

## Ageing well

### Our mission

Age UK Derby and Derbyshire (AUKDD) exists for the benefit and wellbeing of older people in Derbyshire and Derby City.

- We believe all older people should have the opportunity to age well.
- We make a positive difference to older people's lives in everything we do.
- Our work can touch lives directly through practical help and support to older people and carers.
- 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 aims

We believe older people should be able to:



Have opportunities to enjoy life and feel well.



Participate in society and be valued for their contribution.



Have enough money to live well.



Feel safe, comfortable and secure.



Access good quality health and care services.



Live in compassionate communities with support to die well.

### To achieve our aims for older people we need to:

- Enable** Make opportunities for older people in their communities.
- Support** Support older people's services and activities to thrive by giving specialist infrastructure support with good practice, funding and promotion.
- Create** Work in partnerships to create age friendly communities.
- Influence** Use our good name, skills and knowledge to influence the decisions and plans of partners and providers.
- Inform & advise** Empower older people and carers to make well-informed decisions about their lives.
- Include** Give help and support to get connected and age well in a modern digital world.

### To achieve our aims we need to build a strong base for our charity. Our building blocks are:

- People** Training and supporting our people delivering all our services.
- Money** Balancing the books and using money we get from our customers, donors and funders to improve our services and be an independent voice for older people.
- Partnership** Working in partnerships to achieve more than we can alone.
- Leadership** Good leadership and management of every aspect of our charity.
- Quality** Getting it right for older people every time.
- Technology** Having the technology, equipment and skills we need to help older people and carers.

**Our priorities** Our plan will take time, hard work and money. We have a good foundation but to thrive we must be able to respond to a changing world quickly and effectively and we have limited resources so must prioritise.

**To achieve our aims for older people our priorities are to:**

**Enable** Provide a sustainable range of day services and activities that older people want.

**Support** Provide specialist support to older people's groups and activities.

**Create** Develop 2 age friendly communities.  
Help to raise awareness of age friendly approaches.

**Influence** Deliver 4 influencing campaigns about issues important to local older people.

**Inform & advise** Provide and sustain high quality Information and Advice services.  
Promote compassionate communities and encourage preparation for the end of life.

**Include** Grow income to support older people to use technology and get connected.

**Our main priorities for our building blocks are:**

**People**

Our biggest asset is our people.  
To improve we will focus on:

- ✓ training and development
- ✓ recruiting and retaining volunteers
- ✓ valuing our people

**Money**

Everything we do costs money and without unrestricted funding we cannot be a strong voice for older people.

To generate more money we will focus on:

- ✓ developing fundraising capacity
- ✓ building shop performance
- ✓ explaining our work better to donors and funders

**Partnerships**

We need to build and re-build partnerships to achieve more and better than we could alone.  
To build strong partnerships we will focus on:

- ✓ joining or leading age-friendly community projects
- ✓ developing joint projects
- ✓ supporting partners to achieve mutual ambitions

**Leadership**

Our leadership and management is vital to our charity thriving not just surviving.

To govern and lead well we will focus on:

- ✓ maintaining the Good Governance standards
- ✓ developing a new leadership group
- ✓ developing effective performance management

**Quality**

Getting it right for older people every time is a must for us and we want the same commitment from other services. To achieve good quality in older people's services we will focus on:

- ✓ maintaining quality assurance for the organisation and services
- ✓ monitoring our performance and tackle issues which affect our performance
- ✓ influencing local decision-makers about what 'good' looks like for older people

**Technology**

Older people can feel excluded from a digital world and we need to use technology better. To give us all the skills and confidence to use technology well we will focus on:

- ✓ accessing digital skills and support to be digitally inclusive
- ✓ improving our digital profile to make our services more accessible
- ✓ engaging older people in digital intergenerational activities

## Our Plan



### First steps:

To help our charity thrive we must have enough capacity to take opportunities and manage our existing services and activities well. We will invest in a new role of Operations Manager, supporting the CEO and working alongside colleagues in Retail, Fundraising and Head Office to form a Leadership Group fit for purpose in 2020 and beyond.

Generating income, especially unrestricted income, is essential to achieving our aims. We will invest funds received in a legacy to fund two dedicated roles to support our Retail Division to develop our existing shops and take new opportunities to ensure sustainable income.

We will embed digital literacy and systems into all our services and income generation to build our resilience by allowing us to demonstrate our impact better and to reduce administrative costs.

We will provide more opportunities for staff and volunteers to learn and share skills so that they can deliver our charitable mission. 2020 will see the retirement of key staff and we must build strong working relationships and our charitable values into the new Leadership Group.



### Next steps:

We will seek to increase our income generation including trying new shops or styles of charity retail and new products or services.

We will establish an annual calendar of fundraising events to provide reliable income and, using our additional capacity, try to develop more networks of local fundraisers.

We will aim to expand charged for services with the potential to be sustainable including testing new services.

We will use our profile to deliver at least two influencing campaigns to help with changes in the outside world, encourage preventative actions and help older people in Derbyshire to age well.



## Making it work

Our strategic plan is managed by our Board of Trustees and Leadership Group. The Board divides its work into the three Programme Boards below which include trustees and staff with specialist knowledge.

### Finance & Income Generation

### Services & Influencing

### Organisational Development

Each Programme Board takes a share of the building blocks and aims and develops a SMART plan.

Achievement against each Programme Board Plan is reviewed regularly and monitored by the Board of Trustees at every meeting. Progress is noted and remedial actions and expenditure is agreed. When a target is achieved another is selected until we have made progress against all our ambitions.

Our governance, management and structure reflects our aims for older people and the building blocks needed to achieve them.

## How we work

- ✓ We are caring, fair and respectful in the way we treat people.
- ✓ We are accountable, transparent and open in the way we run our charity.
- ✓ We are inclusive, positive and welcoming in everything we do.

## Our progress

We want everyone to see how we are getting on with our Strategic Plan and the action plans which will help us achieve each part of the plan.

We will share each Programme Board's action plan on our internal website for staff and volunteers and on our charity website for other stakeholders.

We will report on our objectives for the year and performance against them in each Annual Report.

We will shout about all the great things that are happening in our charity and how they are helping us achieve our Strategic Plan in our Newsletter, EngAge magazine, on social media, local media and on our website.

## How you can help

### Donate to us

We rely on donations for our local work. Help us continue by giving a donation of money or goods or sponsor an aspect of our work.

### Fundraise with us

Please support our events and help promote our fundraising to keep services going.

### Volunteer for us

Our volunteers are essential to us. Feel better as a volunteer and bring your skills, experience and a smile to an older person's life.

### Lead us

Trustees govern our charity. Vacancies are listed on our website or contact us to learn more about this role.

### Join us

Our Members help by championing what we do. It's free and details are on the website.

### Leave it to us

Legacies show the value of our work and help us to continue. Please think of us when making your will.

## Learning more about us and our plan

### Contact us


Age UK Derby & Derbyshire,  
29A Market Place, Heanor,  
Derbyshire. DE75 7EG.

T: 01773 766922

E: [administration@ageukdd.org.uk](mailto:administration@ageukdd.org.uk)

### Connect to us

 [www.twitter.com/AgeUK\\_DD](https://www.twitter.com/AgeUK_DD)

 [www.facebook.com/AUKDD](https://www.facebook.com/AUKDD)

<https://www.ageuk.org.uk/derbyandderbyshire/>

### Read about us



<https://www.ageuk.org.uk/derbyandderbyshire/about-us/news/magazine/>

## The small print

### Who we are

Our name is nationally recognised but we are a local, independent charity. We partner with Age UK and are a member of the Age England Association.

Age UK Derby and Derbyshire is a registered charity and company limited by guarantee.

Our charity no: 1068550

Our company registration no: 3510613

Our VAT registration no: 598 3226 02

Our Registered Office: 29a Market Place,  
Heanor, Derbyshire DE75 7EG.