



# OUR STRATEGY



# THE CONTEXT

- There are an increasing number of older people in our society with more complex support needs.
- Older people's care is undergoing the biggest change in its history.
- We face an economic crisis that is placing significant pressure on public funding.

However, LifeCare is in a strong position to rise to the challenges we face and to make our services available to more older people. We have a committed staff, and an amazing story to tell. We strive to deliver our strategy with enthusiasm and hard work, so we can continue to add extra zest to the lives of each older person we serve.







# OUR VISION

A society where no older person is left alone or isolated. At LifeCare, we believe that older people should be supported to thrive in their own homes and be active members of their community.

# OUR MISSION

To support more older people, walking beside them on life's journey, ensuring those in our community who need support receive the best possible care, companionship, and advice needed to thrive in their own homes.

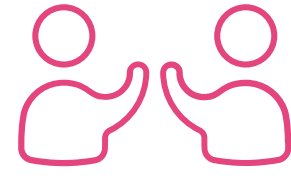


# OUR VALUES



## EMPOWERING

We help people reach their full potential, recognising that they have unique strengths and gifts.



## PERSON CENTRED

The holistic needs of people are at the heart of everything we do.



## ADDING VALUE

We will promote a rights based approach, learning from our work, and strengthening the voice of clients and staff to shape policy on issues affecting them.



## ACCOUNTABLE

We are good stewards of resources entrusted to us, take responsibility for our actions, and meet our commitments and responsibilities to clients, staff and volunteers.



## PARTNERSHIP

We will seek to increase our impact by working in partnership to enhance and develop the support we provide.





# OUR GOALS AND OBJECTIVES



## 1. REACH INCREASED NUMBERS OF OLDER PEOPLE WITH OUR HIGH-QUALITY SERVICES.

- Increase the support we provide in Outreach, Help at Home, Meals on Wheels and Vintage Vibes by a minimum of 20% by 2026.
- Test and scale up a broader range of services including weekend support, new services and services for unpaid carers.
- Test innovation and the use of smart technology to support older people and in the delivery of services.

## 2. EVIDENCE THE IMPACT WE MAKE, TO THE LIVES OF THOSE WE SUPPORT.

- Seek feedback of clients, unpaid carers and customers annually and publish an annual impact report.
- Raise awareness of our impact through conferences, consultations, social and other media outlets.
- Identify and work with research partners to develop and produce an impact study.



### 3. AMPLIFYING THE VOICES OF OLDER PEOPLE LOCALLY AND NATIONALLY, INFLUENCING POLICY AND PRACTICE.

- Gather the voices of older people and their unpaid carers through our work.
- Raise awareness and challenge the negative narrative about older people in our society by representing the voices of older people:
  1. In local forums and commissioning work
  2. At national forums, cross-party groups and through consultations and calls for evidence from the Scottish Government and Parliament.

### 4. PROVIDE SUPPORT TO THE WIDER COMMUNITY THROUGH A THRIVING COMMUNITY HUB.

- Deepen the reach of our Café and Hub to be the thriving 7-day multigenerational hub in Stockbridge.
- Increase the number and range of activities offered in the Hub ensuring these are inclusive and encourage diversity.





## 5. BEING SUSTAINABLE AS AN ORGANISATION.

- Support established partnerships and continue to explore new purposeful opportunities for joint work.
- Implement a fundraising strategy that ensures a minimum income of £300,000 annually by 2026 that:
  1. Supports the delivery of services to those on low incomes
  2. Covers the shortfall across our services
  3. Enables LifeCare to respond to increased needs and pilot new developments
- Ensuring our staff and volunteers are supported and developed, supporting recruitment and retention and to be an organisation of choice within the sector.
- To undertake a review of the UN Sustainable Development Goals and create an action plan for improvement, supporting the Scottish Government in working towards these.







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