

Age Concern Peterborough Business Plan 2010 to 2013

Executive Summary

This Business Plan is written in the context of significant change both local and national. Major changes that will impact the Charity to a greater or lesser extent include; demographic changes in Peterborough which mean that by 2015 there will be 27,283 people over 65 years of age – an increase of 13.9% compared to 2010*; an increase in the number of people amongst various migrant groups; the introduction of individual budgets for social care; the roll-out of the newly merged Age UK and the continuing impact of the recession. The commitment of Age Concern Peterborough (ACP) is to be in the best possible shape to respond to those changes. On one hand this means having strong links with the local community and a continued sensitivity to national issues. On the other hand it means having lean, efficient internal processes that can adapt and change as required.

The Business Plan describes an ambitious programme but the five most important components of the plan are:

- A continuing focus on giving Information and Advice so that older people are aware of their rights and their views are represented. Advocacy on behalf of individuals will be a future growth area for ACP given the importance of individual budgets for social care.
- Further development of the way services are provided in the home and the number of older people to whom they are provided to help in combating social isolation. Particular emphasis will be given to the expansion of the befriending service.
- More emphasis on fundraising and revenue generation to ensure the long term ability of ACP to expand the numbers benefiting from its services at least in line with the increased number of older people in Peterborough.
- A retail presence in Peterborough city centre that is sustainable in the long term. It will be a focus for trading activity and a convenient point of access for those that wish to use the advice and advocacy services of ACP in person.
- Development of a partnership with Age UK that is mutually beneficial, avoids overlaps of responsibility and activity, and produces the best outcome for the older people of Peterborough.