

Swindon Carers Centre Strategic Plan 2021-2024

We aspire to being the best service for carers; professional, respected, and the first choice for funding opportunities, grants and donations.

Our vision: Creating a community where carers are recognised, valued and supported.

Our mission: To improve the wellbeing of people with caring responsibilities in and around Swindon.

Key message: Carers at the heart of everything we do.

Swindon Carers Centre's strategic aims:

- An agent for carer involvement, irrespective of their individual circumstances and impact of their caring role, so carers can be involved in influencing service development at all levels
- An effective, well-governed and sustainable organisation
- A high quality experience for anybody who comes into contact with us, ensuring we offer a diverse range of personalised information, advice and support
- Known, recognised and approachable by those who live and work in the borough of Swindon
- Inclusive, by continuing to promote our services widely and being tenacious, patient and respectful in our culture of active community engagement
- Embracing of digital development across the organisation, to maximise resources and reach to carers

We will achieve this by:

- increasing carer involvement opportunities
- Reviewing our database to ensure accurate reporting and recording of carers from all protected groups
- Regularly reviewing our trustee board and governance structures to ensure well-organised succession planning and have clear and focused income generation plan
- Delivering high quality, value for money services based on individual need, identified gaps and carer feedback
- Building new partnerships and collaborations across private, public, voluntary and community sectors
- Continuously improving our profile, reputation and reach via dynamic communications
- Producing a digital plan, which incorporates technology for carers to access information; value for money and fundraising