

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

Strategic Priorities

Loneliness and Isolation	Health & Care Services	
<p>We will work with our partners within the community to encourage and enable regular social contact and friendships for our older people</p>	<p>We will provide high quality services that enable independence by addressing health and care needs</p>	
<p>We will achieve this by:</p> <ul style="list-style-type: none"> ➤ Working with partners, facilitating a variety of activities that bring people together ➤ Provide a befriending service that reaches people both face to face and by telephone ➤ Provide social, learning and friendship activities that bring people together ➤ Encourage and support older people who offer their time and skills as volunteers 	<p>AIM</p> <ul style="list-style-type: none"> ➤ Enable financial independence ➤ Provide support in the home ➤ Support individuals and carers ➤ Support mental health ➤ Promote personal resilience 	<p>SERVICE</p> <ul style="list-style-type: none"> ➤ Money Management ➤ Home Support and Handyperson ➤ Dementia services ➤ Counselling ➤ Social Prescribing services

Strategic Priorities

Advice and Information	Promoting the Voice of Older People	Connecting with our communities
<p>We will reach out to older people, their families and carers and support them with advice and information they need</p>	<p>We will understand the issues facing older people and ensure their voices are heard by local and national policy and decision makers</p>	<p>We will reflect our communities and be responsive to specific needs</p>
<p>We will achieve this by:</p> <ul style="list-style-type: none"> ➤ Providing advice and information in four key areas ➤ Identifying common themes for campaigning activity ➤ Introducing information points throughout all communities ➤ Introducing a website chat platform 	<p>We will achieve this by:</p> <ul style="list-style-type: none"> ➤ Actively influencing the development of the social care agenda ➤ Utilising the media to communicate charity messaging ➤ Strengthening strategic relationships by understanding the issues older people are facing 	<p>We will achieve this by:</p> <ul style="list-style-type: none"> ➤ Increasing diversity of staff and volunteers within the charity to mirror the diversity in our community ➤ Becoming a dementia friendly charity ➤ Clarifying our service model, targeting services appropriate to individual need ➤ Piloting a new community based approach in one area