



# Our Strategy

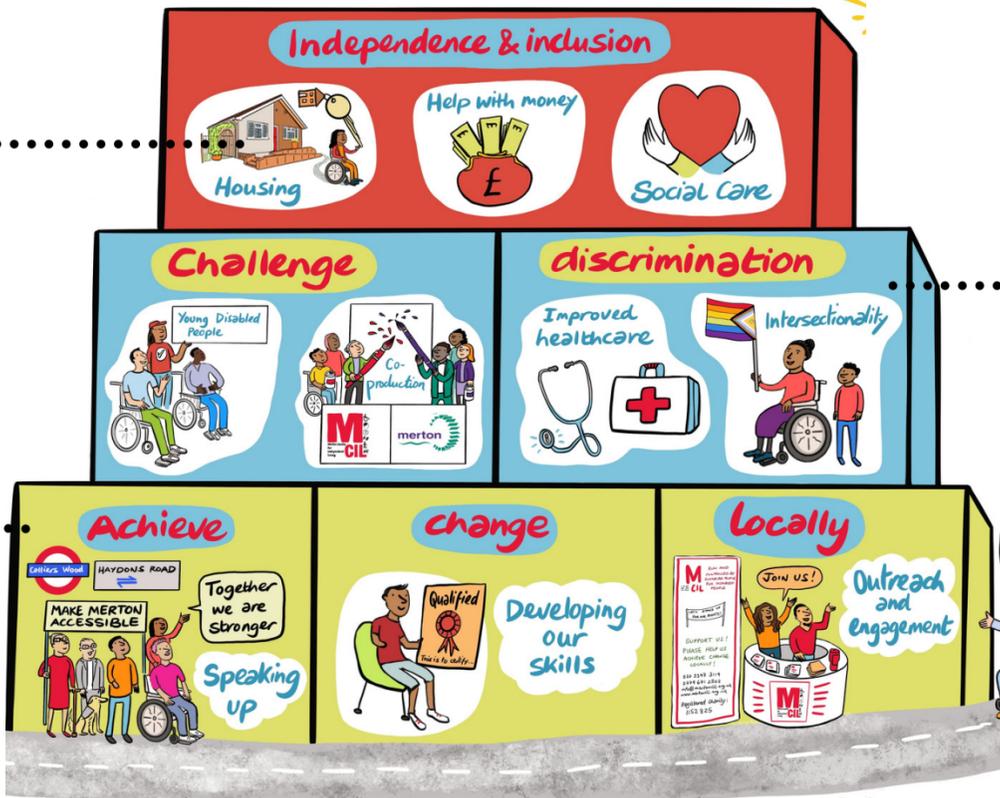
## 2024 -2029

**Strategic Aim 1:**  
Promoting the **Independence and Inclusion** of Disabled people.

**Strategic Aim 2:**  
To Identify and **Challenge Discrimination.**

**Strategic Aim 3**  
Work with Disabled people to **Achieve Change Locally**

**Strategic Aim 4:**  
To be a sustainable and accountable organisation and to work in line with our values.



**Objective 1a:** Provide local Disabled people with **quality and accessible information and advice**

**Objective 1b:** Launch a new **'speaking up' service** that supports Disabled people to navigate access & communication issues exacerbated by health conditions with the aim of challenging structural barriers.

**Objective 1c:** Develop new services that **support young Disabled people** in Merton to increase their independence and inclusion.

**Objective 3a:** Support the delivery of **member led policy and campaigning work** in line with key policy areas and issues important to Disabled people.

**Objective 3b:** Develop opportunities for Disabled people to **build skills and confidence** that will allow for **movement into leadership positions.**

**Objective 3c:** Continue to deliver and develop the **Craftivism & Chat** project.

**Objective 3d:** Develop new **strategic communications** approaches to increase engagement - including ensuring that our membership is representative of the community that we serve.

**Objective 2a:** Continue and increase our social policy work in relation to local authority **adult social care policies and processes.**

**Objective 2b:** Continue and increase our social policy work around **housing** including a push for more accessible homes in Merton.

**Objective 2c:** Identify key issues around access to quality **health care and services** for local Disabled people and put these on the agenda of the local NHS.

**Objective 2d:** Improve our understanding of **intersectionality** and use findings to inform service improvements and ensure the wide range of Disabled voices & experiences are amplified.

**Objective 4a:** Organisational **rebrand** to ensure growth, longevity, and greater impact. This will take place over 5 years.

**Objective 4b:** Develop our **internal culture** to center employee development and equality, diversity, inclusion and equity principles and ways of working.

**Objective 4c:** Increase core business and improve operational management including how we use resources.

**Our Vision:** We want a society where Disabled people can take control over their lives and achieve full participation.

**Our Mission:** Our organisation works hard to address the marginalisation of Disabled people and make a real difference in Merton and the wider community.