

## Lead Scotland Strategic Plan 2020 to 2023

<p><b>Our Vision</b> Our vision is of a fair society where disabled people and carers have an equal opportunity to learn, participate and achieve their potential.</p>	<p><b>Our Mission</b> To influence change and provide personalised learning, befriending, advice and information services</p>
<p><b>Our Values</b></p> <ul style="list-style-type: none"><li>• Equality</li><li>• Integrity</li><li>• Openness</li><li>• Mutual Respect</li><li>• Kindness</li></ul>	<p><b>Our 3 year Strategic Goals</b></p> <ol style="list-style-type: none"><li>1. Broaden our range of learning and befriending opportunities</li><li>2. Enable more disabled people and carers to actively participate within communities</li><li>3. Extend our local and national coverage</li><li>4. Strengthen our financial sustainability</li></ol>
<p><b>Our 3 year Strategic Objectives</b></p> <ol style="list-style-type: none"><li>1. Increase the number of people engaged and progressing in our learning &amp; befriending services per year from 382 to 1,000 by 2023.</li><li>2. Increase the number of disabled people and carers actively participating within communities per year from 150 to 200, by 2023.</li><li>3. Extend our learning and helpline services from 22 to 32 local authority areas across Scotland by 2023</li><li>4. Increase our unrestricted funding from £42,000 per year to £60,000 by 2023</li></ol>	

Strategic Objective by 2023	Change Plan: What will we do	Investment of Resources
Increase the number of people engaged and progressing in our learning & befriending services per year by 2023, from 382 to 1,000.	Extend the range of our local and distance learning and befriending services.	Continuously develop our local learning and distance learning service offers, which meet demand efficiently and effectively
	Explore new ways of making our services more flexible to meet market demand and cross sector commissioner service delivery requirements.	Aim for at least two members of locally based staff in every existing area and involve sessional staff to add value.
	Strengthen our position as strategic and operational leaders of specialist learning, befriending and helpline services.	Invest time in key forums which strengthen our national position as a strategic leader and specialist
Increase the number of disabled people and carers actively participating within communities per year from 150 in 200	Integrate community participation outcomes within new and existing contracts to strengthen our service offer and open new markets	Invest in staff and volunteering training which enables local staff to feel confident in being able to integrate community participation outcomes as part of our service offer.
Extend our learning and helpline services across Scotland by 2023	Focus on branding and marketing to improve our visibility and positioning to extend the reach of learning and helpline services.	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.	Undertake feasibility studies, pilots and trials, seeking investment and increased partner collaborations.
	Explore ways to increase the capacity of our helpline and advice service, freeing up the Senior Policy Officer to deal with more complex calls, consultancy and policy work.	Explore ways to increase the capacity of our helpline and advice service, 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 mediation support for disabled students and the lack of post school options for people with profound and complex needs	Explore ways to close the gap in collaboration with people with lived experience and partners.
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.