

AGE CONCERN HAVERING

STRATEGY 2011

Our **mission** is to...

Improve the quality of life of older people in Havering, helping them to maximise their potential to live fulfilling and enjoyable lives
 Represent the needs and aspirations of the older people of Havering to those whose decisions will have an impact upon their lives

The way we work to achieve our mission will always be guided by our **values**

Influencing

Caring

Effective

Enabling

Innovative

To deliver our mission we have set four **strategic priorities** for 2011

**Be as effective as we can
with the services and
resources we have**

Raise quality standards
 Minimise inefficiencies
 Become more expert providers
 Encourage and develop a
passion for everything we do
 Improve our delivery systems
 Modernise our services in response
to our customers' needs

**Equip the organisation
to serve our customers
better and so win
contracts in the new
“modernisation” economy**

Always put our customers
(users & commissioners) first
 Apply a person centred
approach to everything we do
 Develop our people
 Introduce an ongoing focus on
organisational efficiency
 Acquire and develop appropriate
new professional competencies

**Grow the organisation
but in niche markets
and areas where
we excel**

Become more innovative,
nimble, proactive and
responsive
 Continue organic growth
 Seek out appropriate
development opportunities
and strategic alliances
 Promote our services

**Continue to broaden our
income base and develop
the financial strength of
the organisation**

Develop community and trust
fundraising
 Improve profitability in the
Trading company
 Properly identify and manage
risks
 Improve our infrastructure
 Review and develop our internal
systems, processes & procedures