

Our Vision:

“A society where Deaf* people have informed choice, complete control of their lives, equal access to quality services and full communication when they need it.”

(* Denotes Deaf, deafened, Hard of Hearing and deafblind people)

FIVE YEAR STRATEGIC PLAN 2018-2023

Our Mission:

- Maximising opportunities for Deaf people to live the life they choose
- Improving access to services by promoting and delivering effective communication solutions
- Ensuring sustainability of the organisation through growth, partnership and diversification
- Being one of the leading providers of Communications Interpreting, Community Personal Care & Personal Assistant Support

Our KEY Supporting principles:

- Be **Deaf-led** provider of services
- Be a **catalyst** for positive change, creating opportunity through partnerships
- Use our knowledge, capacity, **specialism** and expertise to support provision in all areas
- **Risk-taking** is part of growth and consolidation

Our Values:

- Caring:** we care about Deaf, Hard of Hearing, Deafened & Deafblind people
- Accessible:** we aim to make our services more accessible and help make other services more accessible
- Responsive:** we always put our customers & service users **FIRST**
- Dynamic:** we have a 'CAN-DO' attitude so we will never give up until we get our services right
- Honest:** we are open and communicate effectively with our clients. We are sensitive to our clients' needs
- Leading:** we lead by example. We are passionate & committed to our organisation and services

Our Core Values:

- People-centred
- Empowering
- Challenging ways of thinking about deafness (hearing loss)
- Transforming lives
- Promoting independence, accessibility and equality
- Developing new ideas and opportunities

Our Proposed Outcomes for 2023:

- Services and projects are Deaf-led; delivered by appropriately trained, valued and committed staff
- Deaf people are more informed to make choices which meet their needs
- Deaf people feel valued by service providers and more confident to achieve their fullest potential, particularly children, youth, adults and older people
- Service provision provided through partnerships/consortia are delivered seamlessly to Deaf people
- Deaf people feel part of the wider community thus reducing loneliness and isolation

Our Strategic Objectives:

- 1 Equality and Accessibility
- 2 Involvement and Personalised
- 3 Development, Drive and Achievement
- 4 Empower and Enable
- 5 Choice and Opportunity
- 6 Independence and Wellbeing

For more information please contact enquiries@actiondeafness.org.uk
www.actiondeafness.org.uk

