

Brainwave
Unlocking Children's Potential

Strategic Intentions 2024 - 2027

Unlocking children's potential through sustainable and resilient services.

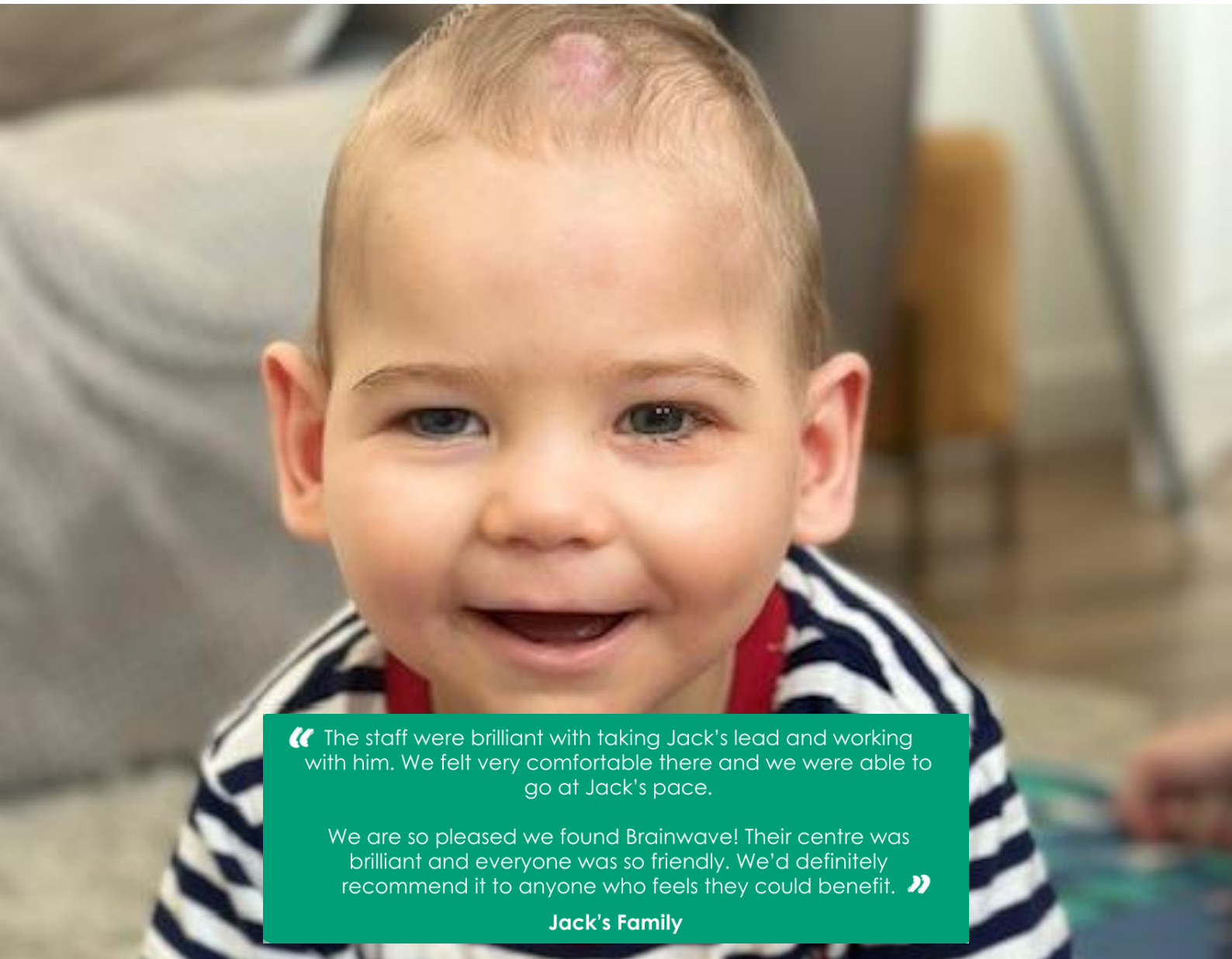
Introduction

By implementing our strategic intentions through an organisation wide action plan, our aim is to enhance several key areas: the sustainability of our income streams, increased awareness of what we do, and reach more children and families who can benefit from our services. Having successfully navigated the challenges of the pandemic and now in the middle of a cost-of-living crisis; our comprehensive plan for the next three years needs to point the way towards a more resilient and sustainable future.

This roadmap is designed as a dynamic and adaptable framework whilst allowing flexibility to respond effectively to changing circumstances. Our approach to action planning is defined by agility and dynamism, aiming to firmly establish Brainwave as an integral part of the local and national health and social care system. Our aspiration is to lead the way in developing therapy delivery and for the children and families we support to be at the heart of everything we do and the decisions that we make.

We will deliver the best quality services we can within our available resources, whilst simultaneously exploring opportunities for further development through collaborations with existing and new partners and supporters.

We will endeavour to retain our strategic balance - the head of a business, the heart of a charity, whilst maintaining true to the essence (soul) of Brainwave. Ultimately, our overarching aim is to keep the needs of the children and families we serve at the core of our mission, ensuring that our efforts and initiatives reflect this guiding principle throughout our journey to reach more children and families across the UK.



> “The staff were brilliant with taking Jack’s lead and working with him. We felt very comfortable there and we were able to go at Jack’s pace.
>
> We are so pleased we found Brainwave! Their centre was brilliant and everyone was so friendly. We’d definitely recommend it to anyone who feels they could benefit.”
>
> **Jack’s Family**

Ambition

Our ambition is that children with disabilities and additional needs will have the opportunity to reach their full potential through accessing our specialist therapy services and that Brainwave will be recognised both locally and nationally as leading in this area.

Purpose

Our purpose is to deliver accessible high-quality therapy to more children each year through our team of qualified therapists and specialists from our South West Centre, outreach hubs, online and home visits.

Values

Our values are an expression of what we believe in and how we behave as an organisation. In all aspects of our work and activities we will strive to be:

- **Professional** - ensuring that our actions and service delivery maintain the highest standards of expertise, ethics, and competence.
- **Openness** – creating an environment where ideas, feedback, and diverse perspectives are welcomed and respected, encouraging collaboration and innovation.
- **Friendly** - a demeanour that ensures that everyone we encounter feels supported, valued, and comfortable seeking assistance or engaging with our services.
- **Enabling** - providing the necessary tools, resources, and opportunities, cultivating independence, self-confidence, and personal growth.
- **Respectful** – valuing our differences, creating an inclusive space where everyone feels supported, valued, and appreciated.
- **Passionate** – making a meaningful and lasting impact on the lives of those we support. Being proud of our work and the difference that we make.



Our Strategic Intentions

1. Be the best that we can be:

- Continuously evolve and improve, remaining responsive to the changing needs of the children and families we support.
- Strengthen our commitment to well-being, inclusion, equality, diversity, and environmental sustainability.
- Nurture and develop our team (both paid and unpaid), enhancing growth, learning, and support for each member.
- Enhance our standing and reputation of support and excellence.
- Grow and develop the full potential of our volunteer team.

2. Be sustainable and resilient:

- Sustain the ethos of our service delivery, whilst balancing affordability, productivity and protection of the environment.
- Review and develop diverse, innovative, and sustainable income streams.
- Develop and evidence a case for statutory funding through tenders and contracts.
- Ensure our cost base matches our income.
- Manage our cashflow and build our reserves.

3. Increase our reach:

- As leaders in multi-disciplinary therapy services build stronger relationships with health, social care, and education providers both locally and across the UK
- Work collaboratively with other third sector not for profit partners
- Provide innovative, agile, flexible, and responsive services.
- Share our expertise, role model best practice and educate other organisations
- Increase awareness of what we do, both locally and across the UK

4. Be recognised as a 'centre of excellence' and 'leaders in our field' through:

- Comprehensive quality assurance framework
- Collaboration and partnership working
- Continuous professional development
- Showcasing success stories (case studies) demonstrating our impact and outcomes
- Innovating in service development and delivery (making best use of advances in practice and technology)

Registered Office: Marsh Lane, Huntworth Gate, Bridgwater, Somerset TA6 6LQ

Registered with FUNDRAISING REGULATOR

Brainwave is a charity (1073238 / SC039137) and a company limited by guarantee (3666739)