

## FOUNDATION

### Our Mission

To build an inclusive and caring community where people living with neurological conditions can access beneficial therapies and services that are tailored to support their wellbeing and improve their quality of life.

### Our Core Values

**SINCERITY:** We communicate with clarity and honesty, building a community of trust.

**RESPECT:** We listen, honouring each other's views, experiences, and expertise.

**EMPOWERMENT:** We support people's individual choices to take the direction they want.

**QUALITY:** We aim for best practice, to provide the highest quality services and advice. We are always building on our unique knowledge and skills.

**COMMUNITY:** We build connections, goodwill and share best practice internally and externally

### Competitive Advantages - What we do best

1. Provide specialist physiotherapy services - early intervention and prevention.
2. Barrier free access throughout the individual's life journey.
3. Peer support and community connections for individuals and their families.
4. Collaborative approaches and partnership working.
5. Support individuals to become better informed.

### Organisation Wide Strategies: How we get there

2024- Develop and embed the infrastructure to support growth  
2025- Maintain all our activities and processes, review in consideration of financial stability  
2026- Review and evaluate outcomes/outputs/demand/future

### External Operations – Community Partnerships

Actively develop and nurture partnerships and collaborative opportunities to improve client outcomes and community involvement.

## STRATEGIC OBJECTIVES & OPERATIONAL GOALS

### Our Long-Term Aims

- Build financial and staff stability to increase our impact, services, and client outcomes.
- Become financially self-sufficient by providing our services to non-neurological clients.
- Enhance our brand and our reputation in self-management support and care in the community.
- Develop strategic and productive alliances to increase our influence and ability to act.

### Finance

- **Planning:** to apply good governance and diligence in defining and setting out business and strategic objectives
- **Budgeting:** to ensure the organisation and its operations function with financial efficiency, and to maximise resources and development opportunities.
- **Managing and Assessing Risk:** to evaluate the potential for financial exposure; examine capital expenditures and workplace policies, in mitigation of risk
- **Location:** be conscious of potential requirement to relocate. Access options should this be a requirement.

### Services

- To provide patient-centred therapies and services with excellent client outcomes and experience, ensuring they are enabling and empowering, and inspire hope.
- To be innovative in the development and improvement of services, ensuring they evidenced on need and are inclusive and accessible.
- To create a strong brand and reputation in neurological self-management support and care.
- To be inclusive to all neurological conditions where possible in treating their symptoms.

### People

- To support the development and delivery of high quality and cost-effective services.
- To invest in, and build our people capacity to increase our impact, service excellence and client outcomes.
- To be open and inclusive in our decision making.

## KEY PERFORMANCE INDICATORS

### How we measure success

Effective financial planning and budgeting	Annual Accounts
Client attendance/demand	Increase in client attendance
Client outcomes	Improved health & wellbeing
Service delivery outputs	Increase in therapies/services
Community engagement	Community activities
Client feedback / surveys	

### Vision

That through access to effective therapies and support, people living with neurological conditions can be empowered to lead their lives as they want to, achieving their dreams and ambitions, undeterred by their condition.

### What our organisation will look like

Financially stable, delivering balance budgets, clear about its purpose, values and priorities, and providing a self-management community of practice where people are enabled and empowered to support each other to succeed.

## Implementation

### How we make strategy a habit

- CEO & Management Team lead & implementation
- Delegate strategic tasks and responsibilities
- Coach and communicate for achievement
- Empower and engage staff, volunteers and clients
- Hold effective and regular strategy review meetings
- Be adaptive and responsive to changes—environment, needs and demands.
- CHANGE