2023 - 2026



our vision

A world where counselling is there as soon as it's needed

our mission statement

Championing counselling and delivering an affordable, inclusive and safe space to confidentially explore relationship issues with qualified, experienced counsellors and family therapists.

our values

Professionalism, working together, optimism, kindness, fairness

priorities area of focus activities Services Services: counsellor skills, CPD, counsellor availability, placement workers, operations support, technology, engagement. **Delivering an effective** service that meets the Client satisfaction **Client satisfaction:** clarity of processes, choice, waiting times, affordability, access, communication. needs of our clients New developments **New developments:** counselling services, collaborations & partnerships, equality & diversity, brand awareness. Financial management Making sure that we are Financial management: budgets, contracts, reconciliation, authorisation, suppliers, resources, assets, cost of sales, cost control. financially secure and have • Funding & fundraising Funding & fundraising: networks, client contributions, grants, gift aid, community, corporate, appeals & campaigns, investments. a sustainable future Reporting Reporting: accounting, income, expenditure, monitoring, evaluation. Staffing Staffing: training, support, equality, diversity, benefits, costs, equipment, opportunity, career development, contracts. **Ensuring that we support** Communications Communications: internal, external, board, social media, mission, values, website development. our people and have the Governance Governance: risk management, risk register, policies, vision, diversity. best systems in place Technology **Technology:** hardware, software, training, support, digital document storage and back up.