

Our Promise To You LTC Community Values



We Care

We listen with empathy and act with kindness. Our community matters to us, and we show we care by being present, responsive and respectful in every interaction.

We Support

With practical guidance, emotional support and financial assistance, we're here to help. We make it easier for people to move forward.





We Empower

We help people feel more confident and in control. By sharing tools, advice and encouragement, we support individuals to make positive changes.

1 + C

We Transform

The right support at the right time can change everything. We help people in hospitality feel stronger, more secure and ready to live well and thrive.

Call us, 24/7/365, 0808 801 0550 licensedtradecharity.org.uk