



## Mission and Values

### **Vision:**

*“To promote improved quality of life and empowerment for older people and their carers”*

### **Mission:**

To be Enabling – enabling older people to make informed decisions about their lives

To be Caring – passionate about our work with older people

To be Influential – draw strength from the combined voices of older people

To be Pro-Active – innovative, effective and outcomes focussed

To share our Expertise – be authoritative, be trusted and be quality orientated

### **Values:**

At Age UK Mid-Mersey we:

- Continually strive for excellence
- Value, Promote and Protect older people’s welfare, health and wellbeing
- Treat all people fairly, positively, equally and with respect
- Act with integrity
- Are transparent and accountable for our actions

We put our Values into action by:

- Independently speaking out on what affects people the most
- Campaigning to improve policy and attitudes in partnership with others
- Developing excellent local services to meet and fulfil unmet need