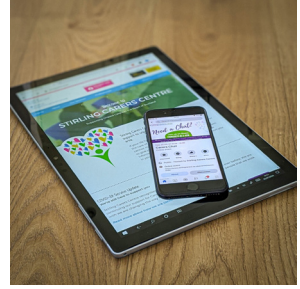


Business Plan

2020-2025



Our Vision



Our vision is that Unpaid Carers in the Stirling district are empowered and supported in their caring roles. Carers' voices shape our services and will feed into local and national policy and decision-making.

The SCC Business Plan 2020-25 details our ambitions to ensure SCC continues to provide high-quality service offers to all Carers. We are the only organisation offering services targeted solely to Carers throughout the Stirling district. This Plan will ensure that the design of our current care services and those we develop for the future continue to be shaped by the Carers we support. It sets out the ambitions of our Vision with full transparency on the details

involved in achieving it - how SCC will protect, develop and grow its service offers, nurture its staff and volunteers, adapt to new technologies and innovate services design and delivery, and improve its internal systems to ensure accountable governance and management. The ambitions and outcomes listed below ultimately benefit our Unpaid Carers, who are rightfully placed at the heart of everything SCC maps out to achieve in this Plan.

Our Values

These are at the heart of everything that SCC sets out to achieve to advance the everyday quality of life for Carers living and working across Stirling. We aim to be:

EMPOWERING

SCC believes in empowering Carers to fulfil their caring roles effectively, improve their wellbeing and everyday quality of life. We will empower Carers to know their rights and achieve equality within their wider communities.

INCLUSIVE

SCC is inclusive of all Carers and we embrace diversity and equality of opportunity. We believe all Carers have a voice that must be heard and included in local and national decision-making processes, regardless of visible and invisible differences.

ACCOUNTABLE

Carers have the right to hold SCC accountable for the quality and delivery of our services, and to seek transparency on any process. SCC will champion the rights of Carers and hold external agencies accountable on their behalf.

Across 2020-2025 Stirling Carers Centre will deliver on four Strategic Intentions that rest on four Supporting Pillars.

STRATEGIC INTENTIONS

- SI.1 Deliver Excellent Services
- SI.2 Enhance Positive Partnerships
- SI.3 Influence Change
- SI.4 Improve Digital Development

SUPPORTING PILLARS

- SP.1 Governance
- SP.2 Funding & Income
- SP.3 Staff & Volunteers
- SP.4 Brand & Communications

Strategic Intentions

DELIVER EXCELLENT SERVICES

We will increase the number of Carers receiving support.

We will increase the number of Carers' Plans and reviews completed.

We will improve access to services through outreach and providing more ways to interact with the organisation.

We will offer targeted awareness raising and support for Carers from BAME communities, and other protected characteristics groupings.

ENHANCE POSITIVE PARTNERSHIPS

We will offer awareness raising and training to local professionals working in health and social care.

We will host annual events to showcase our services.

We will develop current and new partnerships across Stirling and Forth Valley with third sector organisations and local businesses.

We will ensure Carer representation at local Integration Joint Board meetings.

INFLUENCE CHANGE

We will ensure Stirling Carers' Voice forum is a strong, collective representation that welcomes the views and experiences of all Carers.

We will work with Clacks & Stirling Health & Social Care Partnership to increase awareness of the rights and provision owed to Carers.

We will seek local elected members and members of Forth Valley Health Board to act as 'Champions' to the organisation and its beneficiaries.

IMPROVE DIGITAL DEVELOPMENT

We will develop and grow the offer of a multi-channel services delivery - this is the variety of ways that Carers can interact with our services.

We will develop ways in which Carers without digital access can engage fully with our services, and ensure that service delivery has a strong balance of face-to-face support and personal contact.

We will ensure staff and volunteers have digital skills training.

Strategic Intentions

By the end of our 5-Year Plan...

DELIVER EXCELLENT SERVICES

The design and delivery of our services will continue to be informed by our Carers. We will have registered a significant number of new Carers. We will have significantly increased the number of Carers receiving Support Plans and Reviews. Our services will be offered in multiple ways, including community settings.

ENHANCE POSITIVE PARTNERSHIPS

We will have significantly increased our partnerships with services across Forth Valley. Knowledge of Stirling Carers Centre will have increased via new partnerships with local businesses, and our alliances with our statutory partners will be stronger than ever. Awareness of Carers' rights across Stirling will be increased through these partnerships.

INFLUENCE CHANGE

The ability to influence positive change for Carers will have increased significantly with national and local Statutory and Third Sector services across Stirling and Forth Valley.

IMPROVE DIGITAL DEVELOPMENT

Digital development will become ingrained in our services design, delivery and development. Through continuous training on the latest technological developments, staff and volunteers will be confident in applying this to support Carers.

Supporting Pillars

GOVERNANCE

The Board and CEO will meet 6 times per year, to discuss performance against the measures in this Plan.

We will produce a timely set of externally audited accounts each year.

We will align with environmentally-friendly policies, systems and processes.

We will identify business efficiencies/savings.

We will make regular reports on our service development.

FUNDING & INCOME

We will increase awareness of services and remain accountable via the submission of quality funding bids, timely reports and impact studies.

We will use collaborative partnership bids to enhance our chances of attracting project funding.

We will develop a full cost recovery funding model.

We will develop awareness of fundraising opportunities to encourage individual fundraising on behalf of the organisation.

STAFF & VOLUNTEERS

We will ensure a fair, equal and inclusive recruitment process for all staff and volunteers.

We will embed monthly KPIs (Key Performance Indicators) reporting for all staff to instil a continuous improvement ethos.

We will develop a strategy to grow a cohort of volunteers to complement our core service delivery and development, as well as support wider community fundraising and raising awareness initiatives.

BRAND & COMMUNICATIONS

We will create a new tagline in our current logo that showcases our three core values: Empowering, Inclusive & Accountable

We will develop our online and print materials for brand consistency across our services and use this to raise visibility with stakeholders.

We will develop a new accessible bi-annual magazine for Carers and professionals covering all SCC services.

Supporting Pillars

By the end of our 5-Year Plan...

GOVERNANCE

We will continue to nurture robust risk and compliance systems across the organisation with succession planning and modern governance in place via new, modern Articles fit for the years beyond this Plan.

FUNDING & INCOME

We will have continued to draw on the support of statutory and independent funders and donors. Our local businesses and communities will support SCC with fundraising and we will have grown a robust business pipeline that ensures our income diversification strategy is realised.

STAFF & VOLUNTEERS

Our staff and volunteers will have enhanced terms and conditions, and better professional training and development opportunities. Our staff and volunteers will become highly skilled and a continuous improvement and performance-based culture will be embedded fully.

BRAND & COMMUNICATIONS

The Stirling Carers Centre brand will have grown and developed significantly, continuing to be a brand strongly identified with the community of Carers we support in our Vision and Values.

This document represents a summary of our Business Plan 2020-2025. If you wish to view a full version, which includes full details of our Strategic Intentions and Supporting Pillars, please contact Stirling Carers Centre.



STIRLING CARERS CENTRE

EMPOWERING • INCLUSIVE • ACCOUNTABLE

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