



# Strategic Plan

**2025-2030**

# Introduction

In 2025 we set our new 5-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, progressive 5-year plan, supported by an annual operational plan to keep us on track.

# Vision, Mission & Values

Throughout our 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.





# 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:

- Safe and supported accommodation for individuals and families escaping domestic abuse
- Safe and supported accommodation for individuals and families escaping domestic abuse that have complex needs
- Community based peer support programme for individuals stepping down and across mental health services
- Community based support programme for individuals that will benefit from accessing the NHS Talking Therapies Service
- A nursery open to the local community providing Government funded and fee-paying places
- Student placement opportunities for trainee social workers and trainee childcare workers
- Volunteering opportunities for service users, ex-service users and the local community

# 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 overarching 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 survivor of domestic abuse feeling able to keep themselves and their child safe through to someone feeling able to access a community organisation to support them around their mental health. 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 3 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



# Financial Sustainability

**We will** ensure we deliver a high quality service for all current funding streams, responding to changing demand and need

**We will** ensure we operate in a cost effective way, maximising the best outcomes from the funding we receive

**We will** diversify our funding streams, to increase financial stability and increase flexibility in responding to the external funding environment

**We will** Ensure transparency and accountability to our funders and other stakeholders to evidence responsibility in managing our income and expenditure

**We will** have effective budgeting and financial management processes in place to ensure we use our resources efficiently

**We will** create a robust and long term Fundraising Strategy



# Business Sustainability

**We will** ensure operational efficiency to maximise the impact of the funding we receive

**We will** be focused on our service users and the social impact of the work we do

**We will** sustain effective governance and leadership to foster trust with all internal and external stakeholders

**We will** adapt and innovate to find new ways to fulfil our vision and mission

**We will** maintain and increase our donor and stakeholder engagement, recognising the important role they play in our long term success

**We will** Be ethically compliant, ensuring we maintain and further grow our positive reputation





# Environmental Sustainability

**We will** continue working towards  
reducing our carbon footprint

**We will** continue working towards more  
sustainable resource management

**We will** continue to promote  
environmental awareness with our service  
users, staff and volunteers

A light blue illustration in the background features a large computer monitor on the left displaying a pie chart. To its right is a target with an arrow in the bullseye. Further right, a person stands holding a large magnifying glass over a bar chart. Below the bar chart, another person sits on the floor using a laptop. At the bottom right, there are several interlocking gears. A speech bubble with a checkmark is positioned above the person with the magnifying glass.

# Measuring our Performance

In order to ensure delivery, 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. Tracking, monitoring, and evaluating our performance and achievement of required outcomes will take place at every level within the organisation. Our Board of Trustees will continue to act as a “critical friend” supporting and holding the Senior Management Team to account.