

<b>Vision</b>	Our vision is our aspiration for the future – our vision is to ensure older people live well in Norfolk.
<b>Mission</b>	Our mission guides everything we do – our mission is to support older people in Norfolk to enjoy the opportunities and meet the challenges of later life
<b>Values</b>	Our 'ICARE' values shape everything that we do: <b>Inform, Commit, Adapt, Respect, Enable</b>
<b>Context</b>	<b>Norfolk has a rapidly ageing population; by 2041, the population aged 85+ is estimated to double in size.</b> Older people can have very specific needs for support, exacerbated by later life issues which can include ill health, reduced income and loneliness/isolation. Loneliness can be as detrimental to your health as smoking 15 cigarettes a day and there is a 50% increased risk of dementia associated with loneliness. 27.4% of pensioners living alone in the Eastern Region are from Norfolk and Norfolk also tops the list of those experiencing fuel poverty in the Eastern Region, with 15.6% of households.

<b>Our Strategic Priorities</b>	<b>Informing &amp; Advising</b> Ensuring older people have access to reliable information and advice & maximising older people's income	<b>Supporting &amp; Enabling</b> Improving the wellbeing & independence of older people	<b>Listening &amp; Consulting</b> Valuing the contribution that older people make	<b>Maintaining &amp; Developing</b> Ensuring our sustainability
	<b>How we will achieve our priorities</b>	Providing information and advice via our helpline Operating the triage function of the Your Norfolk Advice Network Providing our welfare benefit service	Reducing social isolation and feelings of loneliness Supporting older people to learn new digital skills Supporting older people to make their own choices and be more independent	Involving older people in the design and delivery of our services Working with older people and local communities to become 'Age Friendly'