



Executive Summary: Strategic Plan- Stability and Resilience **August 2023 – August 2026**

The reason for having a strategy is to set the priorities for Age UK Exeter over the next three years and beyond, based on our knowledge and analysis of where we've been, where we are now and the environment that we are likely to be working within in the future. This knowledge has come from wide consultation with our clients, volunteers, staff, and Age UK National. It will enable us to be more focused and purposeful in our work for the benefit of older people in Exeter.

Our headline agreed strategic objectives:

1. Social Activities and Group Work
2. Dementia Support, including Daycare.
3. Home Support Service
4. Consultation and Engagement
5. Information and Advice
6. Handy person Scheme
7. Staff Wellbeing

Core principles that underpin all we do:

- A person-centred approach
- Impact and outcomes monitoring
- User feedback
- Positive partnerships
- Learning and development
- Technology and assisted technology
- Communication
- Quality checks
- Meaningful volunteering

Building Sustainability:

- Grant fundraising
- Community fundraising
- Partnerships
- Marketing
- Statutory commissioning
- Income generation
- Volunteering
- Buildings/Good management of assets
- Resilience

We will monitor progress against these objectives through a series of action plans over-seen by the CEO and Senior Management Team, quarterly reporting to the Board of Trustees and through all staff one to ones.

Thank you for being a part of this journey with us.