



Age UK Wakefield District Strategy 2026-31

Let's change how we age

An introduction from the chair

On behalf of the Board of Trustees I am delighted to be able to support the launch of Age UK Wakefield District's Strategy for 2026 – 2031, "Let's change how we age."

In a time of considerable change and challenge we are committed to improving the lives of older adults in the District of Wakefield.

Over the next five years we will continue to build an organisation that the citizens of Wakefield can be proud of, ensuring that the needs of individuals sits at the heart of all we do.



Peter Box
Chair of the Board of Trustees



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Our Vision:

Empowering individuals to thrive in later life.

Our Mission:

We see a district where individuals in later life are able to influence and shape their own lives in order to live well in older age.

We see it as our role to do everything we can to make this happen: enabling older voices to be heard; supporting opportunities for individuals in later life to feel confident; equipping communities to respond to the needs of our ageing population; and shaping services around individual need.

Always ensuring that age is not a barrier to leading fulfilling and independent lives, affording older adults dignity and respect at all times.

Our Values

People at the heart of all we do

Caring
Inclusive
Responsive
Collaborative
Learning
Empowering



Our Strategic Aims:

Priority 1: Delivering better outcomes for those in later life



Be Person Centred
Be Invested in Wellbeing
Tackle Inequalities

Priority 2: Delivering change for those in later life



Be Influential
Be Resourceful
Be Invested in Partnerships

Priority 3: Ensuring we remain strong for those in later life



Value Our People
Be Sustainable



Priority 1: Delivering better outcomes for those in later life

Quality of life matters to us all, despite the challenges, older adults tell us they prefer to discuss their health in terms of maximising what they can still do, their assets, not their deficits.



Be person centred - dedicated to giving choice, supporting the unique needs of each individual.

Putting the person first, we will ensure that individuals receive the most appropriate support for their needs. Using a holistic assessment tool (LEAF-7) we have embedded person-centered goal setting to ensure each person's perspective remains central to everything we do.

Understanding the complex needs of individuals, we can deliver services and activities that respond to personal circumstance, ensuring access to the wider health and care support that is vital for individuals when it comes to retaining control and independence.



We respond to more than **10,000** referrals annually making sure people get the support they need

Improving the quality of life for individuals



We will...

Prioritise person-centred goal-setting, approaches, ensuring that each client's individual needs and aspirations are at the core of their care and support plans.

Deliver enhanced client referral processes creating clear pathways for accessing our activities and services, ensuring a seamless and supportive experience.

Outcomes...

Those receiving our services experience an improved quality of life.

Individuals feel listened and responded to, telling their story only once.

"I'd given up, so many people had come and gone but nothing changed, then I met Sarah and she did what she said she would, she listened, she helped me. She encouraged me to make plans and I've been out, met new people and found new hobbies, I've even been on a trip away!"

Be invested in wellbeing -
We will maximise opportunities for everyone to achieve their fullest potential.



As older adults, we have to face life changing circumstances that can challenge our ability to live well.

Focusing our work on the Five Ways to Wellbeing we are committed to helping people to build resilience and live well into older age.

The Five Ways to Wellbeing offer guidance for living more fully. Building strong relationships, remaining purposeful and aware, staying active, giving back and continuing to learn are linked to better health, less depression and anxiety, and reduced frailty.

By developing the Centre for Positive Ageing we are able to promote the Five Ways to Wellbeing throughout all our activities and services, supporting people in their communities to live healthier, more connected lives.



Improving independence and physical health

We will...

Create programs that foster and enhance the physical and mental health of individuals, enabling independence, encouraging personal growth and self-sufficiency in later life.

Design activities that celebrate and promote the importance of human connection, creativity, shared experiences.

Outcomes..

Individuals experience improved independence and physical health.

Individuals feel more connected living with a reduced sense of loneliness.

“When my wife suggested going to seated zumba, I said “what on earth is that?” I’d never heard of it. I was dreading it if I’m honest, but I came and I’ve been every week since! I enjoy it and I can feel the difference.”

Tackle inequalities – striving to ensure that older people of all backgrounds, abilities, and socio-economic statuses can live healthy, fulfilling, and dignified lives.



Older people in Wakefield live with inequalities that frequently limit their lives and health. With healthy life expectancy significantly lower than the national average, adults can expect to live with poor health for 19-25 years.

Disadvantaged by poor financial security, and poorer health outcomes, older individuals living in some of the most income-deprived areas in the country experience barriers to accessing services and wider support, reducing their ability to live with dignity and independence.



Each year we support people to claim benefits they either didn't know they were entitled to, or could not access, annually raising in excess of **3 Million pounds**

Everyone having the opportunity to change how they age



We will...

Acknowledge and actively address the impact of poverty on older individuals, ensuring that all support is equitable and tailored to those in need.

Promote the development of age-friendly services and activities, prioritising inclusivity, accessibility, and positive outcomes for older adults.

Outcomes..

Individuals receive the benefits that are due to them improving their access to health care and support.

More individuals are able to access appropriate services and activities, reporting improvements to their quality of life.

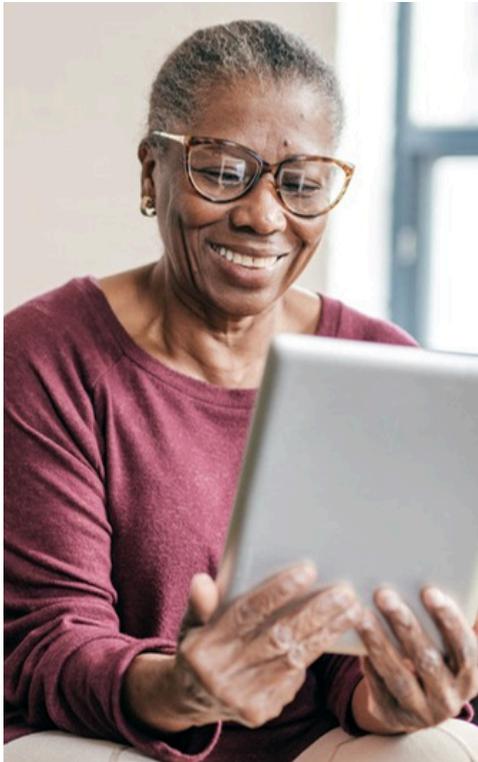
“I was living on tinned kidney beans and fresh tomatoes, trying to make sure I got vitamins but I kept losing weight. I had tried to claim pension credit but it got declined. The ladies at Age UK Wakefield District looked after me, they helped with the forms and now my income has gone up and I can eat what I want!”

Priority 2: Delivering change for those in later life

By working at both the individual and societal level we combine practical help with advocacy and cultural change, ensuring older people are empowered to live with dignity and inclusion.



Be influential –
amplifying and honouring
the voices of older adults,
addressing ageism,
exerting influence
wherever we can.



Ageism significantly affects the way that older people experience life, societal attitudes reducing full access to health and care. With negative stereotypes affecting self-esteem, many find it difficult to find employment and fulfillment as they seek to overcome preconceived ideas about their ability to adapt or contribute.

By amplifying the voices of those in later life we will create a rich resource to transform our communities, reducing the impact of ageism on everyday life, transforming lives, by encouraging lifelong growth and resilience across the generations.



Age UKWD give a voice to our community through Peoples Voices Panels and Steering Groups addressing the subtle effects of ageism



Expanding horizons, changing lives

We will...

Challenge and address ageism, promoting a culture of respect, equality, and dignity for people of all ages, to create a more supportive and inclusive society.

Ensure that the voices of older individuals are at the core of all decision-making, policies, and initiatives, valuing their lived experiences, making contribution to society.

Outcomes..

Improved opportunities for those in later life to expand their horizons and live life as they choose.

The views of older people are embedded in organisational and system change.

“I was invited to attend a steering group, I didn't know what to expect really but it's made me feel listened to, my opinion counts. It feels good, like I'm helping improve things for the people who can't speak up for themselves.”

Be resourceful –
ensuring that resources
are focused where they
are needed most.



Our approach is guided by a steadfast commitment to understanding and addressing what matters most to older individuals—through attentive listening, continuous learning, and responsive action tailored to emerging needs.

As new ideas and requirements arise, we remain open to innovative solutions that deliver meaningful impact.

Whether the need is for assistance at home, recovery support following illness or hospitalisation, or simply a trusted presence during times of transition, we are dedicated to providing solutions that align with each individual's unique circumstances.

Annually we provide 350 hours
of mental health support,
more than 38,000 home visits
and assist 2,500 individuals
home from hospital



Working to achieve change in the lives of
individuals



We will...

Deliver services that meet individuals at their point of need, and where we are unable to help we will find someone who can.

Be innovative in our approaches, developing new services and activities where need arise and opportunities allow

Listen to the voices of older individuals and take time to understand local and national data in order to effect positive change.

Outcomes..

Individuals will report improved life improvements and positive change.

The organisation will demonstrate a breadth of service delivery, with new programs supporting change for individuals.

"I would like to thank you for everything that you have done for me, I am really grateful and honestly don't know what I would have done without your help and support, both you and your organisation are a Godsend for old people. Without your help we would be in a very sorry and desperate state not knowing who to turn to for help. You have no idea the comfort and help that you give to us knowing that we can count on you. You are doing such wonderful work and I would like to thank you all from the bottom of my heart."

Be invested in partnerships – We believe that partnerships forging strong and professional connections across the Wakefield district for the benefit of those in later life.

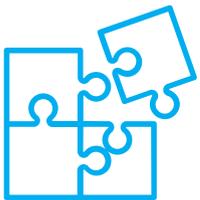


We believe that partnerships strengthen our ability to meet the multiple needs of those in later life. We know that by working with other organisations we can optimise our impact on the lives of older people. Consistently working with over 100 local partners, delivering holistic support through our services and activities, organisations bring unique contributions to solving complex problems. It is vital that we continue to work together, recognising the strengths of our communities, cultivating a culture of trust and collaboration, celebrating diversity, embracing change.



Age UKWD joined the We Are Wakefield collective to share our expertise in later life, form new connections and discover ways to best support the people we represent.

Working together to enable dynamic change



We will...

Strengthen collaborative relationships by fostering strong, trust-based relationships between organisations at the heart of our communities, encouraging the open exchange of expertise and resource sharing.

Measure and celebrate collective impact, establishing shared outcomes and evaluation frameworks to assess the impact of partnership activities on the lives of older people, promoting transparency, learning, and recognition of collective achievements.

Grow our partnerships, recognising the benefits to be gained for older people of developing new opportunities and approaches.

Outcomes..

Active involvement with dynamic partnerships across the district deliver better outcomes for older people.

Demonstrable change delivered through partnerships.

“Silver Sunday was an amazing experience, I had the opportunity to talk to so many people about my organisation and I made invaluable connections by meeting people face to face.”

Priority 3: Ensuring we remain strong for those in later life

Over the next ten years the district's population aged over 75 is predicted to increase by 28%, from 30,000 to just over 40,000. On average we support one in five individuals in this age group to help improve their lives.



Value our people – providing fulfilling and meaningful, volunteer and employment opportunities.

Our employees and volunteers are a remarkable force for good, enabling us to deliver vital services and activities to thousands of older individuals. Recognising their importance and wellbeing is essential to our ability to respond to the needs of those in later life.



Ensuring that we always offer high quality services and activities, we rely on their generosity of spirit to bring the creative heart of the organisation alive.



Age UKWD has 110 dedicated members of staff with 60% over the age of 50. 364 people generously donate their time, experience and compassion by volunteering.



Enabling our workforce to thrive

We will...

Prioritise the well-being of our workforce, ensuring a supportive and healthy work environment that promotes work-life balance and personal development.

Empower and support our staff and volunteers to thrive by providing the resources, training, and opportunities they need to succeed and grow in their roles.

Outcomes..

Our workforce tell us that they find working for Age UKWD an enjoyable and fulfilling experience, that contributes to their overall wellbeing.

Our workforce tell us that they feel able to make meaningful contributions, enabling positive change in the lives of older individuals.

“I first came to Age UKWD as a volunteer, over the years I have worked in a number of roles, always developing new skills and growing as a person. I feel fortunate to be a part of this very special team.”

Be sustainable –
ensuring that those in
later life can depend on
us now and in the future.



To ensure we can continue delivering high quality, impactful activities well into the future, our organisation is launching a bold and comprehensive income generation strategy. By growing our unrestricted income, strengthening financial planning, and executing ambitious income initiatives, we're laying the foundation for long-term sustainability.

Coupled with outstanding communications, efficient systems, a strong organisational profile, and unwavering commitment to good governance, we're not just planning for tomorrow — we're securing the future of our charity beyond 2030.



Investing in new premises to ensure room for growth of the organisation along with greater access to the people of the Wakefield District.

Ensuring that we stay strong for those who
need us



We will...

Strengthen financial resilience through diversified and predictable income streams.

Embed operational excellence and good governance across all organisational functions.

Outcomes..

The organisation will be financially resilient, demonstrating stability and growth.

Stakeholders will tell us about the excellence of Age UKWD's services and activities.

“I can't thank you enough, the support I have received has completely changed my life. I didn't know where to turn but then you stepped in. I now have more money, I get out to meet people and my health has got better, life is better.”



Working across

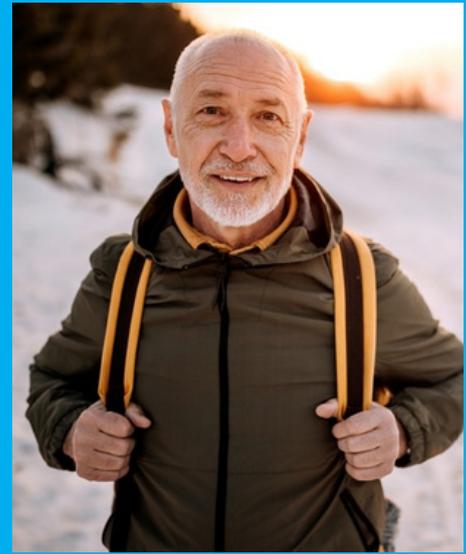


the Wakefield District



Together we are better

Let's change how we age



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