



Community Integrated Care's
2025-2030 Strategy

Large print

Introduction from our CEO, Jim Kane

Hello Everyone,

My name is Jim Kane and I'm proud to be the Chief Executive of Community Integrated Care, one of the UK's largest and most respected social care charities.

Every day, our incredible colleagues support thousands of people with learning disabilities, mental health conditions and autistic people to live fulfilling lives of their choosing. From enabling independence and community connection, to creating opportunities for work, volunteering and friendship, we're driven by a belief in dignity and purpose.

In 2021, we launched Best Lives Possible – a strategy that united our charity behind a shared cause. It helped us grow stronger and clearer in our purpose: to ensure the people we support, and those who support them, live the best lives possible.

Now, we're building on that success with Best Lives, Bolder – our new five-year strategy. It's not a change in direction, but a bold evolution. It recognises the progress we've made and sets out how we'll go even further - as an organisation that leads with passion, innovation and intent.

Together, we're shaping a future where every person can live their best life possible, in a bolder way than ever before.



Jim Kane

Chief Executive

Our vision, mission and values

Our vision, mission and values are at the heart of Best Lives, Bolder. They guide us in what matters most: supporting people to live their best lives in ways that are bold, empowering and ambitious.

Our vision: what do we want to see?

Our vision is to help create a society where people with support needs are empowered to thrive – living active and connected lives, with their choice, voice, and influence shaping the world around them.

Our mission: why are we here?

Our mission is to support people with learning disabilities, mental health conditions and autistic people, to live their best lives possible.

We do this through exceptional care and support that champions the voices of the people we support and those closest to them.

With our ambitious, skilled, and diverse workforce, we're proud to lead innovation and drive positive change across social care – helping to build a fairer, more inclusive society.

Our values

To truly understand the strategic journey of our charity, it's vital to also understand our values as an organisation:



Include

We include the people we support, our colleagues, partners and the communities where we work.



Deliver

We deliver the best possible outcomes for the people we support, our colleagues and the people we work with.



Aspire

We aspire to be the best at what we do.



Respect

We respect individual choices and promote inclusion, rights and independence.



Enable

We enable others to fulfil their needs and achieve their aspirations.

Our journey so far

We've come a long way. From We Dare to Best Lives Possible, our strategies have helped us grow, innovate and stay true to our values.

We've built a culture of inclusion, respect and ambition. We've embraced technology, strengthened our workforce, and focused on delivering quality care. Now, Best Lives, Bolder takes us to the next level – with fresh purpose and a renewed focus on what matters most. It's a strategy shaped by experience and powered by the voices of the people we support and the colleagues who make it all happen.

Best Lives, Bolder

We know that many people still face barriers to living their best lives. Our strategy is about closing those gaps.

These gaps exist across every level of human need, and we're committed to addressing them through our services, partnerships and advocacy. Whether it's helping someone to find a safe home, build friendships, or pursue their goals, we're here to make sure no one is left behind. We believe in a

society where everyone is seen, heard and supported – and we're working to make this a reality through four strategy pillars – **Excellence, Reach, Influence and Enabling.**



Pillar One: Excellence

Purpose

Our first pillar is to deliver excellent, person-centred care that makes a real difference in people's lives – supporting independence, wellbeing and fulfilment.

How we will achieve this

We will create a charity-wide personalised outcomes framework, engage the people we support, and continuously improve through quality systems and feedback. This is about more than meeting standards – it's about exceeding expectations and making every moment count.

We'll celebrate achievements, learn from challenges and keep raising the bar for what great support looks like.

Our measures of success

- 1.** We'll ensure that everyone we support has well-defined personal goals and aspirations, which will be recorded and regularly updated, collaboratively. Together, we will assess the impact of our support in helping individuals achieve these goals.
- 2.** We'll measure ourselves against our best practice quality standards, including our co-production ambitions and inspection outcomes. We'll also benchmark our performance against sector-wide regulatory standards and track our progress in delivering meaningful improvements.



Pillar Two: Reach

Purpose

Our second strategic pillar is to grow to support even more people with learning disabilities, mental health conditions and autistic people.

How we will achieve this

As well as expanding our reach and diversifying our income, we aim to influence meaningful change across society. In doing so, we will make a difference both to the people we support and to many others whose lives would be improved by greater inclusion and opportunity.

By reducing reliance on adult social care funding and reinvesting in innovation, we can deliver wider impact and lasting change. This is about growing with purpose – reaching more people, creating more opportunities and building a stronger, more sustainable future.

Our measures of success

- 1.** To expand our reach, we'll measure how many people we are supporting through both in-person and digital support, recognising their different support needs.
- 2.** We'll evaluate our programmes and partnerships to measure their success and showcase their impact.



Pillar Three: Influence

Purpose

Our third strategic pillar is to use the evidence of our impact to shape a system that provides the best lives possible for the people we support, and for others facing similar challenges.

How we will achieve this

We recognise we cannot achieve change alone, and that building influence with local and national decision-makers, partners and the wider sector is essential.

We'll be a voice for fairness, inclusion and progress – sharing what works, challenging what doesn't, and helping shape a care system that truly reflects the needs and aspirations of the people it serves.

Our measures of success

- 1.** We'll track the number and quality of opportunities secured to build political, sector and societal influence.
- 2.** We'll assess the extent to which our work drives policy and practice change, making a positive impact to the lives of the people we support.



Pillar Four: Enabling

Purpose

Our fourth strategic pillar is to strengthen our charity's foundations, to make our other goals achievable and effective.

How we will achieve this

This means continuing to build a skilled, diverse and inclusive workforce that reflects the people and communities we support and creating an environment where colleagues feel they belong and can perform at their best.

It also means developing the right organisational capabilities so we can continue to innovate and deliver effective, accessible and personalised care. We'll invest in people, systems and processes – making sure our teams have the tools, support and confidence to deliver excellence every day.

Our measures of success

- 1.** We'll continually monitor our strong workforce indicators, including engagement scores, employee net promoter scores, recruitment and retention rates and learning engagement.
- 2.** We'll track the delivery and impact of projects that introduce new tools, systems and ways of working – measuring how they help colleagues to work more efficiently, feel supported, and deliver outstanding, person-centred care.





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