

## FOUNDATION

### Our Mission

To support people with neurological conditions by providing accessible, personalised therapies that improve wellbeing and 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.

### What We Do Best

- Offering a friendly, welcoming and non-judgmental place for clients.
- Reducing and minimising barriers to access our services.
- Peer support and community connections for individuals, their families and carers.
- Collaborative approaches and partnership working.
- Empower people to live their lives how they choose.

### How We Get There

- Build a financially sustainable organisation with systems fit for purpose.
- Strengthen operational effectiveness through improved infrastructure and processes.
- Build and deepen strategic partnerships to increase our reach, influence and impact.
- Lead a confident and cohesive transition to The Neuro Therapy Place to strengthen our identity and future direction.

## STRATEGIC OBJECTIVES & OPERATIONAL GOALS

### Our Long-Term Aims

- Build financial and staff stability to increase our impact, services, and client outcomes.
- Continue to provide services to non-neurological clients to offset costs.
- Increase and enhance our community wellbeing services.
- 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, to maximise resources and development opportunities.
- Managing and Assessing Risk: evaluate the potential for financial exposure; examine capital expenditures and workplace policies, in mitigation of risk.
- Income: diversify our income streams to make us more sustainable.

### Services

- To provide person-centred therapies that deliver excellent outcomes, empower people, and inspire hope.
- To be innovative in the development and improvement of services.
- Ensure our therapies are evidence based, 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 practical.

### People

- 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 with our members.
- To support staff development.
- To increase and support our volunteer commitment.

## KEY PERFORMANCE INDICATORS

### How We Measure Success

- Increase client numbers
- Increase client retention
- Improve client satisfaction
- Increase annual income
- Sustainability of organisation
- Resilience of organisation

### Vision

To be a leading centre where personalised therapy and wellbeing support empower people with neurological conditions to thrive and live life on their own terms.

### What Our Organisation Will Look Like

Our organisation will be financially stable, community-focused, and committed to high-quality care, while staying well-connected across networks. It will be supported by robust IT and internal systems that enable seamless data and reporting.

We will support clients effectively throughout their journey, empowering them to achieve their goals with confidence and helping to build a strong, welcoming community at our Centre.

### Implementation

### How We Get There

- Empower and engage staff, volunteers and clients.
- Hold effective and regular strategy review meetings.
- Be adaptive and responsive to internal and external changes.