

## Our Strategy : 2022-2025

We will deliver quality services in a sustainable way for ADHD / Autistic Individuals and their families

*This means*

- Governance around developing new services
- A new framework for evaluating the effectiveness and appropriateness of our current services
- Processes for measuring and evaluating our outcomes and the impact we deliver
- Organisational risk / capabilities / governance reviews
- Improved fundraising and bid writing capabilities, and a review of our trading income
- Updated staff policies, processes and strategy
- Developing ADHD Services to ensure continued parity within the service offer

We will integrate equity, diversity and inclusion considerations into everyday practice

*This means*

- Reviewing the accessibility of our services.
- Ensuring our new service development framework incorporates support for marginalised groups
- Community partnership working
- A culture of inclusivity including the physical environment and incorporating staff training
- Thoughtful social media, with inclusive content and images
- Improving our recruitment and induction processes

We will ensure that we use technology to deliver CAAS services effectively

*This means*

- Implementing a client management and monitoring package
- Implementing a new finance system
- Implementing a new website provider
- Reviewing our website content, including developing the provision of our information and support online
- Ensuring appropriate internal tech skills, capacity, training and support
- Reviewing our service delivery and review methodologies and practice

We will ensure that CAAS services are appropriately recognised and promoted

*This means*

- Developing our use of social media to improve our visibility and reach.
- Developing our website content for ease of access and completeness
- Reviewing our physical assets for branding, language and design
- Building on our existing community links
- Reinforcing and utilising our professional links
- Taking up opportunities to pursue media coverage or achieve relevant awards
- Advocating for ADHD and autism services at regional and national levels where opportunities allow

## Our Strategic Pillars

Our strategic aims and delivery actions are based on a foundation of 4 strategic pillars, which will be crucial for ensuring effective delivery of our strategy. These are:

### Building a strong infrastructure

We need to focus on getting the basics right, so that we can continue to provide high quality services for the long term.



### Building strong partnerships

We know that we are stronger when we work together, and that by building relationships with referrers, clinicians, statutory and voluntary organisations, and other professionals we will be able to support more people, more effectively, and more quickly.



### Being inclusive

By reaching more people from more diverse communities, and ensuring the services they receive are appropriate for them, we can increase the positive impact we have for even more ADHD/Autistic people in North West London



### Listening to our beneficiaries

It is only by listening to the people that we help and including them in the decisions we make about how we serve them, that we can be sure the support we offer is of high quality, appropriate and meets the needs of the ADHD/Autistic community and effectively fulfils our aim to support, educate, and empower.

