

# Strategy 2020-2023 Summary

Our vision is a world that is Disability Positive



**disability  
positive**



Charity No: 1091744  
Company No: 4050994

The new name for  
**Cheshire Centre for Independent Living (CCIL)**

# Our Strategic Themes

**Positive about offering services that suit the needs of people with lived experience of disability or long-term health conditions**

**We will:**

- 1.1 Ensure that people have access to the information and advice they need, provided by us or other organisations.
- 1.2 Ensure people are able to live as independently as possible, at home, with support from personal assistants, care cooperatives, care agencies or community providers.
- 1.3 Work with partner organisations that will enable us to increase capacity to operate at a local and regional level.

**Positive about providing the opportunity for people with lived experience of disability or long-term conditions to be part of community life**

**We will:**

- 2.1 Significantly grow our range of inclusive social activities available to people within the community.
- 2.2 Work with Sports and Leisure providers to ensure people have equal access to physical activities.
- 2.3 Support people with disability and long-term conditions to have access to volunteering and paid employment opportunities.

**Positive about giving a voice to people with lived experience of disability or long-term health conditions**

**We will:**

- 3.1 Campaign for equality.
- 3.2 Support people to challenge decisions and discrimination.
- 3.3 Work to change the attitude and engagement of the public and provider organisations to people with disability and long-term conditions.

**Underpinned by the Social Model of Disability**

## Building our Company Capacity

Ensuring we operate effectively and efficiently

Undertake the structural and process changes necessary to deliver our strategy.

Develop membership to increase their involvement to fully support our range of work.

Ensure we have a culture and approach that supports and values people, improves and shares knowledge and fosters effective ways of working.

Develop and implement a premises strategy.

Develop a funding strategy and framework to deliver our strategy.

## Our Values

Positive; Collaborative; Representative; Ambitious; Trustworthy

# 1. Introduction

We are Disability Positive. We help people with lived experience of disability and long-term health conditions to live well. We are a charity based in Cheshire and work mostly in the North West. We love working with others who think like us.

We provide services, opportunities and a voice to people living with disability and long-term health conditions and their families. We know it matters because we live with disability and long-term health conditions too.

Our strategy sets out three objectives that define all our work. By focusing on these key areas, we will have a bigger impact on the things we do or want to change.

Our strategy is ambitious and exciting and if we implement it successfully it will enable us to have even more impact on society in the years to come. Our strategy has been developed over a period of six months (March – September 2020) with involvement from our customers and our members who have shared their own experiences and told us what gaps there are in services available. Input from our staff and trustees has also been invaluable in helping us shape our focus. Whilst we recognise the challenges that may lay ahead, at all times we have focused on the needs of our customers now and in the future, and how we can ensure that as an organisation, we can be there to support people with disability and long-term conditions in the longer-term.

We will have outstanding governance to ensure delivery of high quality, financially sustainable services. We will employ staff and volunteers who share our vision and we will celebrate the value of lived experience of disability and long-term health conditions.

Above all, this strategy is about what we want to achieve. We want a world that is Disability Positive, where people with disability and long-term conditions, like us, have services to help with everyday life, being part of their local community and looking after their own wellbeing. We also want to listen and share people's experiences to influence positive change in government policy.

## 2. Our Vision and Values

### Our Vision

We want a world that is Disability Positive.

### Our Purpose

We help people with lived experience of disability and long-term health conditions to live well.

### Our Values

- **Positive:** It's not just our name, it's how we approach every challenge and opportunity.
- **Collaborative:** We don't believe we can do everything ourselves; we love working with others who think like us.
- **Representative:** We are here to be the voice of people living with disability and long-term health conditions.
- **Ambitious:** We are not going to change the world without thinking big.
- **Trustworthy:** We need to be a place where people feel safe and can come freely for honest and impartial advice and support.

The social model of disability is the starting point for everything we do and is the idea that people are not disabled by their condition, but by a world that doesn't meet their needs.

### 3. Strategic Themes

- Positive about offering services that suit the needs of people with lived experience of disability or long-term health conditions.
- Positive about providing the opportunity for people with lived experience of disability or long-term health conditions.
- Positive about giving a voice to people with lived experience of disability or long-term health conditions.

## 4. Key Objectives

### 4.1 Positive about offering services that suit the needs of people with lived experience of disability or long-term health conditions

#### We will do this by:

- Ensuring that people have access to the information and advice they need, provided by us or other organisations.
- Engaging with people with disability and long-term conditions through involvement and consultation in order to ensure support and services specifically for them and led by them.
- Ensuring people are able to live as independently as possible, at home, with support from personal assistants, care cooperatives, care agencies or community providers.
- Working with partner organisations that will enable us to increase capacity to operate at a local and regional level.
- Highlighting the importance of services that are based on lived experience of disability and long-term conditions, to enable people to make informed decisions about their care and support.
- Creating a strategic programme of activity and products that could be delivered in partnership with other organisations, to better meet the needs of people with disability and long-term conditions.

### 4.2 Positive about providing the opportunity for people with lived experience of disability or long-term conditions to be part of community life

#### We will do this by:

- Significantly growing our range of inclusive social activities available to people within the community.
- Working with Sports and Leisure providers to ensure people have equal access to physical activities.
- Supporting people to have access to volunteering and paid employment opportunities.

### 4.3 Positive about giving a voice to people with lived experience of disability or long-term health conditions

#### We will do this by:

- Campaigning for equality for all aspects of 'living well', aligned to the 'pillars of independent living'.
- Supporting people to challenge decisions and discrimination.
- Working to change the attitude and engagement of the public and provider organisations to people with lived experience of disability and long-term conditions.
- Further examine the potential to set up an advocacy training scheme for the wider advocacy sector with Disability Positive extending its role as champion, based on lived experience, providing information and support specifically to other advocacy providers to improve the quality of advocacy across the North West.