

Strategic Priorities 2021-2022

Mission	Making Norfolk a great place to grow older						
Values		Inform	Commit	Adapt	Respect	Listen	
Context	<p>1 in 5 people in Norfolk are currently aged 65 or older, in 20 years' time this will be closer to 1 in 3.</p> <p>1 in 6 people in Norfolk aged 65+ are income deprived</p> <p>1 in 5 older people in Norfolk aged 65+ are estimated to be lonely</p>						
Strategic Priorities	<p>Advising & Informing</p> <p>Helping older people to make informed choices and remain independent for longer</p>	<p>Supporting & Enabling</p> <p>Improving the health and wellbeing of older people</p>	<p>Consulting & Involving</p> <p>Valuing the contribution that older people make</p>	<p>Maintaining & Developing</p> <p>Ensuring our sustainability</p>			
We will achieve our priorities by...	<ul style="list-style-type: none"> maximising older people's income providing information and advice supporting older people to exercise their rights and make their voice heard 	<ul style="list-style-type: none"> reducing social isolation and feelings of loneliness supporting and promoting opportunities for people to get together creating age friendly communities 	<ul style="list-style-type: none"> involving older people in the design and delivery of our services providing opportunities for older people to share their knowledge and experience inviting older people to get involved in our campaigning and awareness raising 	<ul style="list-style-type: none"> increasing our independent income investing in our people ensuring our commitment to quality 			