






Strategic Plan 2025-2028 (Easy Read)

	<p>A strategic plan is a set of long term goals and how we aim to meet those goals.</p>
	<p>Overview:</p> <p>New Directions (Rugby) has grown since starting in 1951 to meet the needs and support individuals to live as independently as possible.</p> <p>Individuals who may have:</p> <ul style="list-style-type: none"> • Learning disabilities • Autism • ADHD • Mental health challenges
	<p>Our Vision:</p> <ul style="list-style-type: none"> • Every person is valued. • All our tenants have a good quality home. • Everyone we support has a meaningful, happy life with Friendship, opportunities and inclusion. <p>Your life, your voice, your choice!</p>

	<p>Our Mission:</p> <p>To make a positive difference to everyone we support by providing:</p> <ul style="list-style-type: none"> • A range of accessible & flexible support. • New opportunities and quality homes. • Choice, control and independence.
	<p>Core Values:</p> <ul style="list-style-type: none"> • Independence • Choice • Equality
	<p>Objectives:</p> <ul style="list-style-type: none"> • Expand our respite care home. • Celebrate the people we support & our staff. • Refresh the New Directions website in time for our 75th year celebrations in 2026. • Expand our training externally. • Secure a new minibus through fundraising. • Continue to provide sustainable supported living homes whilst keeping our vacant flat levels at below 5.