Our strategy for 2019–2025

Our Vision
We will deliver the best possible quality of support, be the provider of choice for the services we offer, and be the source of authority for expert insight on voice and rights. We will be the place to work or volunteer with, for anyone who shares our aims.

Our Mission
We support people to overcome barriers and change their lives by strengthening voices and supporting rights.

Our Values
Passionate, Empowering, Collaborative, Honest, Resourceful

Our Aims
To enable disabled, disadvantaged or socially excluded people to:

• Be heard and respected.
• Have the same choice, control, and freedom as any other person.
• Be safe from violence, discrimination, harm or abuse.
Over the next six years we will...

1. **Diversify the services we offer:**
   People need many kinds of support in order to be heard and have their rights upheld. Advocacy is one vital type of support, but not the only one. So we’ll be working to widen the range of services we offer which can help to achieve this.

2. **Improve our organisational capability:**
   - **Value our people** - create an even more positive working culture and clearer opportunities for staff development and progression.
   - **Build the basics** - increase clarity and consistency across all our standards, policies, systems and processes whilst maintaining person centred service delivery to individuals.
   - **Drive quality** - improve our ability to evidence our impact and outcomes.
   - **Lead the market** - reflect the high quality of our services in how we look and speak as an organisation and in the digital tools we offer.
   - **Grow authority** - continue to ensure that people’s voices are heard and their rights respected in local and national policy decisions.