

# **NEW LIFE COUNSELLING**

## **Strategic Plan (2015 - 2020)**

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## **Mission**

To support people to achieve their personal potential through professional counselling and therapeutic services.

## **Vision**

Our vision of the future is one where society actively promotes positive emotional health and wellbeing, gives everyone the freedom to grow and provides access to excellent counselling and therapeutic support services when they need them.

## **Values**

### **Respect**

The rights, needs and aspirations of those we work with are central to everything we do. Every human being has the right to be treated with respect and dignity. We will provide a safe, inclusive, nurturing and confidential environment for clients, staff and volunteers.

### **Quality**

Everyone has the right to receive services that are excellent and meet their needs. We will ensure all our services and activities are of a consistently high standard and will strive for continuous improvement.

### **Responsive**

The needs of the community, those we work with, and what is considered best practice, are continually changing. It is vitally important that services reflect these changes. We will constantly reflect on our work and the needs of clients and develop new services and approaches.

### **Integrity**

We will demonstrate the highest standards of professionalism, honesty and openness in all aspects of our work. We will consistently do what we say we will, be transparent in our communications and promote professional ethical standards.

## **Our USP - We provide a service which is straightforward but extraordinary**

- We're Here to Help
- We do what is says on the tin – Counselling. We are not distracted into providing other services which do not fit our purpose
- We provide a service which is straightforward but extraordinary
- We act with Integrity & honesty. We seek to gain the trust of our stakeholders and to act in a manner which is highly principled
- We seek to provide the very best counselling services which will actually help our clients
- We demonstrate respect and dignity for our clients and staff.
- We are accredited to provide counselling services
- What we do saves lives
- We will act to influence and support societal change
- Our legacy is to be one of standards development and counsellor support.

## **Long-Term Aims**

### **1. Therapeutic Service Delivery & Development**

To develop & deliver responses which intervene early and address long term difficulties

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To provide targeted, evidence based, quality therapeutic services

2. Evidencing our Impact & Influence

To evidence the impact of our service on individual lives and the community

To use this evidence to make a difference to Northern Ireland policy

3. Developing our Organisation

To develop our business model to be sustainable and self sufficient

**Supporting Priorities (2015-2020)**

**Aim 1: Therapeutic Service Delivery & Development**

To develop & deliver responses which intervene early and address long term difficulties

To provide targeted, evidence based, quality therapeutic services

- Safeguard the Tier 2 services we currently deliver
- To provide services at Tier 3 where we are skilled and funded specifically to do so
- Expand our services within primary schools
- Promote and embed our postvention service
- To develop our mode of working to effectively support referrals at Tier 2 and from Community & Statutory sectors on thematic issues
- Develop and expand group work services
- Develop prevention and early intervention work
- Further develop appropriate partnerships to expand therapeutic services
- Deliver quality services to improve emotional health and well being: Deliver quality responses to increase wellbeing and address the sources of mental and emotional ill health.

**Aim 2: Evidencing our Impact & Influence**

To evidence the impact of our service on individual lives and the community

To use this evidence to make a difference to Northern Ireland policy

- Identify and promote ambassadors & case studies
- Develop our user involvement work (Capture qualitative feedback from our stakeholders – Word of Mouth; Capture feedback from ‘other people’ about us – recognition of what others say)
- Use our collected SDQ data to evidence the benefits of our service for individuals
- Use our financial information to evidence the cost benefits of this service over other services
- Review our clinical evaluation tools
- Promote the positive value of counselling through effective public education

**Aim 3: Developing our Organisation**

To develop our business model to be sustainable and self sufficient

- Deliver quality in all that we do (retain ISO, IIP accreditation, secure BACP organisational accreditation)
- To be a self sustaining, not for profit organisation
- Ensure financial resources are effectively planned, managed, controlled and reported on
- To ensure efficiency and value-for-money in all aspects of the organisation’s work
- Ensure the organisation has the premises and other physical assets to achieve its aims and objectives and these are effectively and efficiently managed
- Develop & innovate
- To develop our staff in support career development and robust team working.
- To promote the ethos that we have a collective responsibility for success.
- To develop and support the Board to ensure effective governance