

# Strategic Plan 2018-2021



Enabling  
Independence

Building social  
connections

Promoting Health and  
Wellbeing

Building resilience and  
supporting choice & control

Encouraging Positive Contributions

1 in 5 people in Leeds are 60+  
and 30,000 are aged 80+

32,000 people are living with  
frailty

37,000 older people in Leeds  
are lonely or socially isolated

Over 8,500 people are living  
with dementia

Over 32,000 older people in  
Leeds are at risk of falling

40% of older people attending  
GP surgeries, and 60% living  
in residential care, have 'poor  
mental health'

We will influence, shape and deliver  
responsive services, supporting the  
independence and wellbeing of older  
people in Leeds to positively improve  
their quality of life.

## Our Vision

Older people living in Leeds will be valued,  
their voices will be heard and they will be able  
to enjoy positive, independent lives.

## Our Values

- We are **Respectful**
- We are **Kind**
- We are **Reliable**
- We are **Inclusive**
- We are **Efficient**

## What We Do

Age UK Leeds supports older people living  
with frailty, long term physical or mental  
health conditions and disabilities.

Age UK Leeds works city-wide, 7 days  
per week.

Age UK Leeds combats loneliness.

Age UK Leeds works in partnerships to  
achieve the best outcomes for older people  
in Leeds.

Age UK Leeds reduces pressures on health  
and social care services.

Age UK Leeds is a responsible and  
sustainable organisation.



# Our Five Strategic Aims

## 1. Independence

**Older people living with frailty or with physical or mental health long term conditions and disabilities will maintain their independence.**

We will:

- Address the issues that are important to the older person to enable them to live the life they want to the best of their ability.
- Focus on what they can do, not on what they can no longer do.

- Provide 7 days per week community based integrated, person centred services.
- Support safe discharge from hospital and reduce unplanned admissions to hospital or permanent care admissions.
- Enable older people to get support with daily living tasks and personal care to enable them to continue to live at home.

## 2. Social Connections

**“No one Should Have No One”**

We will:

- Focus our support on those who are the most isolated, housebound or living with frailty (including older people living in care homes).

- Support older people to identify past, current and potential future interests, networks and social connections.
- Support older people to regain and maintain confidence and keep socially connected.
- Promote digital inclusion.

## 3. Health and Wellbeing

**Older people living with frailty or long term conditions or disabilities will achieve optimal physical, mental, and emotional health and wellbeing.**

We will:

- Provide targeted health and wellbeing activities including falls prevention mobility and nutrition and hydration information to prevent older people becoming frailer.

- Promote mental health and emotional wellbeing.
- Support older people to self manage their long term health conditions.
- Focus our services in areas of highest need to reduce health inequalities.

## 4. Resilience, choice and control

**Older people and their carers will build and maintain resilience to deal with major life changes and make informed decisions, exercising choice and control.**

We will:

- Support older people to plan for and manage major life changes.
- Support older people to navigate health and social care services.

- Provide expert advice on money and benefits, legal matters, costs of care and other issues affecting older people.
- Talk about dying and bereavement to support older people to plan for their last years of life.
- Support older people to understand their rights, make their voice heard and advocate on their behalf.

## 5. Positive contribution

**Older people will make a positive contribution through being active, engaged, respected and valued.**

We will:

- Enable older people to influence the governance and strategic direction of Age UK Leeds.

- Support and develop our Older People's Engagement Group.
- Provide opportunities for older people to share knowledge and experience and to volunteer.

**Age UK Leeds is a local city wide independent charity, providing a diverse range of tailored services for older people at home and in the community.**

The services that we currently provide include:

- Hospital to Home – based at St James's Hospital our service is provided as part of the Leeds Integrated Discharge Service
- Independence at Home – supporting frail and isolated older people to maintain their independence and wellbeing
- Advice and Information – enabling access to a range of welfare benefits and other support
- Befriending Services – longer term volunteer support helping to increase independence and maintaining an active life
- Health & Wellbeing – A broad range of volunteer led initiatives promoting healthy lifestyles
- Digital Inclusion – city centre based tuition and community based support promoting increased IT literacy
- Advocacy – focused on championing the rights of older people provided in partnership with Advonet

## How can you help?

- [Email ceo@ageukleeds.org.uk](mailto:ceo@ageukleeds.org.uk) to talk to us about:
- Health, social care and third sector partnerships
- Service developments
- [Email lisa.burnett@ageukleeds.org.uk](mailto:lisa.burnett@ageukleeds.org.uk) to talk to us about:
- Corporate partnerships
- Fundraising and sponsorship opportunities
- Volunteering opportunities



For further information on how you can support us call **0113 389 3000** or visit [www.ageuk.org.uk/leeds](http://www.ageuk.org.uk/leeds)