



Cambridgeshire
& Peterborough

ageUK

UNITED THROUGH AGE

**Our Strategy
2025 - 2028**



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Our place in the Age UK Network

Age UK Cambridgeshire and Peterborough is an independent charity supporting local older people

There are nearly 120 Age UK partners working together as a Network. This does not detract from our autonomy or local focus, instead strengthens the commitment to ensuring older people are valued and heard, whilst enabling us to share best practice, create efficiencies and promote our trusted brand.

Around 100 staff and 350 volunteers are committed to delivering a wide range of tailored services to meet the needs of local older people and communities.

Our principles - (shared by all Age UK Partners)

The underpinning ways in which we will work to deliver our Mission and have agreed to and support as a Network partner.

Older People First Principle

Always putting the rights and needs of older people first

Values Principle

Always upholding and promoting our values

The Integrity Principle

Transparency, integrity and good faith

The Compliance Principle

Uncompromised compliance with the law and regulatory standards

The Equality, Diversity and Inclusion (EDI) Principle

Promotion of Equality, Diversity and Inclusion

Each of these Principles is important to us as both an independent charity, supporting older people across Cambridgeshire and Peterborough, and as a Partner in the Age UK Network.

Local perspective

Forecasts are suggesting that the population of over 65s in Cambridgeshire will increase 27% by 2031. Furthermore, it is predicted that the greatest growth will be within the 80 – 84 and 85+ age bands with a forecast growth of 45% and 55% respectively (source JSNA 2023).

In Peterborough it is predicted there will be a 24% increase in those aged 65 and over between 2021 and 2031; the greatest growth is expected to be by 45% within the 80 to 84 age group.

According the 2021 Census, 60% of older adults, aged 65 and over, in Cambridgeshire and Peterborough reported that they were in ‘very good’ or ‘good’ general health. However around 1 in 10, or 11%, reported being in ‘bad’ or ‘very bad’ health. Fenland and Peterborough areas had higher proportions of adults in ‘bad’ or ‘very bad’ health. This may be due to a range of factors, which includes higher rates of deprivation in such areas.

On average life expectancy in Cambridgeshire and Peterborough is either the same or slightly higher than the national average, except for women in the Peterborough area which is significantly less than the national average.



Challenges faced by older people

Being older is the opportunity, in many cases, to enjoy well-earned time exploring the world, spending time with loved ones, learning new skills and hobbies, whilst utilising and sharing skills that have been put to practice over many years. Sadly, for some it can be a difficult time with individuals experiencing, for example, isolation, poor health, financial and housing worries, which mean being older is not the experience that we would all wish for.

We know from a local perspective, recognising the significant geographical differences across Cambridgeshire and Peterborough, and from our extensive experience supporting older people, that many face challenges with everyday aspects of life, so we make it our priority to offer tailored services and support giving confidence to ask for help when it's most needed.



Our charity

Challenges to the organisation

As an organisation we recognise the immediate and potential future challenges we face. As a charity we continue to deal with the impact of economic and societal shifts, particularly the impact of the cost-of-living crisis, which currently offers no respite and naturally this brings cost increases to charity operations.

With recent significant increases to the Employers' National Insurance contributions, we face further increasing costs. Equally providing donations to the third sector becomes more difficult for organisations and individuals, even though the appetite to do so is there.

With the expected rise in older population, we know that demand for support and services will also continue to increase. We have extensive experience in providing services which enable timely support for individuals, thus alleviating some of the pressures our statutory partners face, however it is imperative that the value of such provisions is recognised and suitably resourced. We know in doing so the return and savings outweigh initial financial commitment.

We are mindful that local authorities in two tier areas have been invited to submit unitary proposals. Additionally, Integrated Care Boards are under pressure to make cost savings; this and Local Government Reorganisation may bring opportunities; however, we face the uncertainty around commissioning of services and therefore it is imperative to be abreast of the proposals through each stage of the processes.

Our Vision

A world where older people are included and respected as valued members of society.

Our Mission

Our contribution to achieving this vision is:

To enable older people to enjoy later life, by reaching them earlier to access support, providing services specific to their health and wellbeing needs and being their voice on matters of importance.

Our Values

Our values, which underlie the way we operate, are to be Compassionate, Collaborative and Committed. These values guide our defined expected behaviours to ensure that everybody works in unison, believing in our cause and all the individuals and elements associated with it.

When improvements are required, we will act accordingly, and with a supportive approach, to address the appropriate organisational, training and development needs.

Our values and expected behaviours are described in Appendix 1

Delivering Our Mission

To continually improve the way people age in Cambridgeshire and Peterborough, we always focus and reflect on our impact and plan for success. Working with, and listening to, all partners, including older people, colleagues, volunteers and professionals, we have a huge opportunity to influence and implement change.

Particularly, we will be inclusive of the full diversity of older people across the area, understanding the communities with which we engage and also those we are yet to engage with, tailoring our support and services to minoritised groups, ensuring broad representation within the organisation.

We will work on the:

Impact: the actions we take that make a difference to the lives of older people including those from minoritised groups.

Enablers: the ways in which we are set up and the need for strong partnerships and excellent knowledge and understanding to help us deliver impact.

What we do in these areas will change over time reflecting the fast-paced and challenging environment we operate in. Our strategy is developed with stakeholders, to ensure we deliver our Mission.

Impact

Strategic Priorities

Age UK Cambridgeshire and Peterborough will achieve this by:

1. Provide Quality Services

Enabling long and short term use of services and provisions, improving confidence, wellbeing and reducing isolation.

- **Delivering consistently high quality, person-centred, safe and reliable services.**
- **Ensuring easy navigation and access to help and support older people and their loved ones or carers and be the provider of choice.**
- **By providing a welcoming, impartial approach, giving people confidence to seek support.**
- **Continually developing, enhancing and introducing services which are the preferred choice and most beneficial to local older people.**

Impact

Strategic Priorities

Age UK Cambridgeshire and Peterborough will achieve this by:

2. Promote Independence

Ensuring older people maintain and where appropriate regain levels of independence for as long as possible.

- **Reaching more older people, including those in minoritised groups, with quality information about access to health services, care and housing options.**
- **Continually developing our offering of effective services, allowing people to stay in their own homes for longer and supporting them to be more independent, promoting wellbeing and social inclusion whilst reducing and delaying the need for more intensive statutory services.**
- **Commitment to lobbying and enabling digital inclusion and seeking innovative and alternative ways to access all digital processes and functions.**

Impact

Strategic Priorities

Age UK Cambridgeshire and Peterborough will achieve this by:

2. Promote Independence (cont)

Ensuring older people maintain and where appropriate regain levels of independence for as long as possible.

- **Building on our existing relationships in the health and social care sectors to facilitate greater collaboration in promoting independence.**
- **Regularly promoting the importance of self-help and activity on health and wellbeing. Developing innovative approaches to increasing physical activity, reducing frailty and preventing falls.**
- **Contributing to local strategic objectives to reduce the number of falls and accidents in the homes of older people.**

Impact

Strategic Priorities

Age UK Cambridgeshire and Peterborough will achieve this by:

3. Reducing Poverty

Ensuring older people have enough income to live well.

- Working with all sectors to alleviate the pressures felt by those in poverty or at risk of being in poverty.
- Addressing immediate financial needs whilst considering and acting upon longer term support measures which will maximise income and improve general wellbeing.
- Giving confidence to those who may feel embarrassed to ask for such help.

4. Increasing the voice of local older people

Seeking, listening to and sharing the voices of local older people, ensuring they are heard and have greater impact on local and national issues affecting their lives.

- Encouraging older people to speak up and have their say on all things important to their lives.
- Providing platforms and opportunities to amplify the voice of older people, whether by older people themselves or on their behalf.

Enablers

Strategic Priorities

Age UK Cambridgeshire and Peterborough will achieve this by:

1. Sustainability

Ensuring Age UK Cambridgeshire and Peterborough is robust and resilient long-term.

- Exploring and diversifying income streams.
- Income generation being a high strategic priority to support all operations.
- Being open to receiving and sharing best practice to create operational efficiencies without affecting quality or quantity of offerings.
- Maintaining and growing statutory connections and partnerships, demonstrating our position and value within the system.
- Seeking new opportunities which align with our vision.

Enablers

Strategic Priorities

Age UK Cambridgeshire and Peterborough will achieve this by:

2. Our people

Building a competent and experienced workforce of staff and volunteers.

- Championing employee and volunteer wellbeing, developing and encouraging diversity and inclusivity.
- Being an employer of choice, offering opportunities for developing skills and knowledge.
- Expanding volunteer opportunities and positive experiences.
- Enabling and encouraging all colleagues to influence and share ideas to shape our future.
- Being a fair and respectful employer ensuring our values and behaviours shape what we do.

Enablers

Strategic Priorities

Age UK Cambridgeshire and Peterborough will achieve this by:

3. Leadership

Being professional and consistent leaders.

- Ensuring leaders are supported to develop within the organisation.
- Having a productive and professional relationship between our Leadership Team and Board, each striving to meet our vision and mission.
- Always considering succession planning and recognising those who have the appetite and willingness to gain skills to develop and progress within the organisation.

Our Future

As the leading local charity for older people in the Cambridgeshire and Peterborough area, we will work with individuals and communities to fulfil later life. We will focus on our guiding principles which will enable us to achieve our Vision.

Behind our Strategy sits a comprehensive Business Plan detailing the way in which we will achieve all that we have set out to do in an efficient, sustainable and quality manner.

We see ourselves as an integral part of all services and provisions offered to local older people and will continue to grow within the system which sets out to provide the best opportunities as we age within society.



Our Future

Appendix 1: Our Values: Compassionate, Collaborative and Committed

Value

Behaviour

Compassionate



(Empathetic/Respectful/Honest)

We respect all people who are affected by, or associated with, older age. Regardless of attachment to the organisation, we have respect for situations individuals may find themselves in and any difficulties they may face.

That as representatives of Age UK Cambridgeshire and Peterborough we will always show kindness and honesty whilst recognising when greater support may be required.

Acting professionally, we will ensure the needs of all older people in Cambridgeshire and Peterborough are paramount in decision making and prioritising.

In doing so, older people will feel and at times, grow, confident in asking for support, trusting that this will be offered in a respectful, empathetic and non-judgemental manner.

Collaborative



**(Teamwork/Communication
/Flexible)**

We work closely together, respecting and benefiting from the complement of skills held by all stakeholders, whether external or internal to the organisation.

We are ambitious to explore ways to collaborate and develop ideas further into the future with providers and service users to create sustainable and meaningful partnerships, locally and nationally; all of which brings greater opportunities for older people in Cambridgeshire and Peterborough.

That we will always seek the most efficient collaborative ways to work with our wider partners from within all sectors, creating sustainable and reliable services and support.

We will take an inclusive approach to every individual associated with older age, enabling and encouraging input into future planning and decision making.

We will compete fairly and work together for the benefit of all to ensure end users receive the best support.

We will communicate professionally, acting in a fair, open and transparent manner, building in flexibility to create services which have greater impact and the ability to prevent increased need.

Committed:



**(Passionate/Dedicated/Ambitious
/Empowering)**

We are committed to the health and wellbeing of all individuals associated with older age. We are dedicated to providing services which support living well in later life, whilst influencing and lobbying on matters affecting the lives of older people.

Working with all appropriate stakeholders we will represent and be the voice of older people, from a local and national perspective.

We will ensure our knowledge and skills will always be up to date.

We are dedicated to our future sustainability recognising opportunities and challenges resulting from the projected rise in the local older population.

