

© Lead Scotland Draft Strategic Plan 2020 to 2023

Our Vision

Our vision is of a fair society where disabled people and carers have an equal opportunity to learn, participate and achieve their potential.

Our Mission

To influence change and provide personalised learning, befriending, advice and information services

Our Values

- Equality
- Integrity
- Openness
- Mutual Respect
- Kindness

Our 3 year Strategic Goals

1. Deliver more personalised learning and befriending opportunities which enable people to progress
2. Enable more disabled people and carers to actively participate within communities
3. Extend our local and national coverage
4. Strengthen our financial sustainability

Our 3 year Strategic Objectives

1. Increase the number of people engaged and progressing in our learning & befriending services per year by 2023, from 382 to 700. (80% of people tracked 3 and 6 months after leaving will report positive sustained progression)
2. Increase the number of disabled people and carers actively participating within communities per year from 150 in 200, by 2023. (75% will be engaged as a learner or befriender).
3. Expand our presence within 8 existing areas and aim for coverage within 12 local authority areas by 2023
4. Extend our national coverage by having Helpline and Information Service requests from all 32 local authority areas by 2023
5. Increase our unrestricted funding from £42,000 per year to £60,000 by 2023

Strategic Objective by 2023

Change Plan: How will we raise money?

Investment: How will we spend our money?

Increase the number of people engaged and progressing in our learning & befriending services per year from 382 to 700	Continuously improve efficiency and effectiveness in our services and processes both through digital and face to face provision	Invest in Development Officer posts Grow our HR/finance/admin/digital support proportionately.
	Explore ways of making our services more flexible to meet market demand and cross sector commissioner service delivery requirements.	When bidding for new contracts, aim for at least two members of staff in every existing area and involve sessional staff to add value.
	Strengthen our position as strategic leaders delivering specialist learning, befriending and helpline services.	Continue to invest time in key forums which strengthen our national position as a strategic leader and specialist
	Improve Cyber Resilience to reassure stakeholders	Invest in Cyber Essentials
Increase the number of disabled people and carers actively participating within communities per year from 150 in 200	Integrate community participation outcomes to open up new markets and strengthen our service offer	Invest in staff and volunteering training which enables local staff to feel confident in being able to integrate community participation as part of our service offer.
Expand our presence within 8 existing areas and aim for coverage within 12 local authority areas by 2023	Focus on branding and marketing to improve our visibility and positioning.	Continue to invest in marketing, profile raising, fundraising and volunteer development to improve our visibility and positioning.
	Seek additional funding to trial new ways of working in new markets which can then be replicated in other areas or lead to sustained business.	Feasibility studies, pilots and trials, seeking investment and in-kind support.
Extend our national coverage by having Helpline and Information Service requests from all 32 local authority areas by 2023	Seek additional funding from a new commissioner to expand our helpline and information service	Take on a part-time Helpline Officer: increase capacity and capability to market and responding to calls, freeing up the Senior Policy Officer to deal with more complex calls, consultancy and policy work.
	Work with partners to investigate specific gaps identified by stakeholders: advocacy and meditation support for disabled students and the lack of post school options for people with profound and complex needs	Explore ways to close the gap
Increase our unrestricted funding from £42,000 per year to £60,000 by 2023	Seek additional projects through restricted and unrestricted grants, fundraising and sales revenue	Invest in dedicated fundraising resource and trial tactics