

## Our Mission

Our mission is to support older people in Norfolk to enjoy the opportunities and meet the challenges of later life.

## Our Vision

Our vision is to ensure older people live well in Norfolk.

## Our Values

Empowering Listening Respectful Caring Influencing People focused Expert

## Our Strategic Objectives / Aims

1. To deliver high quality services for older people	2. To actively champion the rights of older people in Norfolk	3. To be in a strong financial position with a diversity of income to support our charitable activities
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## Our Challenge over the next Five Years

Meeting the needs of Norfolk's increasingly ageing population in a difficult financial climate.

## How we will meet the challenge - our next steps

Cross-cutting themes · Collaboration and partnership · Involving older people and their carers · Staff and volunteer wellbeing · Ideas and innovation · Good use of technology · Efficient and effective use of resources · Sustainable income · Monitoring our progress and measuring our success

## Our strategic Priorities 2016 - 2017

1. Work with communities to support older people living with dementia and their carers
2. Test different ways of providing information and advice and advocacy
3. Expand our care and support services
4. Expand our support to reduce isolation and loneliness
5. Increase our volunteering opportunities
6. Increase engagement and greater awareness of our work through digital and social media
7. Maintain and develop our quality standards
8. Develop social impact measurement tools that can be applied to all of our services
9. Deliver our five-year financial plan:
  - Increase income from our fees-based services
  - Implement our corporate and community fundraising plans
  - Develop our charity shop portfolio
  - Increase income from trusts and grants