



One Year Strategic Plan 2023 to 2024

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Background

The current global political environment and national economic crisis means it is important that the organisation remains as fleet and flexible as possible in order to be able to respond to change. This means that we have written a one-year strategy and operational plan to cover the 2023 to 2024 financial year with a focus on remaining a going concern, continuing to deliver existing services first and as funds become available, investing in growth. We will review our strategy every three months. We have some longer-term goals, included at the end of this plan, and we hope it will be practical to write a strategy for a longer period for future years.

Vision

Our vision is a world in which older people in our area can live the life they want.

Mission

Our mission is to support older people in our area to be healthy, independent and to have purpose and fun.

We include older people in residential care and nursing homes and families, friends and carers of older people in our work.

Aims

We plan to deliver our mission within the following aims:

1. To work with older people so they can be independent
2. To support older people to stay safe
3. To help older people to stay healthy
4. To empower older people to make a meaningful contribution and have fun
5. To grow a sustainable and learning organisation of excellence

Objectives

We will achieve our aims this year with the following objectives:

Aim One - To work with older people so they can be independent

Objective:

- To deliver our Information and Advice Service for older people and their families and carers

Aim Two – To support older people to stay safe

Objective:

- To expand our Scams Awareness and Aftercare project across Cheshire

Aim Three – To help older people stay healthy

Objectives:

- To expand our counselling service to meet demand
- To develop and start to deliver classes and activities to help older people look after their physical and mental health
- To expand our Dementia Day Care Service

Aim Four – To empower older people to make a meaningful contribution and have fun

Objective:

- To expand our volunteering programme

Aim Five – To grow a sustainable and learning organisation of excellence

- To ensure the organisation is a going concern for the next 12 months by releasing funds from the building we own and obtaining further funding from grants and trusts
- To maximise income from our shops
- To increase income from fundraising by employing Fundraisers
- To raise awareness of the work we do so we can reach more people by employing a Communications and Marketing Officer
- To improve operational efficiency and effectiveness by improving our CRM, GDPR practises, Cyber security and governance practises

Longer Term Goals

Expand our area of operation and work more closely with Age UK Cheshire, other organisations and to explore Integrated Care Services commissioning opportunities.

Agreed by Board of Trustees February 2023

We are very grateful to all the individual donors and sponsors who make our work possible and to the following trusts, foundations, organisations and businesses who have given us funding and support:



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