



**Strategic Plan
2022 - 2025**

Vision

A society in which we can thrive as we age

Mission

Improve later life with dignity and independence in

Coventry & Warwickshire

Values

Collaborative

We will work together and with others to achieve

Integrity

We will be open, honest and respectful of each other, our partner and communities

Responsive

We will respond quickly and positively to opportunities, feedback and the changing needs of our communities

Effective

We will ensure that we have a positive impact and will promote and celebrate this success

Ambitions



We want every older person to

- express their views and be listened to on matters that affect them and about which they care
- have easy access to opportunities and activities that enable them to lead a healthy, active and fulfilling life, with the companionship and support they wish
- know about and have easy access to high quality, impartial and reliable information, advice and advocacy when they need it in the way they need it
- have enough money to live comfortably and never need to reduce their spending on one essential to pay for another
- have access to locally available, high quality health and care services that meet their unique needs, make best use of their skills and connections, and are affordable to them or free of charge
- live in age-friendly communities and places where they are welcomed as active, equal participants and enabled by their communities to lead an active, healthy and fulfilling life
- be themselves, is accorded equal respect, and have equal access to services, amenities and opportunities to be included
- be valued for who they are and the contributions they have made and continue to make to society.

Volunteering

We are committed to the social value of volunteering as a vital resource for the charity to serve the local community and as a means of social integration and development

Enabling Independence through Health and Care Services

We will provide high quality services that enable independence by addressing health and care needs

Connecting with our Communities

We will reflect our communities and be responsive to specific needs

Strategic Priorities 2022-25

Promoting the Voices of Older People

We will understand the issues facing older people and ensure their voices are heard by local and national policy and decision makers.

Improving access to Advice and Information

We will reach out to older people, their families and carers and support them with advice and information they need

Tackling Loneliness and Isolation

We will work with our partners within the community to encourage and enable regular social contact and friendships for our older people

Strong financial health

We will be a sustainable organisation that can support and fund its activities and strategic priorities.

Collaborative

We will work with external stakeholders to achieve our objectives

Strategic Enablers 2022-25

A great place to work

We will be a great place to work and volunteer where we will learn and develop together

A sound infrastructure

We will have clear and safe operations and the technology to enable teams to achieve more