

# STRATEGIC PLAN



## CARMARTHENSHIRE 50+FORUM

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## Introduction

This strategy document is to provide a clear direction and framework for the 50 + Forum so as to enable delivery of the agreed Purpose and Objectives set out in the Constitution.

A separate operational plan supports this document with the detail to aid implementation.

It will be reviewed annually and amended to ensure its relevance against identified changing needs and priorities.

## Our Purpose and Mission

- Providing a united voice for older people in Carmarthenshire.
- Promoting the interests of older people in the county
- Identifying gaps in the provision of services for older people
- Working with others to close these gaps in service provision
- Challenging service providers and holding them to account

## Our Vision – by 2020 we will ...

- Be recognised as the authoritative voice for older people in the county
- Have an articulated and shared vision of how things will look for older people in the future
- Have influenced the policy priorities of the Older People's Commissioner for Wales
- Ensure that service providers optimise services and support for older people

## Our Values

- Our values and beliefs will reflect those of our Membership and of the Older People's Commissioner (as articulated in the Ageing Well Strategy for Wales)
- Our values and beliefs will also mirror those enshrined in the United Nations Charter for Older People

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## Our Guiding Principles

- The equality of all older people and their entitlement to respect and dignity.
- The right of older people to be treated fairly and equitably regardless of their age, gender, ethnicity, sexual orientation, disability etc.
- The right of older people to live independently as long as possible, ideally in their own home and community, and to receive appropriate and proportionate support as they get older.

## Our Objectives

### **Provide older people in the county with a unified voice in relation to:**

- a) Representing and protecting their interests in areas such as age discrimination, income and prosperity, housing, health and social care, transport, security, life-long learning, leisure and general well-being.
- b) Working with other organisations to improve the services available for older people through better co-ordination of the efforts of all concerned.
- c) Promoting more effective co-operation between different existing older people's organisations in areas of shared interests and goals
- d) Improving channels of communication between older people's organisations.
- e) Promoting and monitoring the implementation of the Welsh Government Strategy for Older People in the county and, in particular, the Ageing Well Plan for Carmarthenshire and the Carmarthenshire Well Being Plan (Public Services Board).

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## Our Operations

### To pursue its objectives the Forum will:

- a) Identify important issues that are of concern to, have impact on, or otherwise affect the interests of older people in Carmarthenshire.
- b) Articulate and bring these issues and concerns to the attention of central and local Government, other agencies and bodies and the general public as appropriate.
- c) Communicate in an effective manner with its members /member organisations so as to keep them fully informed about the work and activities of the Forum.
- d) Support the work of and make representations to the Commissioner for Older People in Wales, the Carmarthenshire 50+ Champion etc.
- e) Participate in national bodies representing the interests of older people in Wales e.g. Welsh Senate for Older People and COPA
- f) Work in partnership with others to identify and fill gaps in service provision.
- g) Seek to engage older people and encourage their participation in the work of the Forum
- h) Guide the work of the Forum through a representative Steering Group, supported by the secretariat services provided by Carmarthenshire County Council.

## Operational Structure and Process

### The Strategic Plan will be delivered through the following Operational Structure:

1. 50 Plus Forum Steering Group
2. Secretariat providing administrative support
3. Subgroups convened to meet priority tasks and projects