

Strategy 2020-2030 Summary

Our vision is a world that is Disability Positive



disability
positive

Charity No: 1091744
Company No: 4050994

Our Strategic Themes

Positive about offering services that suit the needs of people with lived experience of disability or long-term health conditions

We will:

- 1.1 Ensure that more people have access to the information and advice they need, provided by us or other organisations.
- 1.2 Ensure more people are able to live independently at home, with support from personal assistants, care cooperatives, care agencies or community providers.
- 1.3 Work with similar partner organisations that will enable us to increase capacity to operate at a larger scale.

Positive about providing the opportunity for people with lived experience of disability or long-term conditions to be part of community life

We will:

- 2.1 Ensure more people have access to a range of inclusive social activities within the community.
- 2.2 Support more people to improve their physical and mental wellbeing.
- 2.3 Support more people to have access to volunteering and paid employment opportunities.

Positive about giving a voice to people with lived experience of disability or long-term health conditions

We will:

- 3.1 Campaign for equality.
- 3.2 Support more people to uphold their rights, challenge decisions and discrimination.
- 3.3 Work to change the attitude and engagement of public and provider organisations to ensure people have equal opportunities within society.

Underpinned by the Social Model of Disability

Building our Company Capacity

Ensuring we operate effectively and efficiently

Undertake the structural and process changes necessary to deliver our strategy.

Develop our membership to increase ongoing involvement in our range of work.

Ensure we have a culture and approach that supports and values people, improves and shares knowledge and fosters effective ways of working.

Implement complementary strategies and frameworks to set out our approach to funding, tendering, communication, and use of our premises.

Embed social value into planning and delivery of our services, to create a future where we all have equality, choices, opportunities, and a voice.

Our Values

Positive; Collaborative; Representative; Ambitious; Trustworthy

1. Introduction

We are Disability Positive. We help people with lived experience of disability and long-term health conditions to live well. We are a charity based in Cheshire. We love working with others who think like us.

We provide services, opportunities, and a voice to people with lived experience of disability and long-term health conditions and their families. We know it matters because we have lived experience of disability and long-term health conditions too.

Our strategy sets out three objectives that define all our work. By focusing on these key areas, we will have a bigger impact on the things we do or want to change.

Our strategy is ambitious and exciting and if we implement it successfully it will enable us to have even more impact on society in the years to come. Our strategy has been developed over a period of six months (March – September 2020) with involvement from our customers and our members who have shared their own experiences and told us what gaps there are in services available. Input from our staff and trustees has also been invaluable in helping us shape our focus. Whilst we recognise the challenges that may lay ahead, at all times we have focused on the needs of our customers now and in the future, and how we can ensure that as an organisation, we can be there to support people with lived experience of disability and long-term conditions in the longer-term.

We will have outstanding governance to ensure delivery of high quality, financially sustainable services. We will employ staff and volunteers who share our vision and we will celebrate the value of lived experience of disability and long-term health conditions.

Above all, this strategy is about what we want to achieve over the next ten years. We want a world that is Disability Positive, where people with lived experience of disability and long-term conditions, like us, have services to help with everyday life, being part of their local community and looking after their own wellbeing. We also want to listen and share people's experiences to influence positive change in government policy.

2. Our Vision and Values

Our Vision

We want a world that is Disability Positive.

Our Purpose

We help people with lived experience of disability and long-term health conditions to live well.

Our Values

- **Positive:** It's not just our name, it's how we approach every challenge and opportunity.
- **Collaborative:** We don't believe we can do everything ourselves; we love working with others who think like us.
- **Representative:** We are here to be the voice of people living with disability and long-term health conditions.
- **Ambitious:** We are not going to change the world without thinking big.
- **Trustworthy:** We need to be a place where people feel safe and can come freely for honest and impartial advice and support.

The social model of disability is the starting point for everything we do and is the idea that people are not disabled by their condition, but by a world that doesn't meet their needs.

3. Strategic Themes

- Positive about offering **services** that suit the needs of people with lived experience of disability or long-term health conditions.
- Positive about providing **opportunity** for people with lived experience of disability or long-term health conditions.
- Positive about giving a **voice** to people with lived experience of disability or long-term health conditions.

4. Key Objectives

4.1 Positive about offering services that suit the needs of people with lived experience of disability or long-term health conditions

We will do this by:

- Ensuring that more people have access to the information and advice they need, provided by us or other organisations.
- Involving and engaging more people to ensure support and services are specifically for them and led by them.
- Ensuring more people are able to live independently at home, with appropriate support from personal assistants, care cooperatives, care agencies or community providers.
- Highlighting the importance of services that are based on lived experience, to enable more people to make informed decisions about their care and support.
- Working with similar partner organisations that will enable us to increase capacity to operate at a larger scale.

4.2 Positive about providing the opportunity for people with lived experience of disability or long-term conditions to be part of community life

We will do this by:

- Ensuring more people have access to a range of inclusive social activities available to people within local communities.
- Supporting more people to improve their physical and mental wellbeing.
- Supporting more people to have better access to volunteering and paid employment opportunities.

4.3 Positive about giving a voice to people with lived experience of disability or long-term health conditions

We will do this by:

- Campaigning for equality for all aspects of 'living well', aligned to the 'pillars of independent living'.
- Supporting more people to uphold their rights, challenge decisions and discrimination.
- Setting up an advocacy training scheme for the wider advocacy sector; extending our role as champion, based on lived experience, upskilling new and existing advocates, to improve the quality of advocacy provision for people.
- Working to change the attitude and engagement of public and provider organisations through Disability Equality and Inclusion training, to ensure people with lived experience of disability and long-term conditions are valued and have equal opportunities to participate fully within society: including accessing community life, hospitality, travel, and leisure facilities.
- Creating a strategic programme of influencing activity in partnership with other similar organisations, to positively change policy and better meet the needs of people with lived experience of disability and long-term conditions.