conditions on staff morale in our industry and the impact this has on the care that people receive.

I'm convinced that there is a better way.

A care company that values and supports its team will always provide better care and support to its clients.

That's what Abney & Baker is all about: making life better for clients and carers alike.

As a member of our team, I hope you enjoy the difference The A&B Way can make to your life.

Abney & Baker exists to make lives better: be it the lives of our clients, their families, our team members or the communities we serve. This guide illustrates what we stand for and the values that we apply to every aspect of how we work together. We call this The A&B Way.

Our Purpose

**ABNEY AND BAKER EXISTS
TO MAKE LIFE BETTER FOR
PEOPLE IN OUR COMMUNITIES
BY PROVIDING CARE AND
SUPPORT AT HOME**

We believe that focusing on making life better for our clients, our team members and the communities in which we live and work is the best way to build a sustainable business that we can all be proud of.

Our Values

DO THE RIGHT THING

When making choices, we will always go with the right thing rather than the easiest and go home proud at the end of each day.

We live this value through demonstrating integrity, honesty, openness and courage.

DO THE BEST JOB YOU CAN

We believe it is by going the extra mile and doing more than is expected of us that will make the most difference to our own and our clients' lives.

We live this value through demonstrating passion for service, dependability, resilience and collaboration.

SHOW YOU CARE

The smallest gestures can have the greatest impact in making our world a better place. We seek opportunities to show others that we care.

We live this value through demonstrating empathy, compassion, curiosity and emotional intelligence.



Guiding Leadership Principles

Working together and staying curious is the foundation of our success.



HELP OTHERS TO SOLVE THEIR PROBLEMS

Using our experience and critical thinking to help our clients overcome their own challenges is the best way to make a lasting difference to the quality of their lives.

This makes our work even more rewarding and helps us stand out from the crowd.

EXPLORE NEW WAYS OF WORKING

We can deliver more for our clients and our team members when we seek and embrace new ideas, new technologies and new ways of working.

The world doesn't stand still and, if we want to build a business that will stand the test of time, neither can we.

BUILD TRUST

We are committed to building a transparent and inclusive workplace in which everyone feels safe and confident that we live our values: one in which we all feel able to speak out honestly and contribute, confident that our opinions and perspectives are valued and respected.

Our Vision

TO BE THE GO-TO CARE PROVIDER IN OUR COMMUNITIES

Known for the quality of our care, our empathy and understanding as well as our principles, we will be the first choice for clients and carers alike.

We will be an ethical business and use our profit to benefit all our stakeholders including our clients, our team members and our communities as well as our shareholders.



The A&B Way

Carer

"The managers here really do care about you as an individual, it's amazing. I've worked in the community on-off for 45 years in nursing homes and hospitals, but I want to stay working here for as long as possible, even after retiring!"

It's brilliant! You can 100% focus on the care you're providing."

Client

"Abney & Baker have lovely carers who are all proficient in their work - but it's far, far more than that. In all weathers, there's always a smile at the door and happy banter to follow. In difficult times they are serving not only to help but to lift both (father and son) our spirits - thank you."

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