

Vision

‘As we age we all have the necessary opportunity, information and support to enjoy an independent, fulfilled quality of life and make a valuable contribution to the communities in which we live and work’

- **Listening**
- **Empathy**
- **Caring**
- **Responsive**

Inclusive

- **Dynamic**
- **Influential**
- **Ambitious**
- **Empowering**

Respectful

Ambitions

- The first point of contact for people over 50 in Bolton, their families and carers, when looking for information, advice and support or access to services
- A sustainable, fit for purpose, relevant and evolving organisation focussed on the needs and aspirations of Bolton’s 50 plus population
- Value respect and support our staff, volunteers, customers and partners
- Promote and support resilience among older people, ensuring their voices are heard and they are recognised
- Ensure that older people are listened to and that their views inform and influence both our work and wider service and policy development
- Deliver high quality accessible services, activities and learning opportunities, to enable those over 50 to remain safe, independent and mentally, physically and socially active

Mission

‘Bolton’s leading authority on ageing well relevant & adaptable, listening & responsible, flexible & sustainable.’