

Our Strategy 2025–2028



Incorporating Bromley Scope



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Introduction

Bromley Mencap is a vibrant and inclusive organisation that supports disabled people, including people with learning disabilities and difficulties, people with physical disabilities, people with neurodivergence, and their families.

With a proud history of making a difference in Bromley, we aim to create opportunities that empower individuals, reduce isolation, and promote equality.

This strategy (big plan) outlines our vision for the next three years, focusing on expanding our services and creating meaningful change for the community we serve.

“I want to get married and have a couple of kids. I want to go to more events for socialising”

This is what some of the people who draw on our service want for their future

“In the future, I would like to find a job role I could do within the horticulture sector for employment”





Our Vision

An inclusive world where disabled people are respected, empowered to achieve their full potential and lead the lives they choose.



This vision represents the long-term change that disabled people we support, their families, and our staff have told us they want to see in the future.

Our Mission

We support disabled people and their families – empowering independence, building connections, and advocating for inclusive lives.



Our mission defines our purpose.

It explains how Bromley Mencap will achieve its vision by outlining what we do, who we support, and why we exist.





Incorporating Bromley Scope

COMMITTED

Fully dedicated to providing unwavering support and care.

COMMUNITY-LED

Ensuring the people we serve are at the heart of everything we do, actively shaping decisions and driving change.

Our Values

Our values are the principles and beliefs that guide our charity's decisions, actions, and priorities, shaping how we work and interact with others.

EMPOWERING

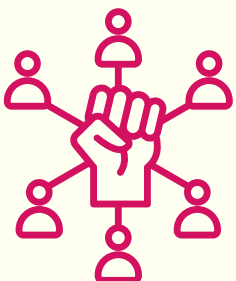
Helping people build confidence, independence, and opportunities at all stages of life.

INNOVATIVE

Embracing creativity and new approaches to improve lives.

CONNECTED

Fostering meaningful relationships and a lasting impact.



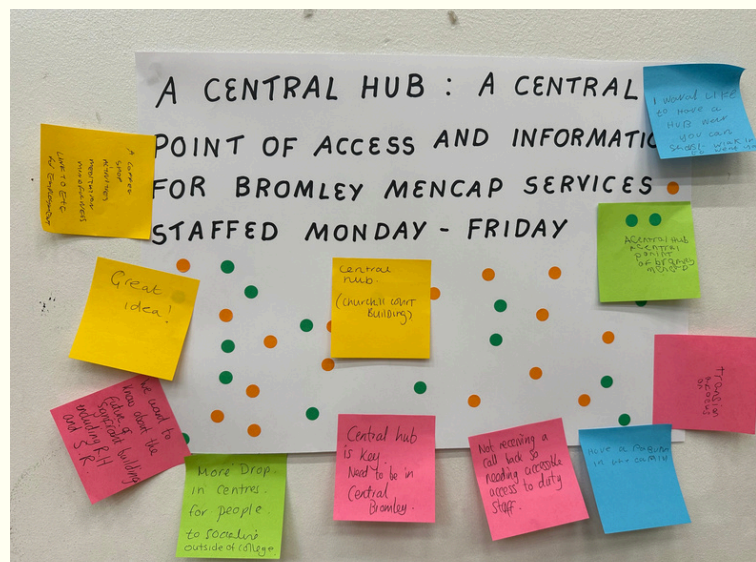
How We Developed Our Strategy

Our strategy has been shaped by the voices of the people we support, their families, and our dedicated staff.

Through surveys, focus groups, and coproduction sessions, we have identified the key areas where we can make the greatest impact.

Our Strategy Development Group, made up of people who draw on our support, family members, staff and trustees, has steered the process of gathering all the information.

At our AGM we asked over 100 people to tell us what was most important to them from everything we had heard. Our priorities are based on this feedback.



Strategic Priorities 2025–2028

Our mission to support disabled people and their families by empowering independence, building connections, and advocating for inclusive lives is at the heart of our strategic priorities. Each priority reflects a commitment to addressing the key areas identified by the people we serve and ensuring we make a measurable impact.



GOAL 1 Social Inclusion

We will develop a wide range of evening and weekend activities to reduce loneliness, encourage community engagement, and foster social inclusion. This goal speaks to our mission themes of empowering independence and building connections.

What we will do:

- ✓ Develop a range of evening and weekend activities tailored to different age groups.
- ✓ Partner with local organisations to deliver inclusive, community-based events.
- ✓ Create short breaks and respite opportunities for children, young people, and their families.
- ✓ Expand existing sports and well-being programmes to promote healthy lifestyles.
- ✓ Organise events that bring people together around shared passions.



"I would like help to achieve my dream job"

"I need help with my Maths and English and would like more learning opportunities"



GOAL 2 Employment and Training

Our mission is to empower independence and enhance lives. By providing pathways to employment, skills development and personal growth, we enable individuals at every stage of life to thrive.

What we will do:

- ✓ Introduce accredited learning programmes to enhance work readiness.
- ✓ Further develop our training centre for young people with Special Educational Needs and Disabilities (SEND).
- ✓ Provide focused employment support for young people transitioning into adulthood.
- ✓ Expand our Supported Internship Programme.
- ✓ Encourage the development of micro-enterprises and social enterprises.
- ✓ Develop a Digital Inclusion Strategy to enhance digital literacy, ensuring everyone across our services can access and benefit from technology – and thrive in a tech-driven world.



GOAL 3 Community Connections

We are committed to creating opportunities for disabled people and their families to connect, access information and support, and build meaningful relationships within the community. Our goal focuses on fostering inclusion and reducing isolation through innovative initiatives and accessible spaces – including a Central Hub – that enable support, advice and collaboration.

What we will do:

- ✓ **Establish a Central Hub:** Create a welcoming, fully accessible space where individuals can access tailored advice, information and support while engaging in inclusive community-building activities.
- ✓ **Strengthen Local Partnerships:** Collaborate with organisations, businesses and local groups to deliver coordinated support services, shared events, and innovative projects that align with our mission.
- ✓ **Develop Accessible Outreach Initiatives:** Expand our community-based programmes and mobile services to reach people who may not access the Central Hub, ensuring no one is left behind.

“I would like a social hub or accessible daily drop-in for support and social opportunities”





GOAL 4 Campaigning

We will advocate for equity, ensuring disabled people and their families are given the necessary support and opportunities to lead fulfilling lives. This aligns with our mission to advocate for inclusive lives, ensuring everyone can thrive as valued members of the community.

What we will do:

- ✓ Support our members to have their voices heard.
- ✓ Campaign on local issues that matter to our community.
- ✓ Advocate for fairness and inclusion in all aspects of life.

Our Pillars



Our goals will help us to reach and support more disabled people. Over the next three years, we aim to support 200 more people across our services.

Our pillars support our charity's aims and guide us in achieving our goals. Each pillar strengthens our plan, ensuring everything we do aligns with our purpose and values.

Partnership



We will collaborate with families, individuals, and local organisations to provide the best opportunities. By drawing on shared expertise, we can strengthen our community's resources and services.

Data



We will use data to guide our decisions, monitor progress, and evaluate the impact of our strategy. Evidence-based practices will ensure we are delivering meaningful results and achieving our goals.

Sustainability



We are committed to financial stability and environmental responsibility. By managing resources wisely and reducing our carbon footprint, we will ensure Bromley Mencap's future.

Well-being



We value the well-being of our staff and volunteers and are committed to creating a supportive environment. Through training and development, we will upskill our team to achieve our goals. We are also dedicated to promoting equity, diversity and inclusion, ensuring everyone is valued as an individual.

Putting It All Together

VISION

WHERE we want to be

An inclusive world where disabled people are respected, empowered to achieve their full potential and lead the lives they choose.

MISSION

WHY we exist

We support disabled people and their families – empowering independence, building connections, and advocating for inclusive lives.

OUR GOALS

Social Inclusion

Employment
and Training

Community
Connections

Campaigning

WHAT we will do over the next 3 years

PILLARS

Partnership

Data

Well-being

Sustainability

Our four pillars support everything we do and ensure our success

HOW we work

VALUES



Committed



Empowering



Community-led



Connected



Innovative

How We Will Deliver Our Strategy



We will develop a detailed operational plan by March 2025 outlining how we will achieve our goals.

Monitoring Our Strategy

We are committed to regularly reviewing our progress. Our Strategy Development Group and coproduction team will work together to ensure we stay on track and deliver on our promises. We will report to our Board of Trustees four times a year on our progress towards our goals, and we will update members on what we have done in our newsletter and Impact Report.

Thank you

Thank you to everyone who contributed to our strategy by sharing your thoughts and priorities through surveys and consultations. Your input has been invaluable, and we hope you find this plan meaningful and reflective of your needs.

A special thanks to the members of our Strategy Development Group for keeping us focused and accountable throughout this process.

