



## Improving Lives Plymouth

*A Charity supporting people since 1907*

### Improving Lives Plymouth 5 Year Strategy

We are a long established charity (started in 1907) with an excellent track record, we deliver services to meet the needs of people in Plymouth and the surrounding area. Working from our two centres in the city, we have over 50 staff members and 80 volunteers delivering information, advice and support services for people with disabilities, their carers, and those who have long-term health conditions, or are in need. We are also part of a network of neighbourhood hubs, connecting the local community to information and activities that support their wellbeing. We also work in partnership with a range of organisations in the city that provide additional health and wellbeing support.

We put people at the centre of what we do and build on our strength's, knowledge and experience, gained over many years. We worked with over 20,00 local residents last year.

#### Local community

Our headquarters are at Ernest English House in Plymouth city centre, where a number of our services are delivered to our beneficiaries from all parts of the City; this includes our Plymouth Veterans and Family Hub, Advice Plymouth (in partnership with Plymouth Citizens Advice); and is the home for the south west Shelter Hub



Our well-being hub based at our Mannamead centre, provides specific support for people with disabilities, long term health conditions and their carers, to manage and improve their lives. Our city-wide services based there include Active for All; Better Futures; Caring for Carers; Long Term Conditions Self Management; Sensory Solutions.

The Mannamead hub also provides advice and support to local residents in Mannamead, Higher Compton, Hartley, Peverell, Mutley and Eggbuckland (south of the parkway) to help them engage in the community and to improve their wellbeing.

## Our Vision

People in our communities have the resilience, confidence, and support they need, to lead happier and healthier lives.

## Our Mission

To be an accessible charity at the heart of our community, supporting and inspiring people to improve their health and wellbeing. We do this by delivering high quality services, codesigned with people who have disabilities and long-term health conditions, their carers, and those in difficulty.

## Our Purpose

We will work with you, to ensure you get the information, advice and support you need, at times in your life when you need us.



## Our Values

- We treat everyone with dignity and respect
- We are non-judgemental and respond to people's needs
- We are empathetic, sensitive and compassionate
- We have honesty and integrity in all that we do
- We are committed to continuous improvement, through learning and listening

## The Challenges we face

- Mental health issues are increasing in our community
- Significant shrinkage of local and national statutory support to individuals and organisations
- An increasing shortage of skilled staff to fill vacancies
- Greater regulation e.g. GDPR, which is resource intensive
- Working in partnership, identifying the right partners
- A crowded charity sector, standing out
- More competition for grants and fundraising

## Our Strategic Priorities

- Continue to develop a well-respected and accessible charity
- Codesign our activities and developments with our stakeholders, service users and partners.
- Run a sustainable charity with the necessary financial, building and human resources
- Maintain effective and integrated governance



## How we will deliver our Strategic Priorities

*Continue to develop a well-respected and accessible charity*

We will do this by:

- Living up to our values
- Developing our communications plans, using our website, social media and local media outlets
- Ensure our messaging reflects we are a charity that is integral to the life of the city
- Demonstrating the impact we are having in the city on a regular basis and producing an annual impact report
- Continuously improve and work to the Trusted Charity accreditation standards
- Risk accessing all our work and developments, including safeguarding and working to best practice standards

*Codesign our activities and developments with our stakeholders, service users and partners*

- We will do this across all our activities and continue to do this as we develop the Plymouth Veterans and Family Hub. We have learnt the value and importance of codesign while developing this important new area of work in the charity.
- We will monitor and evaluate our service delivery, through asking those who use them.
- Our strategies and plans will reflect our communities needs and our partner's strategies and plans.
- Develop the Mannamead Wellbeing Hub with that local community



*Run a sustainable charity with the necessary financial, building and human resources*

- We will continue to develop our fundraising strategy to grow our income; over the next two years this will include the revenue and capital required to grow and develop the Veterans and Family Hub.
- We will look to grow our financial reserves to give a sustainable funding base for the charity.
- Grow our supporters in the business community through the 110 Club
- Extend the Building at Ernest English House to Accommodate a larger Veterans and Family Hub.
- Develop our Digital strategy to make us more effective, efficient and accessible.
- Ensure our staff and volunteer recruitment attracts skilled and experienced people, and provide support and training to enable them to deliver great services

*Maintain effective and integrated governance*

- Use the Code of Good Governance for charities to ensure we follow best practice
- Plan and risk assess our activity using a framework that covers:
  - Good Governance;
  - Operational integrity;
  - Financial sustainability;
  - Understanding of environmental and external impacts;
  - Ensures Compliance with law or regulation.
- There is a transparent procedure to appoint new trustees to the board. Appointments or nominations for election are made, based on the skills, knowledge and experience the board needs and with full consideration of the benefits of diversity, including service user representation.



**Adopted November 2019**



# Our 5 year Strategy – 2019 to 2024

## Vision

People in our communities have the resilience, confidence, and support they need, to lead happier and healthier lives.

## Mission

To be an accessible charity at the heart of our communities, supporting and inspiring people to improve their health and wellbeing through co-design. We do this by delivering high quality services, to those in need, including people who have disabilities, long-term health conditions, and their carers.

## Purpose

We will work with you, to ensure you get the information, advice and support you need, at times in your life when you need us.

PRIORITIES 2019-2024

## Our Services

Active for All

Better Futures

Caring for Carers

Information and Advice

Long-Term Conditions Self Management

Sensory Solutions

Veterans and Family Hub

## Our Priorities

Being a creative, forward looking and well-respected charity

Codesign our activities and developments with our stakeholders, service users and partners

Run a sustainable charity with the necessary financial, building and human resources

Maintain effective and integrated governance

## Our Values

We will treat everyone with dignity and respect

We will be non-judgemental and respond to people's needs

We will be empathetic, sensitive and compassionate

We will be honest and act with integrity in all that we do

We will be committed to continuous improvement, through learning and listening