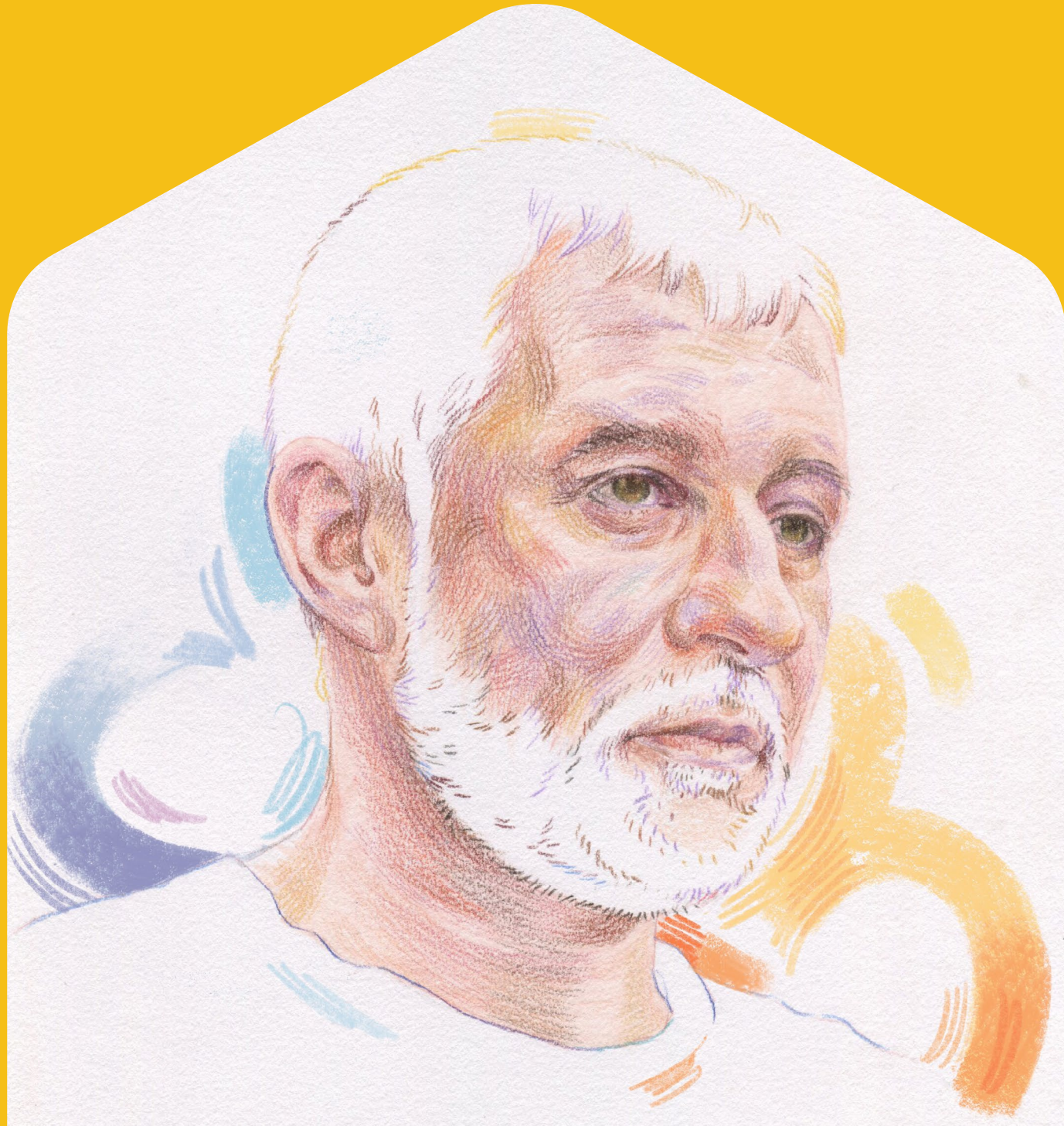


Growing Together

Our Strategic Plan
2022—2027



Right
There

Who We Are

Right There is a charity working to prevent people becoming homeless and separated from their loved ones.

We're here for children and adults who are living with the effects of poverty, addiction, or broken relationships. Walking alongside people at home and in the community, we provide tailored support and form trusting relationships to help people feel happier, safer, and more confident to live their lives.

Rooted in communities for almost 200 years, we're there for people going through tough times. Our work won't stop until everyone has an equal chance to have a safe and supportive place to call home.

Vision

A world where everyone has an equal chance to create a safe and supportive place to call home.

Mission

We meet people where they are in life with no judgement; walking alongside those who need support, and preventing them becoming homeless or separated from the people they love.

Values

Respect	We treat everyone the same way - with dignity and respect. You'll find no judgement here.
Integrity	We take great pride in having high standards and transparency about our goals and progress as a charity.
Compassion	We understand the importance of empathy, and the power of a shoulder to lean on.
Aspiration	We believe firmly in the goodness in people; their strengths and what makes them unique.
Reflection	We are always learning to be the best we can be.

Our Strategic Ambition

Over the next five years, we will provide the right support at the right time for those who need us the most so that more people can have a settled home life, and fewer people become homeless or separated from their families.



01

Provide the best possible support for people whatever their situation



- A. Shape our offer to support those who need it – from prevention and early intervention to accommodation and community-based support
 - Define our model (for people, at home, in the community) and use this as a blueprint in areas where we work
 - Build on our provision in existing delivery areas to provide the full range of support, where needed
- B. Join up our own programmes, and integrate with others', so that the right support is available, in the right place and at the right time
 - Explore opportunities to build connections and partnerships, strengthening continuity of support
 - Build relationships with health and social care, employability and criminal justice providers and other partners to make support more readily available
- C. Provide support that is truly person-centred
 - Increase the flexibility of our delivery model and our capacity to respond to individual need – doing what it takes not what the contract dictates
 - Develop our programmes so that they contribute fully to the outcomes in our theory of change

02

Be accessible and available for those who need us most



- A. Focus our work in areas and with people where the need is greatest
 - Use data to identify the areas and people with the greatest need
 - Proactively seek out opportunities to support people and areas where the need is greatest
- B. Ensure that those who need us most know we are there for them
 - Make our offer clear for people we support and for partner organisations
 - Promote what we do directly to people who need us, and to people who refer to us, or could partner with us
- C. Shape our offer so that we are accessible for people in a variety of ways
 - Develop our digital support offer
 - Understand and overcome barriers to access, including by taking our offer to people and increasing self-referrals

03

Strengthen community connections



- A. Expand opportunities for people we support to feel part of, and contribute to, their communities
 - Develop roles and opportunities within Right There for people we support
 - Identify positive opportunities for people we support to connect with their communities
- B. Build community support for what we do
 - Create and promote opportunities to volunteer with us
 - Build relationships with communities to grow our supporter base
- C. Destigmatise adverse life events, including homelessness, mental health and being in care
 - Support people to share their life experiences, where they wish to do so
 - Build public understanding of the causes of, and effective responses to, homelessness

04

Build a sustainable and dynamic organisation



A. Diversify our funding to support work beyond our contracts

- Generate income from donations, strategic partnerships, grants and other sources
- Grow our rental and other earned income

B. Make better use of evidence to strengthen our impact, share learning and make the case for change

- Develop and embed an outcomes framework and evaluation strategy, and use the data we collect to develop and connect our programmes
- Share evidence with policy makers, commissioners, funders and partners to help shape the world around us and improve outcomes for people we support

C. Strengthen our management processes and capabilities

- Build fit for purpose IT and streamline our management systems, including an organisation-wide CRM system, backed by appropriate expertise
- Deepen our understanding of our financial and other data; as part of this, identify where our work brings the best returns

05

Invest in our outstanding team



- A. **Recruit and retain a diverse, flexible and committed workforce**
 - Create a range of opportunities and pathways for people to work with us, for example as volunteers, apprentices, trainees and permanent employees
 - Recruit people who want to do a good job and share Right There's values
- B. **Invest in the learning and development of our people**
 - Equip our people with the skills and knowledge they need to work across our services; as part of this, explore the potential for a Right There Academy
 - Foster a culture of, and space for, innovation
- C. **Value and support our people**
 - Look after our people, providing quality supervision and wellbeing support
 - Ensure our people are rewarded and recognised for the work that they do



Keep up-to-date with our work

Follow us on social, search 'Right There'

Visit our website rightthere.org

Get in touch at hello@rightthere.org

Right There walks alongside those who need support, to prevent them becoming homeless or separated from their loved ones.
Right There is a registered charity and company limited by guarantee, with its Registered Office at 15 Dava Street, Glasgow, G51 2JA.
Registered Charity Number SC017093. Company Number SC394447.