Women's Aid
BELFAST & LISBURN

Strategic Plan 2022-2025







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For women, with women, by women

This strategic plan details the strategic objectives of Belfast & Lisburn Women's Aid across a three year period from 1st April 2022 to 31st March 2025.

These strategic objectives are based upon recent successes, changes in the external environment, secured funding, organisational learning, current strengths and challenges, and key conversations.

The content of this plan has been informed by the women of Belfast & Lisburn Women's Aid, including the Trustee Board, the leadership team, staff teams and the women we support.



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Our Vision

Our vision for the 21st century is the elimination of domestic abuse.

Our Mission

Women's Aid exists to challenge attitudes, structures and systems which perpetuate domestic abuse. We seek through our work to enable women, children and young people to live free from violence and abuse.

Our Ethos

Our strong ethos has been built upon our rich heritage of campaigning to end domestic abuse, which began in the 70's and continues to be based upon our working premise of: for women, with women, by women which is inherent in our service development and delivery.

Our Core Aims

- Engage with women, children and young people, to give them a voice and ensure they inform all aspects of service development and delivery.
- Provide trauma informed specialised services to women, children and young people who have experienced domestic abuse.
- Deliver preventative education programmes in schools and community settings to promote healthy non-abusive relationships and share key safeguarding messages.
- Educate and inform the public, private, voluntary, statutory and community sectors of the context and impact of domestic abuse.
- Provide quality assured education and training to a wide audience, to increase capacity to respond to domestic abuse.
- Monitor, influence and respond to government policy and legislation as a Subject Matter Expert, giving a voice to survivors of domestic abuse.
- Work in partnership, sharing our expertise with all relevant agencies to ensure a joined-up response to domestic abuse

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Our Principles

Survivor engagement: Women, children and young people are at the heart of everything we do and we will ensure our work is informed by their voices and experience.

Collaboration: We will work collectively and collaboratively as a Women's Aid movement, to bring about positive change.

Empowerment: We will encourage women, children and young people to access support which will develop their inherent strengths, helping them to make safe positive choices and determine their own futures.

Equity, diversity and inclusion: We are committed to equity, diversity, and inclusion and will challenge all forms of discrimination.

Trauma informed practice and quality standards: We are committed to quality standards, trauma informed practice, and continuous improvement.

Working with others to influence change: We recognise domestic abuse requires a coordinated response and we are fully committed to working across society, with all individuals and organisations, to end domestic abuse

Our Strategic Aims

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Provide high quality, evolving support and services to women and children who experience domestic abuse

How?

- Listening to the voices of our women and children to improve services
- Responding to the changing demographic of women and children
- Improving refuge accommodation
- Responding to the more complex needs of women and children accessing our services
- Streamlining and improving our processes
- Maintaining best practice in our governance arrangements
- Maximising our services by utilising digital media

Measurables

- Listening to the voices of our women and children to improve services
- Responding to the changing demographic of women and children
- Improving refuge accommodation
- Responding to the more complex needs of women and children accessing our services
- Streamlining and improving our processes
- Maintaining best practice in our governance arrangements
- Maximising our services by utilising digital media Evaluations from women and children, numbers of complaints or compliments received
- New services available to meet changing needs
- External review/audit of governance arrangements
- Creation of a Communications & Engagement Strategy
- Developing an innovative and participative Children's Intervention Strategy

Value our staff, volunteers and organisational culture

How?

- Reviewing reward and recognition, and succession planning
- Improving our working environments
- Providing therapeutic and trauma related support
- Increasing opportunities for learning and development
- Enhancing internal communications

Measurables

- People policies reviewed and revised, new working practices introduced including succession planning
- Staff satisfaction scores – temperature check every six months to measure positive impact of upgraded facilities/working environment, support given and L&D opportunities
- Develop an internal communications plan



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Build a sustainable funding and growth strategy

How?

- Articulating the current position in relation to funding i.e. funds within our control, those that have to meet set criteria, etc.
- Completing an options appraisal on our assets and accommodation
- Evaluating charitable campaign opportunities
- Investigating new funding streams to address evolving needs (i.e. mental health and addictions, inter-family violence, services for children)
- Exploring new business opportunities including corporate sponsorship, potential mergers and social enterprise for training delivery.

Measurables

- Implementation of a funding and growth strategy

Enhance our partnership working

How?

- Maintaining our existing positive partnership working arrangements
- Exploring opportunities for new partners (i.e. schools, colleges, universities, businesses, etc.)

Measurables

- Mapping exercise summarising existing and potential partners and benefits/outcomes from working together
- Development of a Partnership Strategy



Challenge attitudes towards domestic abuse

How?

- Maintaining positive profile and presence, working with organisations such as Women's Aid Federation of Northern Ireland
- Maximising opportunities to influence through media engagement, participation in domestic homicide reviews, etc.
- Continue to lobby and influence policy
- Raising our profile, increasing awareness and understanding of the extent of our services

Measurables

- Achieving desired changes to domestic violence policy and strategy within NI
- Delivering a Communications & Engagement Strategy and yearly action plan