



North East Forum on Ageing

Strategic Plan **2020** to **2023**





Introduction

Welcome to the Strategic Plan of the North East Forum on Ageing (NEFA)

NEFA, which was established in 2017, is an organisation spanning all 12 local authority areas in the north east of England. We were formed by members of Years Ahead, the regional forum on ageing which was previously supported by the DWP and Newcastle University.

After a decision by the DWP to cease funding regional forums such as Years Ahead, we were faced with two options. We could all go our separate ways and allow all the great work which had been done in the past to be lost forever, or we could form a new group and move ahead with our agenda to support older people across our region. To help us make this decision, we commissioned an independent report which identified the clear need for a regional organisation that could bring together the expertise, knowledge, and skills of the many other organisations supporting older people in our region.

NEFA's constitutional objectives are to:

- 1. Ensure older people's voices are heard at a local, regional and national level.**
- 2. Promote a positive image of older people in society.**
- 3. Increase confidence and knowledge of member organisations.**

NEFA is a founder member of the newly formed EngAgeNet (English Age Network) which was launched on 20th March 2017. The Chairs of the 7 regional forums have committed to being part of this network and the reach of new organisation is in excess of 500,000 older people across England.

This strategic plan sets out how we will improve people's lives by bringing together the many excellent organisations which are already working hard to support older people in our region.



Mission, Vision and Values

The starting point for the organisation's strategic delivery plan is to distil and focus what the Forum does and why it does it. Using the objectives within the constitution as a guide, the Forum's board came up with the following Mission Statement.

Additionally, a Vision Statement was produced. This is a non-measurable statement of intent, designed to inspire and encourage the organisation's stakeholders and beneficiaries and to highlight what the Forum stands for.

Finally, the Forum decided upon a set of organisational Values. These values underpin any operations of the charity and offer an insight into what users and stakeholders can expect from the organisation.



Mission

"To influence public opinion of the contributions of older people in society by listening to and engaging with older people and supporting the organisations which represent them"

Vision

"All older people in the North East are seen as equal members of society"

Values

Equality, Inclusivity, Openness, Transparency, Non-party political



Strategic Objectives

We carried out a number of activities and used business planning tools to assess the external environment, taking into consideration the hardships and inequalities faced by the organisation's target beneficiary group. This was used to develop a set of robust strategic objectives which would be used to guide the organisation's development over the next three years so that it is in the best possible position to support its beneficiaries.

The strategic objectives, which include our constitutional objectives, are as follows:

- 1. Ensure older peoples voices are heard at local, regional and national level.**
- 2. Promote a positive image of older people in society**
- 3. Increase confidence and knowledge of member organisations**
- 4. Build stronger networks across the region**
- 5. Inform and educate older people across the region**
- 6. Support older people to fill their potential and to live healthy and happy lives by supporting their membership organisations.**



Action Plan

In order to achieve the Forum's newly developed strategic objectives, the board members devised an action plan; a set of activities which will allow the organisation to achieve its strategic objectives:

1. Hold regular meetings with partner organisations to share good practice and ideas.
2. Develop a project which involves member organisations listening to and recording the views of their members and users.
3. Publish and publicise findings of regional consultations and use these in meetings with those in positions of influence.
4. Link with EngageNet to ensure the views of the north east region are heard at a national level.
5. Through the website, social media, and press releases, NEFA will encourage, and support network member organisations to publicise positive stories about older people.
6. Develop an area on the website within which member organisations can share funding opportunities.







Address/website etc?

