



**Derbyshire  
Districts**

# Strategy 2024-2027



# Our Strategic Objectives

## **Clients and Services**

We will resource and deliver our services at a scale and intensity proportionate to the degree of need, ensuring we remain responsive to emerging trends. We will continue to drive performance through our Adviceline, whilst sustaining targeted face to face support for the most vulnerable.

## **Organisational Sustainability**

We will maintain an agile leadership team which will enable us to seek out new opportunities and continue to curate a broad spectrum of funding for core advice services and targeted support projects. We will actively seek out new ways to engage and collaborate with key stakeholders and partner agencies that align with our values.

## **People and Culture**

We will continue to be a high-quality organisation that values our people and consistently strives to be considered a great place to work and volunteer. We will continue to develop a culture of positivity, built on championing equity, diversity, inclusivity, and harmony in the workplace.

# Our Strategic Plan

## Objective 1: Clients and Services

We will resource and deliver our services at a scale and intensity proportionate to the degree of need, ensuring we remain responsive to emerging trends. We will continue to drive performance through our Adviceline, whilst sustaining targeted face to face support for the most vulnerable.

**To achieve this objective, we will look at:**

### 1. Demand for our services

We will constantly monitor demand for our services, ensuring we are matching our resources to the area of highest need and providing effective and efficient services through the channels and access routes our clients want and need.

- **Adviceline**

We will continue to drive performance through our Adviceline, recognising that it is our main access route with the highest level of demand and that it is fundamental to the success of the organisation's other projects and services.

- **Face to face**

We will prioritise our face to face services for those most in need of it, ensuring equity of access across our area through targeted support in community outreaches, GP surgeries and food banks.

- **Digital**

We will continue to modernise our services and develop new ways of delivering advice where possible, without detriment to our core services. We will recognise the impact of digital exclusion on some of the most vulnerable who will not be able to engage with digital advice offerings and will continue to rely on face to face services.

### 2. Our clients

We will review our data to identify emerging trends and issues and to understand who our clients are and what they need from us.

- **Cost of living**

We will remain agile and responsive to the cost of living crisis, ensuring we are able to help as many people as possible with the resources we have.

- **Marginalised people**

We will continually review our client data against the demographics of the areas we serve to ensure that we are an equitable and representative service. We will identify those whose needs are not currently being met and work to remove barriers to access, highest consideration will be given to vulnerable and/or marginalised people.

## Objective 2: Organisational Sustainability

We will maintain an agile leadership team which will enable us to seek out new opportunities and continue to curate a broad spectrum of funding for core advice services and targeted support projects. We will actively seek out new ways to engage and collaborate with key stakeholders and partner agencies that align with our values.

To achieve this objective, we will look at:

### 1. Funding

We will ensure our funding is used as efficiently and effectively as possible in order to sustain the financial stability of our organisation.

- **Maintaining our current funding**

We will prioritise and protect the delivery of current services by using our resources in the most efficient way. Ensuring the best results for our clients and the maximum impact for our funders, putting us in the best position we can be for any future tenders.

- **Expanding our funding streams**

We will remain alert and responsive to new funding prospects that align with our values. We will use a targeted approach to scope out both local opportunities to increase our community reach and regional/national contracts for diversification of our funding streams and organisational growth.

### 2. Our partners

To fully support our clients and voice their needs we will continue to be an organisation that prioritises partnership working and collaborative approaches.

- **New partnerships**

We will target new potential partners and strive to build stronger relationships with key organisations. We will be open to more collaborative work to address client need on a wider scale.

- **Existing partnerships**

We will continue to build on the successes of our existing partnerships, working collaboratively and flexibly to maintain long standing relationships.

- **Stakeholders**

We will continue to work extensively with stakeholder groups to ensure we deliver relevant and efficient services that address multiple needs and that our impact is understood and appreciated. We will use our data to influence local decision makers to support those most in need.

## **Objective 3: People and Culture**

We will continue to be a high-quality organisation that values our people and consistently strives to be considered a great place to work and volunteer. We will continue to develop a culture of positivity, built on championing equity, diversity, inclusivity, and harmony in the workplace.

**To achieve this objective, we will look at:**

### **1. Our staff and volunteers**

We will continue to listen to and value the views of our staff and volunteers ensuring they feel valued, understood, and happy in the workplace.

- **Workplace Initiatives Supporting Health and Happiness (WISHH) Group**

We will listen to the views of our workforce about what makes a happy and healthy workplace. We will devote time, effort and resources to action initiatives put forward by the group whenever possible.

- **Training and development**

We will continue to prioritise the development and resilience of our staff and volunteers by offering a diverse range of roles with the appropriate training opportunities. We will listen to our staff and volunteers and provide the training they think they need to be the best that they can be.

- **Recruitment and retention**

We will continue to foster a strong supportive culture of wellbeing and development by continuing to be a flexible employer offering hybrid working models, employee assistance schemes, more open communication with line managers, and a new approach to our appraisals process.

### **2. Equity, diversity, and inclusivity (EDI)**

We strive to be an accessible service for our clients, an inclusive employer to our staff and volunteers and an organisation that champions equity, diversity and inclusivity in everything that we do.

- **EDI Steering Group**

We will listen to and respect the views of our workforce, fostering a culture built on equity, diversity, and inclusivity. We will continue to devote time, effort and resources into ensuring the organisation is the best that it can be for everybody that works, volunteers or uses our services.

- **Representative of the people we serve**

We will strive to be truly representative of the people we serve, we will continue to diversify our board of trustees, staff and volunteers and give more opportunities to marginalised people with lived experience.