



# Strategic Plan

**2022 - 2025**

# Introduction

In 2022 we set our new 3-year strategy to support vulnerable individuals and families living in Coventry and the surrounding areas. The strategy outlines what we need to deliver our overall aims and vision, and shows how we are responding to what people have told us they need and the external environment we are working in. It is an ambitious 3-year plan, supported by an annual operational plan to keep us on track.

# Vision, Mission & Values

Throughout our 45-year history we have remained true to our original Vision, Mission and Values. With increasing demand for our services, they remain as relevant today as they did when Valley House was created.



We will seek to understand those we work with and value them. We welcome people of all backgrounds and life experiences. Those who use our services, drive what we do. We work to deliver quality results and also do what we say we will do. We will continually improve what we do by adopting new ideas and partnerships and by adapting as the world around us changes

# About Valley House



Back in the late 1970s, the community of Stoke Heath in Coventry saw that some young people from the local area were struggling and getting into trouble. A group of volunteers came up with the idea that with access to emergency housing, these young people could be supported to make a positive change. They approached the local council for help and were given a property – 84 Valley Road – and Valley House was born.



Since its beginnings in 1977, Valley House has grown from a single house to an entire organisation offering a range of accommodation and community-based services for vulnerable individuals and families across Coventry and the surrounding areas.

We currently provide:

- Supported accommodation to individuals and families escaping domestic abuse
- Supported accommodation to young parents that are unable to live at home or independently
- Community support for young parents living in the community
- Community support for individuals that have low level mental health needs
- A counselling service open to all service users
- A counselling service for our sister organisation, Kairos, for women at risk of or experiencing sexual exploitation
- A nursery open to the local community, providing Government funded and fee-paying places
- Student placement opportunities for trainee Social Workers, trainee counsellors and childcare placements

# Overall Aims of Valley House

The issues we seek to tackle are wide ranging and we evolve to meet those needs as those individuals and families approaching us for support continue to grow in complexity of needs. Whilst we continue to adhere to our purpose and aims, the type of interventions and service delivery models we use continue to evolve.

The broad-brush changes we seek to make through our work are encapsulated by our Mission Statement "To work alongside people to take control of their lives and create their own futures". This can range from a young parent feeling able to look after themselves and their child through to someone feeling able to attend appointments by themselves.

We seek to bring public benefit most usually but not exclusively to the more vulnerable, disadvantaged, and disengaged members of the community by enabling them through holistic, professional support to develop their potential and take control of the quality and independence of their lives.

# Areas of Strategic Focus

After listening to our key stakeholders (service users, staff, trustees, external partners) and reflecting on the external environment we are working in, we have identified 5 areas of strategic focus. These will inform all elements of our work going forward and give us the roadmap to strive towards fulfilling our vision





# Investment

In our services, our people, our properties, our business infrastructure

**We will:** deliver excellent services driven by quality, value for money and changing demand

**We will:** create a working environment where current and prospective employees and volunteers are rewarded and supported to be the very best

**We will:** embed exemplar standards of safety and quality across our properties

**We will:** ensure our business infrastructure is fit for purpose and adaptable to change as and when it happens



# Collaboration

Emphasising collaboration internally and externally to make us a stronger cohesive team, working in partnership to create change

**We will:** create opportunities where staff and volunteers from across the organisation can work more closely, learning from each other

**We will:** build on existing and create new partnerships that develop communities where individuals and families can thrive



# Environmental Sustainability

We recognise our role in making choices that ensure an equal, if not better way of life for future generations. We will make the best choices.

**We will:** create and implementing a whole-organisational Environmental Sustainability Strategy that responds to the net zero carbon agenda

**We will:** tackle the green agenda to create healthy, sustainable places

**We will:** work with our service users to support them around being more environmentally sustainable in their own lives

# Intelligence



putting intelligence at the heart of our organisation we will use data, insight, experience, evidence of impact to drive decision making. Intelligence will help us learn, adapt, evolve

**We will:** utilise our data more effectively to identify trends, allowing us to respond more effectively to need

**We will:** be robust and consistent in our approach to evidencing impact

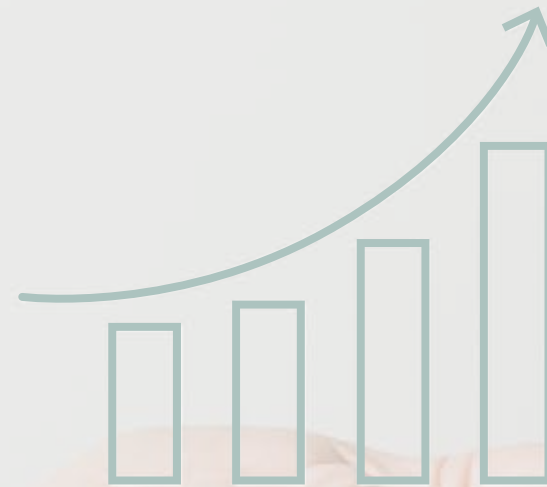
**We will:** embed a culture of evidence-based improvement and learning from experience

# Growth

We will grow our services, income and influence using our data, insight, experience and evidence of impact

**We will:** create and implement a Fundraising Strategy in line with our Strategic Plan

**We will:** create and implement a Communications Plan that will increase our sphere of influence and reach



# Measuring our Performance

In order to stay on track, we will have effective processes for monitoring, reviewing and reporting our progress against this Strategic Plan. The Strategic Plan is underpinned by an annual Operational Plan/Action Plan. Tracking, monitoring, and evaluating our performance will take place at every level within the organisation. Our Board of Trustees will continue to act as a “critical friend” holding the Senior Management Team to account and ensuring we deliver on our promises.