



BRAIN  
INJURY  
MATTERS

# Our Plan

## 2013-2016

[www.braininjurymatters.org](http://www.braininjurymatters.org)

# Introduction

In September 2013, Headway Belfast changed to Brain Injury Matters to become a regionally focused and locally driven organisation.

As a result of this process we have developed our 'Brain Injury Matters - Way Forward 2013-16' strategic plan. The purpose of this plan is to provide a framework for our actions during the period 2013-16 and map how we will support individuals and their families living with brain injury.

The plan outlines our vision, mission, values and a programme of work to achieve our objectives. A summary is documented here.

Further information is available on our website at [www.braininjurymatters.org.uk](http://www.braininjurymatters.org.uk)



## Our Vision

Is a society where those with brain injury can live a full and meaningful life.

## Our Mission

Is to support people affected by **Acquired Brain Injury (ABI)** to rebuild their lives and reach their full potential in family and community life.

## Our Values

Our Values are based on a belief in:

- **Rights & Responsibilities** – Where everyone is actively involved in creating solutions, encouraged & supported to take responsibility
- **Innovation** – Where we will not be satisfied with the status quo and continually strive to deliver the best evidence based services.
- **Respect for All** – Where we treat all with dignity and value all contributions

Delivery of our organisational objectives focuses on **three strategic aims**. These are:

1. **To provide a range of services to build individual and family capacity**
2. **To grow and sustain a stable organisation**
3. **To develop a service user involvement strategy**

Our Strategic Aims

**Provide** ————— 1

**Grow** ————— 2

**Develop** ————— 3

## Provide

**Provide a range of services to build individual & family capacity**

### Objective 1

Grow age appropriate, geographically accessible services focused on need and timelines.

- Provide services to support recovery in the early stages post Acquired brain injury and through rehabilitation
- Provide services to support community living and the development of personally meaningful, valued lifestyles
- Expand and develop our Health and Wellbeing Programme

### Objective 2

Support families through evidence based work

- Continue to provide counselling for individuals and their families
- Explore and monitor demand for support at the acute care stage
- Develop and roll out a carer's educational programme

### Objective 3

Inform society through education and training

- Explore the external training market
- Continue to develop key partnerships

# Grow

## Grow and sustain a stable organisation

### Objective 1

#### Build an external brand and profile

- Create an identity to reflect our work
- Identify a PR champion and appoint Patrons and ambassadors
- Improve and invest in external communications

### Objective 2

#### Secure and diversify income streams

- Have in place a sustainable budget
- Explore and develop social economy options
- Grow both corporate and community support
- Increase donor, trusts & foundation support

### Objective 3

#### Invest in our staff and volunteers

- Pursue recognised Quality Marks for the organisation
- Continue to pursue recognised Volunteer recognition awards
- Review and implement a performance management system
- Pursue ABI specialist accreditation for non-clinical staff

### Objective 4

#### Ensure excellent governance and manage risk

- Establish and implement an internal audit
- Develop a risk policy and register for the organisation
- Review our Committee structures and roles
- Review individual and corporate board performance and plans for succession

# Develop

## Develop a service user involvement strategy

### Objective 1

#### Involve service users in service development and evaluation

- Evaluate the impact of the Younger Person's Network
- Develop an evaluation strategy to measure user satisfaction, outcomes and success indicators
- Review the annual goal planning framework for all users
- Implement a management information system to capture relevant data

### Objective 2

#### Include service users in recruitment & training

- Identify a range of service users to undertake equality training
- Identify a range of service users to participate in service user inductions

### Objective 3

#### Involve service users in communications and training events to educate society about Acquired Brain Injury

- Identify service users to assist in delivery of external training



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We have set out a number of deliverables which will ensure that we meet our Strategic aims and these will be reviewed annually by the Board of Directors.

For further information please contact us as follows:

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Brain Injury Matters is accepted as a charity by HM Revenue and Customs ( XR26050) and is registered as a company limited by guarantee in Northern Ireland (NI 35853)