

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