

Charter for Later Life

The Charter for Later Life has been developed collaboratively between Age UK Lancashire and a broad range of individuals and partners. It is designed as an expression of our commitment to those in later life living and working in Lancashire and North Sefton.

Age UK Lancashire, like most charities and organisations, expresses its vision and purpose through statements and strategies.

We wanted to take this further, to develop a Charter which all of our staff and volunteers can commit to as well as our partners and friends. Our Charter cuts through the politics, the funding regimes, the noise of systems and processes and makes a simple and clear set of commitments to those who will always be at the heart of everything we do, those in later life.

Our Charter is not defined by strategic direction or Government policy. These ambitions will remain constant regardless of external changes or personnel. They are the essence of who we are and why we exist.

Some of our commitments talk of the things we already do and are designed to ensure that we keep them in clear focus. Others are commitments which will require work and energy to achieve. We hope that our partners will engage with our ambitions and ideals and join us in making these commitments too.

We hope that those in later life can clearly recognise Age UK Lancashire within these words and that they will openly challenge us where they feel we may fall short. It is only by enabling everyone to participate and contribute can we hope to reach these ideals.

Our commitment to those in later life:

WE WILL BE INCLUSIVE

Our focus will be on those in later life regardless of their circumstances. We will be proactive in seeking out individuals who are marginalised, isolated and underrepresented.

We will not discriminate and we will never be judgmental. We will respect and embrace the individuality of those in later life.

We will challenge negative attitudes and discriminatory views.

WE WILL LISTEN

We will actively listen to the voices of those in later life, work in collaboration and ensure that they influence our Charity. We will seek out views from across society and challenge ourselves to ask the questions which matter so we receive feedback which will make a difference. Individuals will recognise Age UK Lancashire and feel that they know and understand us as we know and understand them.

WE WILL RECOGNISE OUR LIMITATIONS

We will know our limitations and communicate these openly. We will not make promises we cannot keep.

WE WILL BE RELEVANT

We will engage with those in later life to influence and design services which meet their needs and that they want.

WE WILL DEVELOP AND IMPROVE

We will offer high quality services consistently across our communities. We will ensure that our beneficiaries can feed back easily when things go wrong and that we use this to improve. We will listen to the views of our customers and their families to drive improvements. We will be open and transparent if we make mistakes.

WE WILL MAINTAIN HIGH STANDARDS

We will work to the highest standards and ensure that our workforce is suitably skilled and trained to deliver against these. We will apply these standards across the Charity from employees at all levels, volunteers, trustees, partners and funders. We will not compromise ourselves in this aim.

WE WILL BE ACCESSIBLE

We will work closely within our communities to ensure we are accessible in our buildings, on the telephone, through our website and our printed materials. We will respond quickly to those who contact us through these routes. We will always be aware of the differences some individuals and communities present and we will strive to work alongside them.

WE WILL WORK IN PARTNERSHIP

We will strive not to duplicate high quality services and support being offered by other charities and organisations. We will work with others to ensure they can direct their services towards our beneficiaries and support others to improve their services for the benefit of those in later life wherever possible.

WE WILL CAMPAIGN

We will work for and with those in later life and campaign about the things which matter to them.

WE WILL PROVIDE INFORMATION AND ADVICE

We will provide information and advice free of charge wherever possible. We will always be independent and support those in later life to make informed choices.