

Strategic Aims

2024 – 2030



Working to end violence and abuse.

- Enhance our Single Point of Access to ensure easy and straightforward access to our services via phone, ensuring immediate help is available.
- Explore collaborations with investors to expand supported accommodation options, providing a safe haven for individuals to rebuild their lives.
- Build the capacity of our access teams, making our services more accessible for those dealing with domestic abuse and co-occurring conditions.
- Collaborate with 'By and For' services to enhance accessibility, amplify community voices, and foster positive changes in service accessibility.

**Seamless Access to
Immediate &
Comprehensive
Support**



the first step

Tailored, Holistic & Empathetic Support Initiatives

*your journey,
your way*

- Ensure individuals have access to personalised support by working collaboratively with partners to address all identified needs comprehensively.
- Strengthen collaboration with Health and Social Care to enhance health outcomes, with a focus on mental health challenges and suicide risk.
- Promote health and wellbeing for those relocating due to domestic abuse, fostering confidence, resilience, and a sense of belonging in new communities.
- Cater to diverse needs addressing specific barriers faced by certain groups to ensure inclusive and adequate support from start to end of a client's journey.

- Grow and deliver group support sessions and programmes to aid survivors in their recovery journey.
- Create opportunities for survivors to engage in community activities, fostering a sense of belonging and empowerment.
- Develop mental health initiatives to prevent long-term issues, offering trauma-informed counselling and support services.

Recovery & Reconnection



*turning pain
into power*

Prevention and Education

breaking the cycle

- Establish specialised services for Children and Young People to provide targeted education on fostering healthy relationships and preventing the early signs of abusive behaviour.
- Develop training initiatives to enhance awareness and prevention efforts.
- Expand the Recovering Together programme for comprehensive support to young people and their families recovering from domestic abuse trauma.
- Grow the Children and Young Persons Mentoring Service to boost confidence and improve mental health, supporting young people in rebuilding their lives.
- Promote public awareness and advocate for systemic change to ensure better and long-term understanding and protection

- Diversify income streams for financial sustainability.
- Focus on brand development to authentically connect with diverse audiences and grow our reputation.
- Embed good governance practices, ensuring effective risk management and a culture of quality from board to frontline.
- Enhance impact through refined data collection methods for evidence-based improvement in service delivery and informed decision-making.
- Actively develop staff and volunteering teams through strategic restructuring and ongoing training initiatives, unlocking opportunities for growth and personal development.
- Ensure the client's voice resonates throughout our efforts, placing feedback and client engagement at the core of our service delivery.

Building a Resilient Organisation

*strengthen,
grow
& thrive*