

ACTS

age concern
TYNESIDE SOUTH

“... because life begins at 50”

Strategic Plan 2017 – 2020



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1. Foreword

As a new independent charity our Strategic Plan for 2017-2020 sets out our vision, mission, values and strategic objectives that will support us to take the charity forward over the next year and into the future.

This plan builds on the successes of Age UK South Tyneside which closed its doors in 2016, transferring services and staff to Age Concern Tyneside South (ACTS). Staff brought with them extensive experience and knowledge which we will draw upon to develop ACTS as we move forward.

Our Strategic Plan is a response to the environment in which we're working; our aim is to create a firm foundation for the organisation through strong governance to enable us to continue working in partnership and delivering services that support older people in South Tyneside to live more fulfilled lives.

Our strategic objectives are underpinned by a robust budget, action plan, risk register and performance indicators which will be delivered by our management team, staff and volunteers and monitored by the board.

In fulfilling our Strategic Plan, by 2020 we will be an organisation that has gone from strength to strength, delivering more services to the older people across the borough with a diverse income stream that supports the sustainability of the organisation. We will be influencing and collaborating with partners to ensure that services for older people are delivered to a high quality and are meeting the needs of the local population.

ACTS is keen to maintain existing relationships and to develop new partnerships, so if you would like to know more, please get in touch!



Ian Johnson
Chair of Trustees



2. Who we are

“ACTS.... because life begins at 50”

Age Concern Tyneside South (ACTS) is an independent, local charity working in the Borough of South Tyneside supporting people over the age of 50. It is the largest voluntary sector organisation working with older people in the borough.

ACTS was established in 2016 following the transfer of services and staff from Age UK South Tyneside. Although ACTS is a new charity, staff brought with them more than 30 years experience of delivering services to older people in South Tyneside.



3. Our Vision, Mission and Values

Our Vision

To support and empower older people to live fulfilling lives

Our Mission

Through our dedicated and talented team, we will champion the needs of older people and positively challenge society's perceptions. We will provide a central hub of services that gives more choice to older people, improving their wellbeing and enabling them to make a difference in their lives.

Our Values

Our values are what we believe are important in the way we live and work and are used to determine our organisational priorities and inform our behaviour, both within the organisation and externally.

We believe in:

- Acting on the views and needs of older people
- Promoting positive perceptions of older people
- Working together to make a greater difference
- Working in an open, accountable and inclusive way
- Challenging ourselves to innovate in a changing world



4. Our Strategic Objectives

ACTS services support older people to experience numerous positive life changing outcomes; how we achieve these are underpinned by our core strategic objectives, which are:

1. To provide support and opportunities that improve older people's physical, emotional and mental wellbeing

Wellbeing is a broad concept and includes factors such as how satisfied people are with their lives as a whole and their sense of purpose. Increasing a person's wellbeing and resilience is good for them and for society; reducing dependence and improving overall health.

2. To support and empower older people to make informed decisions about their lives

Making informed decisions means finding the best available information and an individual using that to decide what's right for them. It sometimes means a person having the courage and confidence to ask tough questions to ensure the options they want are available to them. Being able to make informed decisions about life choices gives a person a sense of control over their own life and their future.

3. To work in partnership ensuring that older peoples views are heard and acted upon

We believe that by working with partners, both operationally and strategically, we can enhance services and capacity, to further support and empower the older people of South Tyneside.

4. To promote an organisational culture which empowers everyone to be the best that they can be

A company's culture influences everything and everyone; an empowering company culture creates positive changes inside and outside the organisation, engaging staff and volunteers and delivering high quality services.

5. To ensure that we are well governed and financially viable to enable stability and growth

Governance and financial viability are the foundations on which to build a prosperous organisation, providing the knowledge, security and reassurance that the company is supported to move forward.

5. Our Services

ACTS provides a wide range of services that support the needs of older people; these services include:

- Information, advice and advocacy by specialist advisors on a range of issues from health and social care, financial planning, energy and significant life events
- Home from hospital service providing practical and emotional support upon leaving hospital for a fixed term period to assist people to remain independent



- Handypersons/Falls Prevention support providing practical advice and solutions to reduce falls in the home, as well as fitting aids and adaptations to support independent living
- Health and wellbeing activities are delivered in the community for a range of fitness levels, as well as offering gym facilities dedicated to older people on ACTS premises
- Digital inclusion projects for older people to learn how to use technology and access the internet to develop their skills and

knowledge, maintain their independence and improve their quality of life

- Volunteering opportunities are available to develop skills, gain practical experience or give something back to the local community
- Home support offers practical help with domestic tasks and shopping at competitive hourly rates.



ACTS aims to change the perceptions of older people, ensuring that the value they contribute is recognised by society and their needs are met.

ACTS continues to have, and is developing, key strategic partnerships locally and nationally with South Tyneside Council, South Tyneside Clinical Commissioning Group, South Tyneside NHS Foundation Trust, regional Age UK partners and Age UK nationally, as well as other voluntary and community sector organisations and networks. These partnerships are valuable to us and help us to help meet the needs of older people across South Tyneside.

6. Our Governance

Our Board of Trustees bring a wealth of experience and expertise; hailing from diverse backgrounds and providing robust governance to the organisation ensuring ACTS is in the strongest position to achieve its charitable aims and objectives.



Ian Johnson – Chair

Ian has almost 20 years experience working in a variety of roles in the social housing sector. This ranges from a local authority with 35,000 units that went through large-scale voluntary transfer, an ALMO with 8,500 properties and now as Chief Executive of a small registered provider in Newcastle that predominately focuses on supported housing for homeless and vulnerable clients.

Steven Duckworth – Vice-Chair

Steven has worked in the NHS - as both a clinician and manager - for twenty five years; throughout that time, his main focus was within older people's services. Steven has a background in lecturing; research and policy development mainly in the area of stroke care, but more recently this has extended to issues of mental health, dementia and cancer. He is currently the Head of Quality for NHS England in Cumbria and the North East.



Helen Tranter – Trustee

Helen's 18 year career has been spent developing and delivering support solutions for Older People so that they can remain as independent as possible within their own home. She received her BSc from Sunderland University before starting her career with Sunderland City Council's Residential Care Service and is currently a Supported Housing Manager.

Joe Tiernan – Trustee

Joe was born and raised in South Shields and although he has travelled extensively, he has lived most of his life in the Borough. Joe has a background as a Chartered Engineer and his career centred on the High Voltage Construction Industry. This culminated in the last 20 years as Operations Director for a Multi-National Company with projects delivered world-wide.



Cameron Ward – Trustee



Cameron was born in South Shields, grew up in Sunderland and now lives near Durham. He is a management consultant having worked in the NHS across the country for over 25 years in a variety of Chief Executive and Director roles.

ACTS is also in the process of appointing a Treasurer to the board with extensive accountancy and audit experience which will further enhance the skills set of the board.

Sean Gladwin – Chief Officer

ACTS Chief Officer, Sean Gladwin, works closely with the Board and is responsible for the strategic and operational management of the charity, including 38 employees and over 100 volunteers with support from senior management, who bring their own knowledge and expertise in a wide range of business disciplines.





For more information on ACTS services please contact us on **0191 456 6903** or via email at info@ac-ts.org.uk

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