

Brandon

Live free

the learning disability charity

Plan B

**Our 2022-2027
Strategy**

We have made a new strategy for Brandon called Plan B. It is a five year plan that shows what we will do to help people achieve things that are important to them.

We've called it Plan B because we think we need to do some things differently to make sure everyone has the choices and opportunities they want.

We talked to lots of people about what they would like to happen in Plan B. This included the people we support, our staff, the families of people we support and our commissioners. We called this **Brandon's Big Conversation**.

We listened carefully as everyone told us what was important to them. We have included the things we learned from everyone in this plan.

This summary sets out the main parts of Plan B:

- **What** we want to achieve: **Our Vision**
- **Why** we want to achieve it: **Our Purpose**
- **How** we will achieve our vision: **Our Values**
- **What** we will do to make that vision happen: **Our commitments for 2027**



Our Vision

A world where people of different abilities truly belong

This is what people told us they would like the future to be.

Our vision is what we want to achieve.

Plan B sets out how we will achieve our vision.

Our Purpose

We work alongside people of different ability so they are able to create opportunity and feel empowered to live the life they want

Our purpose is the reason why Brandon exists.

It was written by people we support.

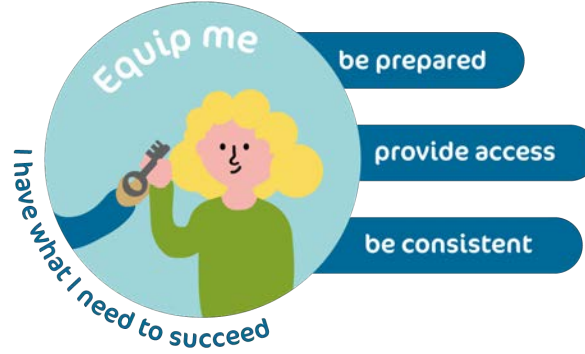
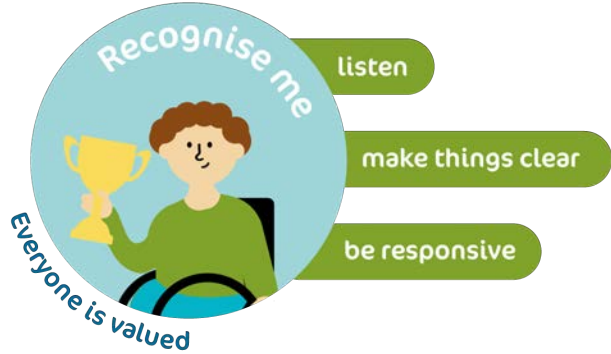
It is the reason behind all the actions we take at Brandon.

Our values

Our five core values



This is what we will do to put those values into action



Our commitments for 2027

We have taken what people told us and split them into four main themes. We are calling these themes **pillars** as they will underpin all our actions. We have made commitments to achieve things for each pillar.



Ruthless Person Centredness

A whole life of support

- ✓ We will offer tried and tested support for all life stages across Brandon.
- ✓ Every person we support will have a Plan for Life and every employee will have a Working Plan for Life.
- ✓ We work with others to enable people to have opportunity to build relationships that go beyond paid support.



Overcome Barriers

Whatever my skills, nothing can stop me

- ✓ People can enjoy the same opportunities because we are better connected and work with others.
- ✓ People connect with each other; family, community, colleagues and Brandon.



Create Opportunities and Increase Choice

I can make informed choices my whole life

- ✓ People are able to do more in their lives than just the things their paid support helps them do.



Lead by Example

We are an inclusive leader and innovator.

- ✓ People we support are engaged in all decision making that affects their own lives.
- ✓ We work with others to influence things that affect people we support. We set best practice examples in social care.
- ✓ Our support is high-quality. We are financially stable and use technology effectively. We invest in our workforce.

