

Aims

Our People

Positive, passionate, always learning and ready to challenge 'the way we do it' to create better ways to achieve our vision.

Our Culture

Welcoming, creative, stretching and empowering – supporting each other, combining work with fun and always improving what we do.

Our Places

Inspirational, enriching, joyous, healthy and vibrant communities where people can enjoy life to the fullest – with support when, how and where they want it.

Our Services

Shaped by the wisdom and ambitions of our customers because we walk with them each step of the way and listen and act on their ideas.

Our Business Sustainability

Well managed and commercially strong, giving great value for money and continually investing in our vision.

Objectives

- Our people make great things happen
- We are proud to listen, learn, develop and stretch towards our vision
- We provide places that are safe, warm and affordable to heat
- We empower people to live as independently as they choose with modern and accessible places and with the progressive use of technology e.g. CCTV, telehealth, telecare and ICT
- We always believe society can do better for people in later years and will assert our influence on local and national policies and strategies to create an ever-improving environment around the aspirations of older people
- To increase our turnover by 10% and generate a surplus of 10%
- We will always put our customers first and ensure that it is they that influence our strategies, policies and local services
- To exceed everything the regulators seek, and more...



Values

- Inspire with positive smiles and words
- Say - yes I can and I will
- Celebrate age, experience and wisdom
- Do according to our customers' wishes and ambitions
- Treat people (everyone is a VIP) as we would a loved one
- Work hard, have fun and laugh
- Stay courageous, creative and ahead of the game
- Work with those that share our values

Creating Joy

Joy is contagious. At Viewpoint our passion is to ensure that our customers enjoy their later years and give rein to their ambitions, appetite to learn and sense of fun. We are determined to make “older mean better”.

To do this we must live our values every day. Creating joy is about being courageous and bold, saying **yes I can and I will** and celebrating wisdom and experience. Our plans are ambitious and I am proud to see how our people make this vision a reality every day. Looking ahead, we are keen to continue growing and expanding our services, building rich and vibrant communities.

Thanks for your interest – please get in touch if you want to find out more about our work.

Dorry McLaughlin
Chief Executive



Find out more

If you want any more information about our aspirations and our plans, please contact us.

Viewpoint
4 South Oswald Road
Edinburgh
EH9 2HG

0131 668 4247
viewpoint.org.uk



Strategic Plan Summary

VIEWPOINT
joy in later years