



Action Plan 2012

Deliver the best

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Mission Statement

Age UK Derby and Derbyshire exists 'for the benefit and wellbeing of older people in Derbyshire'.

In everything we do we seek to make a positive difference to older people's lives. Our work can touch their lives directly. We provide practical help and support to carers and older people. We seek to influence services which affect older people's quality of life. We take care to value diversity and include and involve people from all communities.



Our vision: We want later life to be better.

Our Strategic Plan 2011 -2013 set goals and identified 5 key actions each for generating more income, meeting the needs of older people and being fit for purpose.

1. Mainstream our income generation maximising the value of every contact with a potential donor.

2. Diversify our income generation activities to appeal to different donors and methods of giving.

3. Build on our income generation strengths by developing our retail resources in scale and scope.

4. Communicate effectively the value and impact a cash or in-kind donation can make to older people's lives.

5. Increase the value we gain from donated goods and donations.

1. Keep older people at the heart of what we do and how we do it by involving them in evaluating existing services and planning service development to make sure our service models achieve good outcomes.

2. Learn more about our staff, volunteers, customers and supporters and use the information to demonstrate the value we provide and to plan how we interact with them.

3. Develop our range, skill and success in marketing directly to older people and their carers. In particular how we explain what outcomes our services can help them achieve and value for money.

4. Develop sustainable services that fill gaps in provision or deliver a better service for older people.

5. Support other organisations to deliver great services for older people to achieve the best reach for our money. We feel infrastructure support, quality accreditation, service development and partnership work can help us reach more people well than we can alone.

1. Maintain and gain appropriate quality standards which help us deliver our service well and prove that we do.

2. Grow our skills, knowledge and experience base including our governance, management, administration, frontline staff and volunteers to meet our future needs.

3. Seek funding opportunities to increase our scope and scale where growth or diversity helps to achieve improved income generation or service delivery.

4. Maximise the potential of the Age UK local partnership and membership of the Age England Association to learn, promote our work and improve our local recognition.

5. Communicate better with all our stakeholders. Use all communication channels to their best advantage and promote our work coherently and effectively.

The work of our charity is divided into 3 Programme Boards: Income Generation, Services and Support and Development. Each programme board is a small team that could include trustees, staff, volunteers and invited specialists. Each team agrees an annual action plan to help us work systematically towards achieving the 5 key actions relevant to each board. Regularly through the year the board reviews their plan and highlights achievement, on target activity or issues which jeopardise us achieving our target. The reviews are reported to the full Board of Trustees to help their governance of our charity.

The three action plans are current at April 2012 but may be modified in year. At the end of the year we record performance against our plans and devise the following year's plans.

In addition to each action plan there is routine or ongoing activity which requires no special work or input but which contributes to our overall vision. So the action plans represent only a small but crucial part of our work. To learn more about our work each day with older people please look at our website, contact the service you are interested in or contact Head Office. We are always happy to discuss our work and plans for the future.



Support and Development Programme Board Strategic Plan Action Plan 2012						date
Plan	Outcome:	Output	Measured by:	When	Lead	Status
1. Maintain and gain appropriate quality standards which help us deliver our service well and prove that we do.	Stakeholders get the best possible services.	Quality standards appropriate to activity are achieved and maintained	Maintain ISO 9001	02.13	ME	
			Maintain M&BF APS	12.12	KP/PB	
			Achieve Action for Advocacy	08.12	KP/RG	
			Achieve Flagship Standard I&A	08.12	KP	
2. Grow our skills, knowledge and experience base including our governance, management, administration, frontline staff and volunteers to meet our future needs.	Our organisation is able to respond positively to change.	Staff and volunteers achieve maximum development.	Governance review and development plan	10.12	HC/KP	
			Performance review 2012/13	2013	KP	
			Training Plan	07.12	KP/ME	
			Volunteer appreciation strategy	07.12	KP	
			Database procurement & intro	07.12	ME	
3. Seek funding opportunities to increase our scope and scale where growth or diversity helps to achieve improved income generation or service delivery.	Our response to stakeholders needs is improved.	Funding and commissioning is actively sought and planned.	Funding bids for Derby City	09.12	KP	
			Funding bids for Chaddesden	09.12	KP	
			Funding bids for I&A	09.12	KP	
			Funding bids for isolation	09.12	KP	
4. Maximise the potential of the Age UK local partnership and membership of the Age England Association to learn, promote our work and improve our local recognition.	Improved awareness of our work.	Partnership and membership is used more.	BP Agreement	12.12	KP	
			Friends Agreement and Plan	07.12	KP	
			Forums & FC Agreement	09.12	KP	
			Age England Association Membership	06.12	KP	
5. Communicate better with all our stakeholders. Use all communication channels to their best advantage and promote our work coherently and effectively.	Improved understanding and shared goals	Communication plan across all activities	Communication action plan	06.12	KP/ME	
			Website development	08.12	KP/PB	
			Just the Tonic	12.12	KP/PB	
			Internal newsletter	12.12	KP/PB	
			Internal website	12.12	KP/LD	

Services Programme Board Strategic Plan Action Plan 2012

Services Programme Board Strategic Plan Action Plan 2012						date
Plan	Outcome:	Output	Measured by:	When	Lead	Status
1. Keep older people at the heart of what we do and how we do it by involving older people in evaluating services and planning service development to make sure our service models achieve good outcomes for older people and their carers.	Older people achieve the outcomes they need.	Service models are fit for purpose.	Day Care review and trial new charging structure.	04.12	KP/MW	
			Soft outcomes monitoring extend to all services	11.12	KP & SMT	
			Market research for new users	11.12	KP & SMT	
2. Learn more about our staff, volunteers, customers and supporters and use the information to demonstrate our value and to plan how we interact with them.	Others understand and value what we do.	Communication is improved.	Website development & use improved	05.12	KP/PB	
			Marketing and service information	05.12	KP/IGP B	
			Fit as a Fiddle - evaluation	04.12	KP/SS	
3. Develop our range, skill and success in marketing directly to older people and their carers. In particular how we explain what outcomes our services can help them achieve and their value for money.	Older people have opportunities to enjoy life and live independently as far as possible	Older people get timely help making independent living choices	Day Services develop promotional activities, resources & referral links	05.12	KP/MW	
			Chaddesden Park Centre attracts more members	11.12	KP/TW	
			Support Brokerage	11.12	KP/RG	
			Social Return on Investment review	12.12	KP	
4. Develop sustainable services that fill gaps in provision or deliver a better service for older people.	Older people feel comfortable accessing the support and care they need	New services are developed or delivered in new areas.	Befriending +	11.12	KP/PB	
			Tootsies Footcare pilot extension	17.12	KP/JA	
5. Support other organisations to deliver great services for older people to achieve the best reach for our money. We feel infrastructure support, quality accreditation, service development and partnership work can help us reach more people well than we can alone.	More older people feel included and part of their local community	Every area has good, regular activities for older people	Infrastructure support to Friends, Forums and FC's	11.12	KP	
			Diamond Jubilee Party Project	09.12	KP/SS	

Income Generation Programme Board Strategic Plan Action Plan 2012						date
Plan	Outcome:	Output	Measured by:	When	Lead	Status
1. Mainstream our income generation maximising the value of every contact with a potential donor.	We are enabled to deliver charitable activities dependent on unrestricted income.	Gift Aid system identified and introduced	Pilot Gift Aid for general donors	09.12	KP	
		IG message created and promoted	Income generation message on all materials as re-branded	05.12	KP	
		Communication plan created	Website promotion	05.12	KP	
2. Diversify our income generation activities to appeal to different donors and methods of giving.	Increasing numbers and types of people choose to donate.	Variety of donation methods increased, identified and evaluated	Text donation opportunities promoted	04.12	KP	
			Jubilee scratch-cards	06.12	KP	
			Fundraising committees	04.12	KP	
			Range of fundraising activity increases	12.12	ME/ KP	
			Company shop donations trialled	09.12	ME/ KP	
3. Build on our income generation strengths by developing our retail resources in scale and scope.	Our retail identity and presence is improved	Retail income increases.	Re-brand Swadlincote shop	10.12	ME	
			Re-brand and develop Chesterfield shop	10.12	ME	
			Shop teams developed	10.12	ME	
4. Communicate effectively the value and impact a cash or in-kind donation can make to older people's lives.	Improved income.	Value, frequency and range of donations increases.	P.O.S. posters in shops	04.12	ME	
			IG promotion for information packs	05.12	KP	
			Case studies used	09.12	KP	
5. Increase the value we gain from donated goods and donations.	Improved value from our IG activity.	Value of shop stock increases.	Introducing gift aid for shop donations	12.12	ME	
			Sell-on options for stock	04.12	ME	
			Training: sorting and pricing	09.12	ME	



To learn more about our charity and our strategic plan and action plan you can look at our website on www.ageuk.org.uk/derbyandderbyshire

or contact Katy Pugh, Chief Executive on E: katy.pugh@ageukderbyandderbyshire.org.uk or T: 01773 768240