

Strategic Plan 2025-28

Age Concern Durham County
trading as Age UK County Durham

Chapter 
Future You



Introduction

This strategic plan guides our decision-making and actions on behalf of service users until 31 March 2028.

It shapes the work and services we deliver and the management of our charity and finances.

It allows us to set appropriate operational targets, manage the work and ensure value for money for all for our funders and service users.

The plan provides a vehicle for the sustainable success of Age Concern County Durham (trading as Age UK County Durham) and the delivery of our mission.



Mission

**Enabling people to have happier, healthier,
more fulfilling lives**

Our values

Ambition	To make County Durham a healthier place to live
Development	We continually improve our services and resources
Engagement	We actively engage with our people, communities and partners
Respect	We treat all people with equal respect and dignity
Integrity	We do what we say we will do



Charitable objectives

To promote the following purposes for the benefit of people aged 50+, principally but not exclusively, in and around County Durham:

- Assisting people in need by reason of ill-health, disability, financial hardship, social exclusion or other disadvantage
- Preventing or relieving poverty
- Promoting equality and diversity
- Advancing education
- Promoting human rights
- Preventing or relieving sickness, disease or suffering both mental and physical

Our vision

To positively transform the ageing experience in County Durham

Business principles

The Board of Trustees have agreed the following business principles to underpin the strategic planning objectives:

- Transparency, accountability and inclusivity
- Freedom of choice and future focussed decision making
- Effective use of financial and non-financial resources
- Continuous improvement of self-sustainability
- Dynamic and evolving communication



Priorities

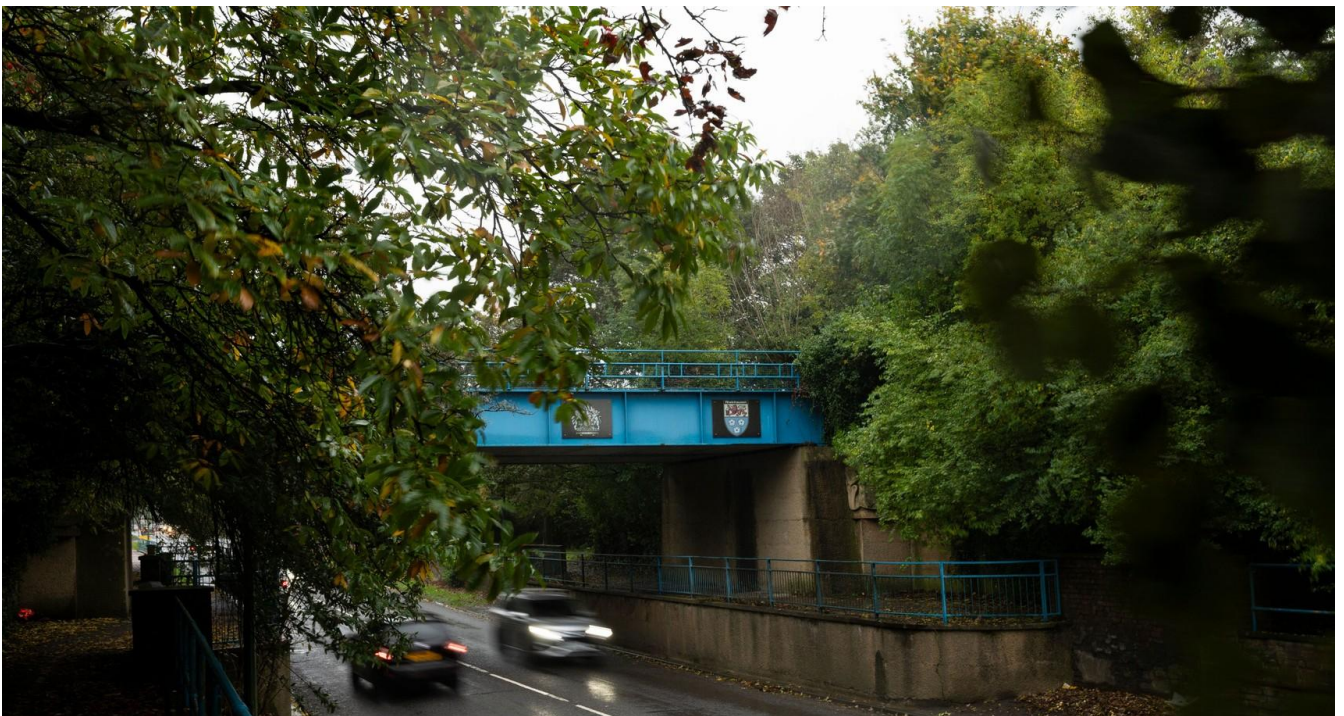
- To empower people aged 50+ to participate in shaping current and future services
- To align the Information and Advice services to changing needs
- Early intervention and prevention and promoting independence
- Deliver services in line with local, regional and national strategy

Implementing the plan

For each of the four strategic priorities we have developed an implementation framework, identifying our priority actions, our timescales for delivery, our intended outcomes and resource implications.

Measuring and monitoring

We identify key performance indicators (KPIs) relevant to each of our strategic priorities, and measure and analyse these in order to assess our performance and inform improvements.



Communicating

We recognise that effective two-way communication with our people, communities and partners is critical to our success.

We will evolve our communication strategy to ensure it is appropriate, modern and dynamic.

Annual reporting

KPIs are approved and monitored by the Board of Trustees. They will be reported to our people, communities and partners through publication and dissemination of our Annual Report and our annual submission to the Charities Commission.



Contact us

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<https://www.ageuk.org.uk/countydurham/>

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