



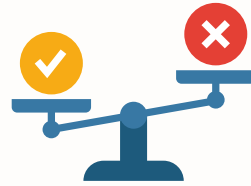
VISION

For Herefordshire and
Worcestershire to be a
great place to grow
older



MISSION

To make a difference to older
people across Herefordshire
and Worcestershire by
promoting connections,
enabling seamless access to
advice, support and services
and through awareness
raising and advocacy



PRINCIPLES

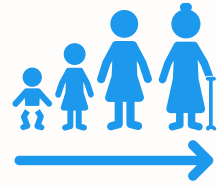
- Ageism is unacceptable - we are against all forms of discrimination; challenge unfair treatment on grounds of age; and represent the views of older people to ensure their voice is heard
- All people have the right to make decisions about their lives - we help older people to discover and exercise these rights
- People less able to help themselves should be offered support - we seek to support older people to live their lives as independently as possible and we believe people who are supported should be treated with dignity and respect in all supported settings
- We believe in working with others to make Herefordshire & Worcestershire a better place to grow older - we recognise the value of collective action and where possible we will work with others with diverse strengths in our community to ensure older people are cared about



VALUES

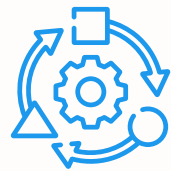
- We are friendly
- We work together
- We make a difference
- We are always learning
- We are flexible





Promote a positive attitude to Ageing

- Treating all older adults fairly and with respect, recognising their different needs and choices.
- Promoting the value of older adults and enabling them to influence strategic planning and service delivery.
- Increasing awareness of the opportunities available to older people and communicating the impact of our work.
- Extending our reach to ensure that all those whose need is greatest have access to information and services.



Remain robust and Adaptable

- Increasing diversity of income streams.
- Ensuring our governance and data collection, collation and reporting is fit for purpose.
- Developing an infrastructure including premises reflecting the organisation's needs and supporting reduction in our carbon emissions.
- Ensuring ICT resources and platforms enable staff and volunteers to work effectively, demonstrating activity and impact.



Ensuring the highest standards of support and services

- Providing information and support to older adults, through cohesive and trusted service provision of a consistently high standard.
- Identifying and developing new areas of activity to reflect needs and demands.
- Supporting those working with older adults to develop high standards.
- Developing and supporting partnerships to extend opportunities for service delivery.



Growing and developing our workforce

- Providing fair and transparent recruitment, development, appraisal and employment practices.
- Supporting the health and well-being of our people.
- Providing managers with the best information, training, advice and support to develop their teams.
- Communicating effectively, recognising the support and commitment of our people.