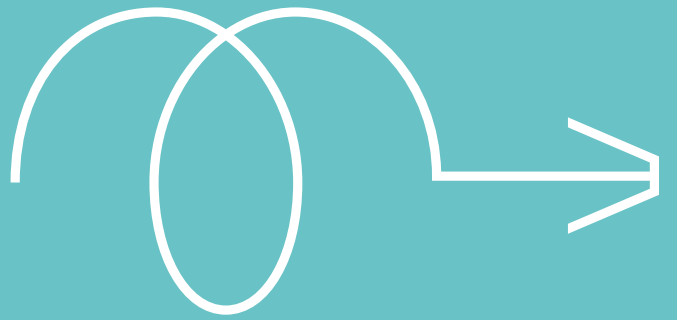




# Hft 2033

Your life. Your way.





Your life. Your way.



# Hft's strategy for the next 10 years, taking Hft to 2033!

## Your life. Your way.

We know that life can be complicated for everybody. But some of us are stopped from working towards our dreams and aspirations. Many learning disabled people can't live where they choose, with whom they choose. Some don't get to decide what they do for work. How to spend or save their money. There are hobbies learning disabled people want to try. Choices they want to make. But an independent life is out of reach. We believe that's wrong and want to change it. And we want you to work with us to achieve that change.



### Our Vision

We're creating a future where learning disabled people can live the best life possible.



### Our Mission

We're on a mission to change the lives of learning disabled people for the better. So that they and their families can live the best life possible.

Providing personalised support. Creating solutions for living independently. Coming together to campaign for positive change. Fundraising for new opportunities and a bigger impact.

Home. Work. Leisure. Together.

Your life. Your way.



### Support us...

and stand shoulder to shoulder with every learning disabled person. Get involved at:

[www.hft.org.uk/get-involved/](http://www.hft.org.uk/get-involved/)

# Our Values

At the heart of everything we do.

## Diverse

We appreciate that everyone is unique, so we champion equity, diversity and inclusion.

## Kind

Our compassion shines through everything we do.

## Positive

We focus on finding solutions, partnering up for progress and getting others involved.

## Visionary

We are proud to paint a picture of what the best life possible could look like.

# The world we'll create

In 2033, we'll live in a world where learning disabled people have greater choice about where they live, the support they need and want, and how to spend their time and money.

Receiving a proper wage will be a reality for more people because employers understand the value that learning disabled people bring to their teams.

Isolation experienced by many learning disabled people will be a thing of the past. Many more people will have established social networks, and friends who are not paid to support them. Society has progressed and become more inclusive and confident with difference. With community-led support, learning disabled people can participate in and expect a warm welcome at their local yoga class or art group, just like anyone else.

In 2033, learning disabled people will have better access to live in high-quality, modern housing. Homes will have technology in place to make day-to-day life easier. This will be kinder to the environment, meaning more manageable bills and a more sustainable future for everyone.

Policy makers, commissioners and society will listen to and understand the needs of learning disabled people. The public will better understand the importance of support workers. The government will better fund the services people need. And support workers will choose to stay in their roles longer, giving learning disabled people more consistent support.



# An ideal world in 2033

**Learning disabled people** across Hft told us what their ideal world in 2033 would look like.



“I’d like to do more literacy, go out more and be trained with the new washing machine.”



“I’d like to find someone I can get in touch with to help me find a job, and get to work.”




“Don’t notice the disability, notice the person instead.”

# Bringing about the future we envisage


Hft have a key role to play in bringing about this better future.

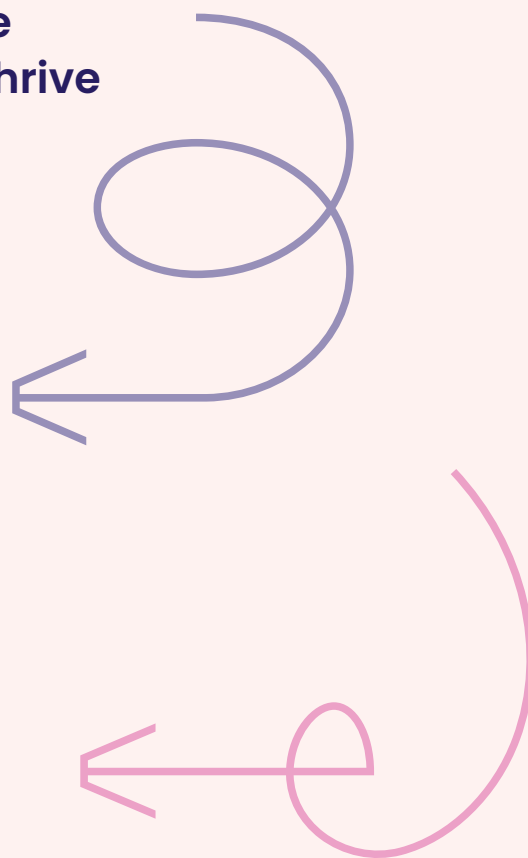
We've learned through our 60 years of experience that genuinely delivering personalised care and support requires meaningful co-production, highly trained and motivated colleagues, and working in partnership with funders, families and communities.

**Over the next 10 years, to achieve our vision we're working on three priorities. To support learning disabled people and their families we will:**

**1**  **Enable you to explore opportunities, realise your potential, and thrive**

**2**  **Create solutions for living your life independently**

**3**  **Change society so you can live your life, your way**



# 1. Enabling you to explore opportunities, realise your potential, and thrive

We'll regularly speak to learning disabled people about their ambitions for the future so that we can support them to achieve these goals.

Our work will increase to support more learning disabled people to achieve their ambitions to work or volunteer, providing the ability to earn money, learn new skills, meet new people and make friends.

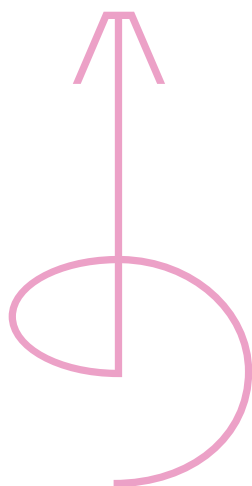
We'll support more learning disabled people to try new things, even where people might have wrongly thought it wasn't possible before.

Over the years our lives and needs change. We'll work with learning disabled adults to ensure that at each stage of their life we meet their changing needs and plans.

"I've never been on a bus on my own, I'd like to do that... I'd need support to know what to do".



# How we'll do this:



**Enabling choice and control at every stage of your life.**

**A shift from care plans to life plans.**

**Growth in transition support for moves at any stage in life.**

**Building relationships and enjoying life through activities and experiences.**

**Growth in supporting learning disabled people to access their local community for leisure, learning and work.**

**Rollout and expansion of 'On Your Doorstep', our new day service model.**

**Provision of accessible short breaks and holidays.**

**Support communities to become more accessible.**

**Finding and staying in work or volunteering.**

**Offer vocational plans to people we support.**

**Launch of learning disability employment network.**

**Expand our partnership with DFN Project Search to deliver more employment support to those under the age of 25.**

**Launch employment support for people aged over 25.**

**Influence government to fund over 25 support offer.**

**Employ more disabled and learning disabled people ourselves.**

## 2. Creating solutions for living your life independently

Learning disabled adults live with greater choice and control when they live in supported housing that's designed to be accessible, where care and support can be provided if needed.

Most learning disabled adults, even those with complex needs or additional health problems, can live in supported housing, and housing can be created to meet people's changing needs over time.

We'll work with our learning disabled tenants to co-produce tenancy agreements that meet their needs, like having friends and family visiting overnight or having a pet.

Since 2004, we've pioneered the use of personalised technology to enhance the lives and independence of people we support.

We'll partner with technology developers to create more personalised technology to support people.

“There isn't enough supported housing for me to live independently. After college I will have to go and live with my parents again”



## How we'll do this:



### **More supported housing if it's right for someone we support.**

Evaluate our residential care offer and develop new supported housing schemes to meet changing needs and demands.

### **Building housing where learning disabled people can grow and be independent.**

Make our housing fully accessible.

Become market leaders in accessible housing.

Create technology enabled, future proofed supported housing.

Become environmentally sustainable.

Extend our tenancies to people we don't support.

### **Developing innovation and technology that can be used by all.**

Work with partners to build awareness of and access to personalised technology.

Make better use of the Disabled Facilities Grant and campaign for more funding.

Work with local authorities to ensure personalised technology is considered and built into life plans.

Collaborate on research and development.

Grow innovation culture starting with the launch of the Innovation Lab.

### 3. Changing society so you can live your life, your way

To make the biggest difference to the lives of learning disabled people, we want everyone who needs our support to be able to find us and access our services.

We can't achieve our vision alone. We want to inspire more people to become allies of learning disabled people and to partner with us in our endeavours.

We want commissioners to work with us to design future services. For decision makers to change policies. For donors to support our work. For employers, service providers and industries to innovate and become more accessible to all learning disabled people.

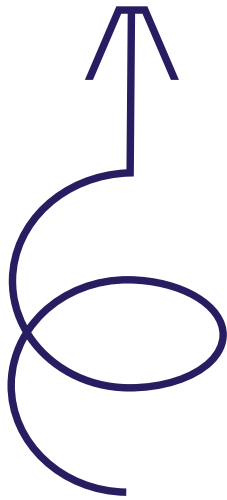
We'll campaign with allies of learning disabled people, families and our partners across the sector, for change in the areas that learning disabled people told us matter most: social care, housing, the world of work and attitudes.

With a stronger campaigning presence, we'll be approached more often by policy makers and commissioners for our advice and involvement on issues affecting learning disabled people. It will also help us become a partner of choice for donors and companies who want to support our movement. It will help us to pioneer new ways to grow the independence and choice experienced by learning disabled people.

“Some employers just don't give people with a learning disability a chance”



## How we'll do this:



**Inspiring more allies by raising awareness of Hft, who we are and what we are trying to achieve.**

**Launch our new brand and Hft fundraising activities and marketing campaigns.**

**Launch our influencing mandate, "Voices For Our Future".**

**Explore new digital channels to reach new audiences.**

**Develop corporate fundraising and brand partnerships.**

**Develop and launch an ambassador strategy.**

**Build the "Walk in our Shoes Network" to support our calls for change and take action.**

**Use impact data from our innovation pilots to evidence what the future could look like.**

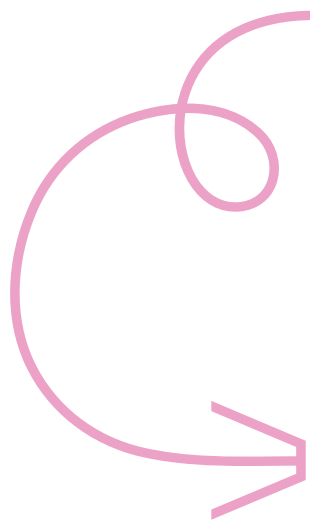
**Bringing audiences closer to the people we support by amplifying learning disabled people's calls for change through 'Voices for Our Future', our influencing mandate.**

**Build partnerships across the sector to campaign for change on social care, housing and infrastructure, the world of work and attitudes.**

Your life. Your way.



# Our strategy on a page:



**Underpinning** each strategic aim are our business principles. These principles will ensure we're able to achieve our ambitions.

# Our business principles:

## Strategic Alignment:

1. All operational decisions made will be aligned to the 2033 Strategy and be designed to fulfil the aims and objectives of the strategy.
2. The provision of a framework by which all activities can be planned and approved by the Executive board and Hft trustees.
3. The vision, mission, values and charitable objectives of Hft will be reflected in all planning, decision making and the delivery of activities.
4. The voices and involvement of learning disabled people continue to provide the direction and motivation for strategic choices and development.

## Quality and Governance:

1. Effective quality, governance and assurance framework that enables the delivery of high-quality, safe and person-centred care and support, emphasising personalisation whilst ensuring consistency of service delivery.
2. People we support are safe and have individual person-centred support plans.
3. Effective use of digital systems to plan and deliver care and support and accurately record and evidence activities, progress and outcomes.
4. Good or outstanding CQC ratings and / or equivalent internal audit ratings.

## Financial sustainability:

1. Strong and effective financial management, using data analytics to drive decision making.
2. Effective digital systems use ensuring accuracy of contracts to cash process (commissioned hours, delivered hours, invoiced hours).
3. Keeping costs under control and evaluating costs and benefits as part of business case approval for any changes or new developments.
4. Ensuring fees, rates and rents meet our minimum financial requirements.
5. Reducing dependence on commissioned social care income.



### Workforce development:

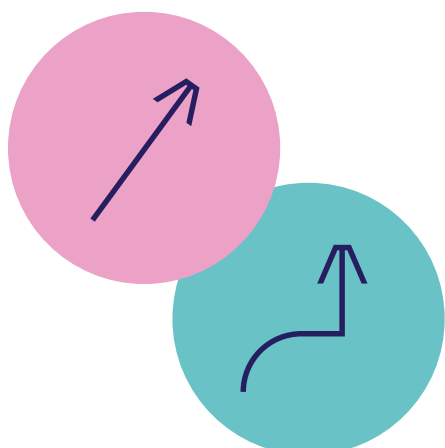
1. Valuing our colleagues and rewarding them fairly.
2. Offering attractive career progression opportunities.
3. Improving colleague recruitment and retention rates.
4. Improving colleague engagement.
5. Effective leadership, performance management and colleague development.
6. Increasing diversity in our workforce, especially increasing proportion of learning disabled colleagues.

### Organisational effectiveness:

1. Collecting reliable data and business intelligence which guides continuous improvement, effective decision-making and behaviour change.
2. Lean and efficient systems and processes.
3. Creating and building effective partnerships to share risk and expertise.
4. Environmental sustainability is a priority and a key criterion for future procurement.

### Growth, impact and reach:

1. Increase our impact and reach for learning disabled adults and family carers.
2. Target growth opportunities in geographies where there is relevant unmet need and where we have existing viable services.
3. Build and manage effective relationships with key stakeholders.
4. Provide housing to more learning disabled people.
5. Maintain horizon scanning and ongoing strategic agility and adaptability.



# To summarise

## Summary from CEO Stephen Veevers

Thank you to everyone who helped create 'Hft 2033: Your life. Your way'. Learning disabled adults, families, colleagues, supporters and commissioners. Your contributions to our research underpin this strategy, helping us understand where we are and, most importantly, where we need to get to.

In particular, to all learning disabled adults who have told us what matters the most, I hope our strategy brings to life the world you have described. A world where you can live your best life possible.

Thank you to our pioneering founding families, who in 1962, set up Hft at a time when there were limited opportunities available for learning disabled people when they reached adulthood. Life has changed a lot in the last 60 years, but what hasn't changed is our mission to transform the lives of learning disabled people for the better.

We know that our care has to be about so much more than survival. We want learning disabled people to thrive. Now that you have read our strategy, have you been inspired to become a learning disability ally? Will you stand shoulder to shoulder with us, and every person we support, and the 1.5million learning disabled adults in the UK today?

Will you help us create a world where independence isn't out of reach, where choices are available, and people aren't shut out of the society we all share?

Find out how by visiting [www.hft.org.uk/get-involved/](http://www.hft.org.uk/get-involved/)




Stephen Veevers  
CEO, Hft

Your life. Your way.



 Find out more at [hft.org.uk](https://hft.org.uk)

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