



Active Living Now

*Strategic Plan
2008 – 2013*

December 2007

Final Draft

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Gabrielle Deans	Chair of the Board of U3A Foyle
Pascal McDonald	Chair of the Development Committee of U3A Foyle
Don Patterson	General Manager of U3A Foyle

Mission

Our mission is to provide a programme of educational, recreational, and social activities in a safe and friendly environment to enable men and women to enjoy active living in their later years.

Vision

Our vision is that all participants in our programme reach their full potential in leading active and fulfilling lifestyles in society.

Values

Dignity and respect – we take care that all participants are treated with dignity and respect

Inclusiveness – membership is open to all who wish to participate in our programme

Empowerment – members are encouraged to actively participate in the running of our organisation as part of our self-help ethos

Partnership - we recognise the value of working with similar groups and relevant organisations

Accountability and transparency – we ensure that these values cut through all aspects of our organisation

Quality – we seek to provide a service of the highest quality

Core aims

Aim 1 - Programme

To sustain and improve our programme in content and quality through continuous monitoring, evaluation, research and development, for the benefit of greater numbers of men and women in their later years

Aim 2 - Resources

To ensure that adequate staff, facilities and other resources, and the funds for them, are available to sustain the effective and efficient delivery of the programme

Aim 3 - Volunteering

To encourage the continued involvement of members to the fullest possible extent, in the operation and development of the organisation

Aim 4 - Outreach

To engage with individuals and relevant groups, and co-operate with statutory and other bodies, for the further promotion of active living in later years

Strategic priorities

Aim 1 - Programme

- To continuously monitor and evaluate our programme and develop as necessary
- To seek feedback from users regularly and use this information in a proactive way
- To research best practice in active ageing and adopt as appropriate
- To practise direct innovation, i.e. develop initiatives internally
- To extend provision of our programme to more men and women in their later years

Aim 2 – Resources

- To ensure that sufficient staff are employed, supported, supervised, and trained
- To ensure adequate facilities are available for the provision and development of our programme by the full implementation of our Transformation Project by 2009
- To access sufficient funding to achieve all objectives
- To continuously monitor and evaluate the needs of the organisation and the resources available, and take corrective action as necessary

Aim 3 – Volunteering

- To continue to implement and refine the Governance proposals and thus identify further volunteer opportunities in the organisation
- To ensure proper management of all volunteers
- To implement appropriate training programmes for volunteers as required

Aim 4 – Outreach

- To ensure the engagement of more individual older people in active living
- To directly assist or help establish active ageing groups in disadvantaged areas
- To continue to support and participate in the local active ageing network, ALLY Foyle
- To engage, and work in partnership, with relevant statutory and other bodies for the local and regional promotion of active living in later years

Performance Indicators

Programme

Membership numbers
Number of activities
Number of participants in each activity
Retention of participants in each activity
Level of user satisfaction

Resources

Staff employed
Funding levels from different sources
Completion dates of proposed developments
Percentage variance against budget

Volunteering

Developments in governance
Number of volunteers
Numbers of volunteers trained in specific skills

Outreach

Number of groups assisted
Operational achievements of ALLY Foyle
Number of media mentions
Number of open/public events
Numbers of visitors attending events