



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.

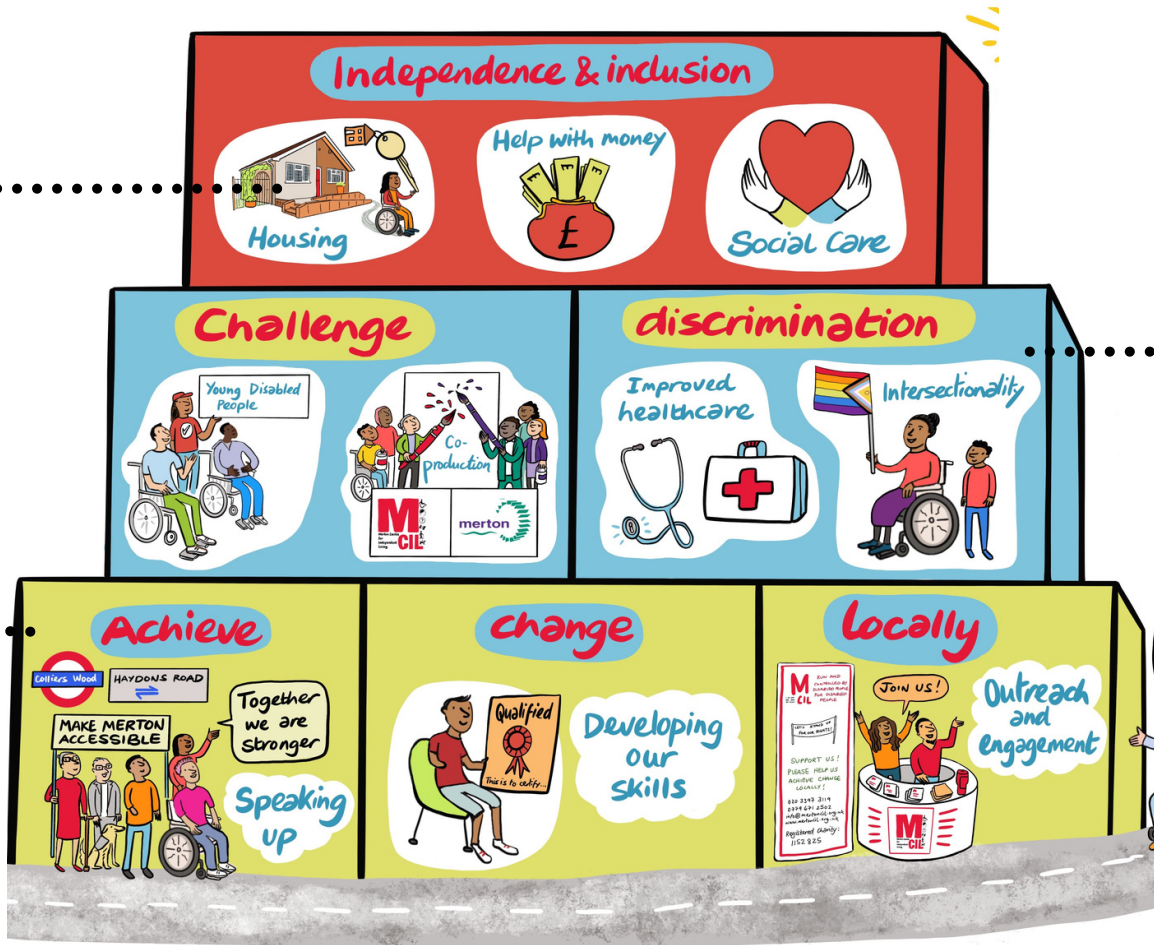
Objective 2c: Identify key issues around access to quality **health care and services** for local Disabled people and put these on the agenda of the local NHS.

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.