

Strategic Plan **2026-29**

Your local independent charity supporting
older people in Camden since 1965



Credit: Maria Robinson



The Trustees of Age UK Camden are proud to present the Strategic Plan for 2026–2029.

Developed through extensive engagement with service users, their families and wider stakeholders, this Plan outlines our strategic priorities and reaffirms our commitment to improving outcomes for older people in Camden.

The Plan reflects our dedication to delivering high-quality, person-centred services and to ensuring that Age UK Camden is a sustainable and thriving charity.

We will systematically monitor progress against the objectives set out and report transparently to our partners, funders, and the wider community.

We look forward to working collaboratively with all our stakeholders to achieve meaningful and measurable impact for the older residents of Camden in these challenging times.



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Our **Mission**

To work with and for older people in Camden, to improve their wellbeing and quality of life through the provision of outstanding and sustainable services and enable them to stay active and connected.

Our **Values**

Kindness
Courage
Hope
Justice



Credit: Age UK

Strategic Priorities

A. Enabling independence

Supporting safe, self-directed, confident lives at home and in the community.



B. Tackling loneliness

Creating opportunities for social engagement and meaningful relationships.

C. Championing health

Promoting physical and emotional wellbeing through active support.



D. Opening doors to assistance

Helping older people navigate welfare systems, access support and secure financial stability.



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Strategic Building Blocks



1. Strengthen our financial core

... by growing income and managing resources wisely.



2. Deepen relationships that matter

... by building meaningful connections with our supporters.



3. Empower our people

... by nurturing talent and unlocking potential.



4. Stay responsive and relevant

... by listening carefully to those we serve.

STRENGTHEN OUR FINANCIAL CORE

1



by growing income and managing resources wisely.

To strengthen our financial core, we will:

- i.** Spark fresh momentum with a targeted fundraising strategy that inspires meaningful giving.
- ii.** Develop a strong income and fundraising pipeline to enable strategic financial forecasting, stabilise planning and safeguard services.
- iii.** Submit compelling applications to trusts and foundations to unlock essential support.
- iv.** Initiate new partnerships with donors and local businesses to generate additional local income.
- v.** Drive efficiencies across operations and services to maximise impact from every pound.



DEEPEN RELATIONSHIPS THAT MATTER

2

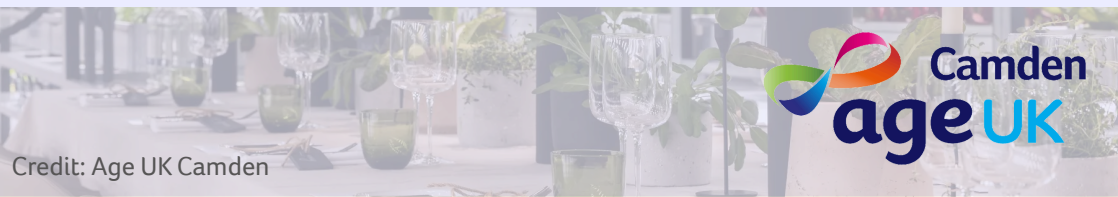


Credit: Age UK

by building meaningful connections with our supporters.

To deepen relationships that matter, we will:

- i.** Build personal and lasting relationships with our network to bring new energy to our outreach.
- ii.** Champion a culture where every supporter feels seen, valued and part of our mission.
- iii.** Initiate a powerful ambassador programme, engaging local businesses, to grow our influence and income.
- iv.** Identify opportunities to introduce supporters to the full breadth of our purpose, so they can advocate for and contribute to our wider success.
- v.** Renew and revitalise our supporter database, enabling us to connect the right support to where most needed.



EMPOWER OUR PEOPLE

3



by nurturing talent and unlocking potential.

To empower our people, we will:

- i.** Invest in rigorous training and induction for staff, volunteers and trustees.
- ii.** Empower career and skills development that nurtures growth and ambition.
- iii.** Champion social justice, equity, diversity and inclusion at every level of our organisation.
- iv.** Equip corporate volunteers with skills to make a real difference and seek their expertise to strengthen our own capacity.
- v.** Grow operational leadership within service teams to enable senior leaders to focus on vision and strategy.



STAY RESPONSIVE AND RELEVANT

4



Credit: Age UK

by listening carefully to those we serve.

To stay responsive and relevant, we will:

- i. Listen carefully and respond quickly and effectively to changing needs.
- ii. Implement prioritisation strategies to reduce waiting times for those in greatest need.
- iii. Shape and enhance services to meet increasing complexity of local need.
- iv. Thoughtfully expand access, bridging culture differences and engaging underserved communities, so more people can benefit from our support and care.
- v. Build agility into everything we do, so we can adapt and lead with confidence.



Credit: Age UK

This document forms part of a suite of documents and processes that we use to ensure we can effectively demonstrate our values in action.





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