

## OUR VISION: TO MAKE WIRRAL A GREAT PLACE TO GROW OLDER

### OUR VALUES:

- **Friendly** – we treat people with respect and courtesy
- **Professional** – we are experienced and skilled in what we do
- **Locally focussed** – our priority is the people of Wirral in their local communities
- **Changing lives** – we make a difference through what we do and how we do it
- **Person-centred** – we provide support tailored to each individual

### *Our Mission Statement*

Age UK Wirral exists to promote the well-being of people throughout the Metropolitan Borough of Wirral, helping to make their later life a fulfilling and enjoyable experience

