



A V A T A R
C A R E G R O U P

THE AVATAR WAY

An introduction for relatives and friends

Care, Quality and Compassion are what your loved one should experience in our home, every day. The Avatar Way is how our whole team gets there: five values, each with a simple question. The values of the home apply to everyone in it — staff, residents, relatives and visitors alike.



Kind *“Was that kind?”*

We treat your loved one — and you — with warmth, patience and genuine care.



Curious *“Did we ask why?”*

We ask why. If something keeps happening, we don't just record it — we look into it and act on what we find.



Courageous *“Did we speak up?”*

We speak up when something isn't right, whoever is involved — and we'd rather hear a concern early than not at all.



Respectful *“Was that respectful?”*

We treat every person with dignity: their privacy, their choices, and the way we speak to them and about them.



Accountable *“Did we own it?”*

We do what we say we will do — and when we get something wrong, we say so and put it right.

You can ask the questions too

If something ever doesn't feel kind, respectful or right, you can ask any of us — from care staff to the home manager — “Was that kind?” or “Was that respectful?” We welcome the question, whoever asks it, and asking will never affect the care your loved one receives. You can speak to the home manager at any time, and you'll find these values on display around the home.