

Strategy 2026 - 2030

Our Vision

A community where everyone ages well with enjoyment, dignity, purpose and connection.

Our Mission

We help older people in Salford and Trafford to live well by providing inclusive, person-centred and community-based support - there when needed - to improve health, independence, financial security and quality of life.

Our Values

We will deliver this strategy in line with our values of:

Compassion | Respect | Integrity
Responsiveness | Empowerment

We will work in partnership with local older people, health, social care, voluntary and community organisations, and ensure our services are sustainable through strong governance, income generation, effective use of resources and commitment to protecting the environment.

Strategic Aims

Empower people to age well



We will support older people to maintain independence, wellbeing and dignity through holistic, preventative and accessible services.

Deliver excellence in care services and dementia support



We will deliver high-quality, compassionate and integrated care services and dementia support, enabling people to live with dignity, purpose and connection.

Be a trusted source of information and advice



We will ensure older people can easily access clear, reliable and timely information, advice and signposting. This will help people make informed decisions, resolve problems early and stay safe.

Strengthen community connections



We will create and support fun, welcoming and inclusive opportunities for older people to build friendships, stay active and contribute their skills.

Ensure older people are heard, recognised and have influence



We will actively involve older people in shaping services, decisions and communities, and celebrate their contributions across all areas of life.