



Strategy 2025-2028

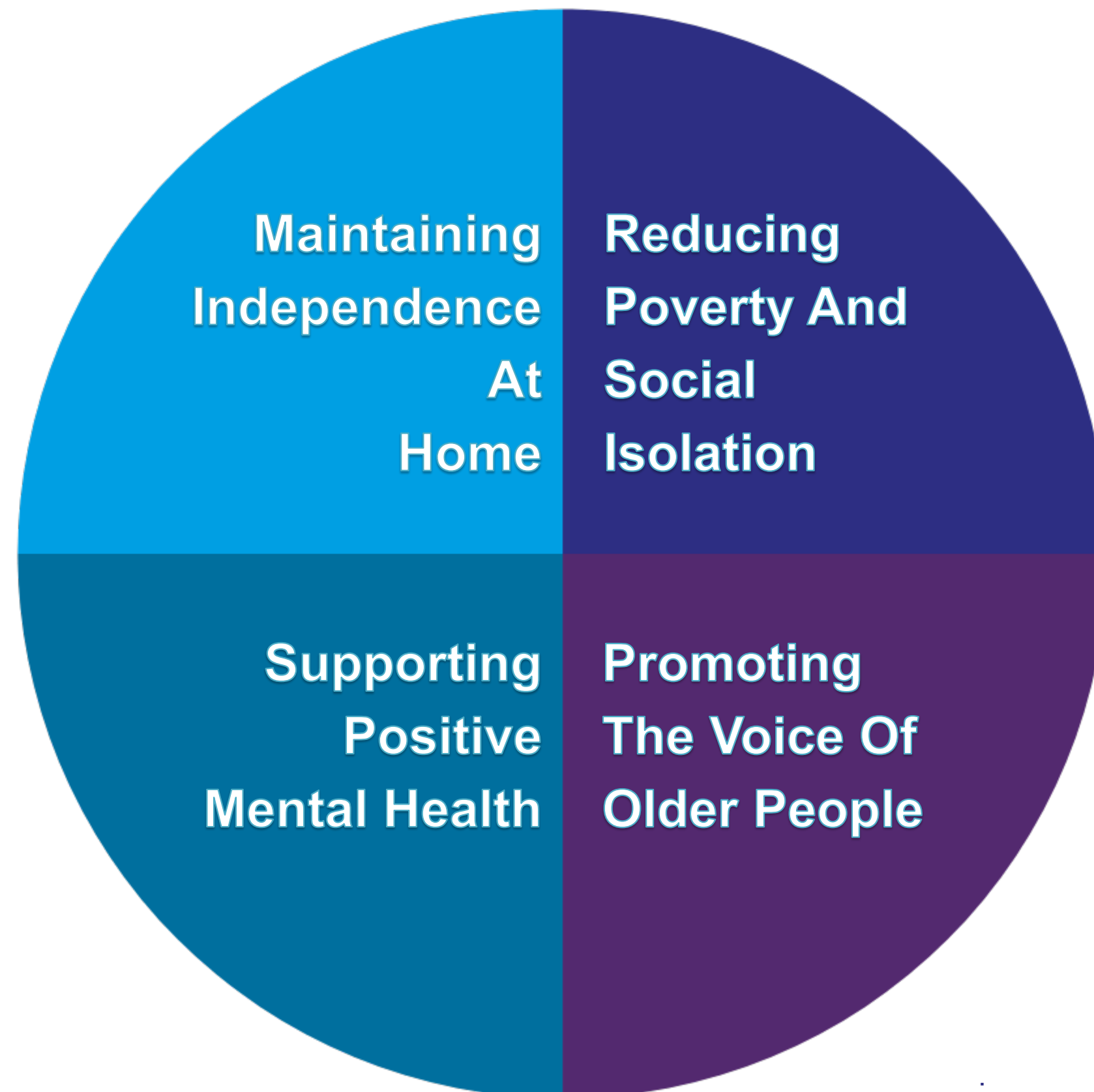
Vision: A society in which we can thrive as we age.

Mission: To improve quality of life for older adults by promoting well-being, independence and social engagement.

Values: To collaborate with integrity, responsiveness and impact.



Strategic Priorities 2025-2028



Strategic Priorities											By 2028, we will have...	
Maintaining Independence At Home	Home Support			Money Management			Hospital Social Prescribing			Community Outreach	enabled more people to live safely and securely in their own homes.	
	Providing home-based help with daily tasks such as shopping, light housework and gardening.			Supporting vulnerable adults to manage their financial affairs.			Enabling a managed discharge from hospital, and supporting carers, to prevent readmission.			Offering immediate practical support to individuals facing crisis situations.		
Reducing Poverty And Social Isolation	Befriending			Information & Advice			Men In Sheds			Gilbert Richards Centre	Contact & Triage	expanded the reach of our information services and enhanced social connectivity.
	Matching older people with volunteers to form genuine, long-lasting friendships.			Free, confidential advice for older people, their families and carers.			A fully equipped woodwork facility in Rugby for men and women.			Offering a range of group activities and classes such as pottery, IT and painting.	An information hotline and connector to a wide range of services.	
Supporting Positive Mental Health	Dementia Day Opportunities			Counselling			Musical Memories			Cognitive Stimulation Therapy	supported more people with their mental health and wellbeing.	
	Enabling memory stimulation through music, activity and socialising.			A talking therapy that helps older people deal with emotional and psychological challenges.			A live music and conversation group for people living with dementia and their carers			A structured programme to improve cognition, communication and quality of life for people living with dementia.		
Promoting The Voice Of Older People	/				Marketing						increased the volume on issues affecting older people.	
					Campaigning and influencing to improve the lives of older people.							



Strategic Enablers 2025-2028



Strategic Enablers		By 2028, we will have...
Financial Sustainability	Finance Retail Marketing & Promotions	maintained long-term viability through sustained revenue growth and strong financial controls
Strong Infrastructure	Central Operations	an estate and infrastructure to support our services and operations.
A Great Workforce	HR Central Admin Marketing & Communications	a motivated and diverse workforce.