

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.