

# Building better lives together - strategy on a page

## Our purpose

To fulfil our vision for more people who need us, in more places with even better services, through the transformation of our organisation and services.

## Our vision

Everyone has the opportunity to be an active citizen in their local community.

## Our mission

To support people to overcome the disadvantages that they face through illness, injury and disability.

## Our ambitions for 2025

### 1. Quality and specialism

Avenues will be known and recognised as a high quality specialist provider of social care services to people with a learning disability, those people with an acquired brain injury, and also those with a life limiting condition. By 2025 Avenues will have an exemplar offering for people living with autism.

### 2. Capacity and resources

Avenues will have sufficient capacity and resources to ensure organisational resilience, support for the long term and offer high levels of efficiency and leanness in the way we work. We will maximise the use of existing business systems to provide targeted intelligence, leading to better, more timely decisions.

### 3. Reputation and reach

Avenues will be known to, and valued by, a broader group of potential purchasers and other key stakeholders including families, sector professionals, leading academics in our sector and people with a learning disability.

### 4. Sustainability and growth

Avenues will offer a variety of models of support that will suit people's needs and who will need support at different stages of their lives. We will have attracted new customers, funders and commissioners, thereby diversifying our income.

### 5. Engagement and coproduction

Avenues will be known for the strength and quality of our engagement and co-production. People who receive our services, their families and significant others in their lives will influence what we do, how we do it and will tell us what they want.