



5. Mission Statement and Beliefs

Defining and communicating the organisation's values and beliefs were a key part of developing the strategy. These are outlined below; the values in particular were from the perspective of delivering services to our clients.

Values
<i>Independence – we answer to you!</i>
<i>Empowerment – we support you to be confident, to take control and to claim your rights.</i>
<i>Inclusion – we remove barriers with you.</i>

Beliefs
Everyone has the right to be heard and respected
Everyone has the right to choice in decisions about them
Everyone has the right to be safe
Everyone needs someone on their side

The cultural web tool helped us identify 6 key areas that required further attention and that became the main focus of our strategy.

1	Ensuring quality through processes and procedures
2	Internal communications
3	External communications
4	Localism and standardisation
5	Staff support, recognition and value
6	Demonstrating value and impact

Strategy to 2022

Our Envisaged Future: By 2022...

- Our services will be community focused, high quality and influenced by our users
- Staff and volunteers will feel valued, supported, and engage with high quality training and development opportunities
- We will be a respected organisation in our field with our activities focused on the South West region

Our Vision:

For everyone to have access to high quality, independent advocacy

Our Purpose:

To support and empower people to have a voice

Our Mission:

To be a high quality, influential advocacy provider and model of best practice

Our Strategic Goals

Building Capability

- Develop structures and systems
- Develop and support our workforce and trustees
- Develop internal communication

Improve Effectiveness

- Develop quality services
- Embed locally
- build core resources

Future Proofing

- Demonstrate our impact
- Engage partners
- Promote advocacy

How we will work:

We will:

- Be advocacy focused
- Be flexible and ready to respond to emerging need
- Invest and train high quality staff and volunteers
- Build self-advocacy into all our work

Our Values

Message to our clients...

Independence

'we only answer to you'

Empowerment

'we support you to be confident, to take control of your life and to realise your rights'

Inclusion

'we work with you to remove barriers'

We believe...

- Everyone has the right to be heard and respected
- Everyone has the right to choice in decisions about them
- Everyone has the right to be safe

Our Strategic Goals: making a measurable, positive difference to the lives of more people

Building Capability

To have the foundations in place to support sustainability and development

Develop structures and systems

- ✓ Periodically review and adapt our workforce structures
- ✓ Develop co-production working groups
- ✓ Improve the way we use our systems and processes including Breathe, Cygnet, Website

Develop and support our workforce and trustees

- ✓ Recruit, induct, train and develop a diverse staff and volunteer base
- ✓ Develop comprehensive training and development plans with individuals
- ✓ Recruit trustees with relevant expertise and connections to support organisational development

Develop internal communication

- ✓ Staff to be active participants in quarterly workforce meetings
- ✓ Develop a better culture and network of communication across the organisation
- ✓ Develop an intranet to enhance our communication, celebrate our success and share our stories

Improve Effectiveness

To provide high quality and effective advocacy services which are efficient and streamlined

Develop quality services

- ✓ Renew our Advocacy Quality Performance Mark accreditation
- ✓ Obtain resources to drive our quality aspirations
- ✓ Use feedback, evaluation and learning to shape our continuous improvement
- ✓ Develop models of advocacy services to include diverse groups

Embed locally

- ✓ Increase our presence in and understanding of local communities
- ✓ Establish local user groups in communities
- ✓ Widen our local partnership base

Build core resources

- ✓ Diversify our income streams from: Trust and foundations, Major donors, Corporate partnerships and selling services and office space
- ✓ Seek funding to develop the core of our organisation
- ✓ Increase and maintain our unrestricted income

Future Proofing

Understand the changing external influences and demonstrate our Impact and Value

Demonstrate our impact

- ✓ Identify opportunities to extend our service reach
- ✓ Sustain key public service contracts in the South West
- ✓ Demonstrate our value for money
- ✓ Continually develop monitoring and evaluation and impact reporting
- ✓ Promote a 'House Style' and brand
- ✓ Understand and evidence our social value

Engage partners

- ✓ Explore collaborative partnerships
- ✓ Seek opportunities to learn from other organisations
- ✓ Develop a wider presence on local, regional and national boards

Promote advocacy

- ✓ Raise awareness of advocacy services to users, carers, commissioners, professionals
- ✓ Expand public understanding of advocacy, what it is and why it is necessary
- ✓ Engage with national campaigns to raise awareness of advocacy.
- ✓ Use our knowledge, experience and evidence to influence policy makers and service providers
- ✓ Develop and provide self advocacy models, resources and information

