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| **Springboard for Growth**  Ara Organisational Strategy 2018-2023  www.addictionrecovery.org.uk  Charity no. 1002224 | Limited company no. 2540814 | | | | | | | | | | | | | | | | | |
| **Charitable Objectives**: “Ara provides services to people who experience poverty; physical and/or mental ill health including addiction; housing problems; and social and economic exclusion. These services are provided in the community, in prisons and in residential settings including in accommodation owned or managed by Ara.” | | | | | **Purpose:** We make life better because we believe passionately that people can change and recover. | | | | | | **Vision**: We are a vibrant organisation and by 2023 we will :- be working with 50% more beneficiaries; be financially robust with income from a diverse range of sources; increasingly collaborate with like-minded partners; be recognised nationally for excellence; be an employer of choice. As an organisation we will continue to innovate and will have expanded our services geographically. | | | | | | |
| **Values –** We are**:** | **Passionate** | | **Dynamic** | | | | **Enduring** | | | **Respectful** | | | **Professional** | | | **Supportive** | |
| **Ara’s Broad Strategic Goals** | | | | | | | | | | | | | | | | | |
| **Increase the Number of Housing Options for Ara’s Beneficiaries** | | | | **Increase the Number of People Accessing and Benefitting from Ara’s Mental Health Services** | | | | | **Take actions to reduce the Harms Caused by Problem Gambling** | | | | | | **Develop Existing and Create New Partnerships with Like Minded Organisations** | | |
| *Strategic Priorities* | | | | *Strategic Priorities* | | | | | *Strategic Priorities* | | | | | | *Strategic Priorities* | | |
| Maintain and improve performance of the housing contract | | | | To Provide level 2 IAPT services after the NHS locational recommissioning next year | | | | | Increase our service penetration from 2.5% to 20% of people with a problem gambling issue | | | | | | Build on our existing partnerships with CGL, P3, St Mary Redcliff and AWP increasing our services footprint | | |
| Acquire more units of accommodation | Develop new and innovative housing solutions | | | To improve client outcomes | | Deliver Ara’s Mental Health Services in other geographical areas | | | Deliver Young Peoples education and prevention services past the pilot phase | | | | | | Form new partnerships to Meet the needs of the IAPT recommissioning exercise. | | |
| Increase the geographical reach of Ara’s housing services | Increase the number of refurbished council properties | | | Provide Ara Mental Health Services in different settings | | Target underrepresented groups to our service | | | Establish a South Wales and West Expert Hub for the Treatment of Problem Gambling | | | Expand the Geographical Range of Problem Gambling Services | | | Form creative relationships to increase housing options and stock | | Develop a range of mutually beneficial commercial partnerships |
| **Foundations of Ara** | | | | | | | | | | | | | | | | | |
| Become a measurable employer of choice. Manage staff turnover and absence to ensure continued good performance | | Sure Ara continues to achieve ISO 9001 and Matrix accreditation. Is a Living Wage Foundation, Disability Confident Employer | | | | | | Ensure Ara continues to be financially well managed and has a diverse range of income streams | | | | | | Ensure that the Board has the resources available to provide the golden threads of Good Governance, Strategic Vision and Ambassadorial Role | | | |

