

Border Women's Aid

Strategic Plan 2018 – 2021

Women supporting women to live empowered lives free from domestic abuse in all its forms





VISION

**A community where all women and children
can be safe and strong**



MISSION

**Women supporting women to live
empowered lives free from domestic abuse in
all its forms**



VALUES

Equality, Respect, Commitment, Trust



Equality

Striving for the equality of women in society

Providing a consistent experience for all our service users

Respect

Working with our partners to each of our strengths

Supporting the decisions of staff and service users

Commitment

Fulfilling our partnership and network responsibilities

Ensuring service users get the best support possible

Trust

Being an authoritative source for issues relating to domestic abuse

Believing what women tell us



External

Internal





Review BWA Objectives

- * Refresh the language in our charter and clarify our core objectives
- * Align our charter with our OSCR / SWA / SBC commitments

iv. Raise awareness of the causes, prevention, relief and impact of domestic abuse amongst the general public and relevant organisations and encourage research in this area.

i. Provide temporary *refuge and appropriate follow on support* for women (and their children if any) who have to leave their home as a result of experiencing, or being in fear of, domestic abuse.

ii. Encourage women experiencing domestic abuse **to *determine their own futures.*** Provide structured, supportive and appropriate opportunities to allow women, children and young people to make choices for their future.

iii. Offer *general advice, support and signposting* for women experiencing domestic abuse.



Refuge and appropriate follow on support

Encourage women to determine their own futures

General advice, support and signposting

Raise awareness of the causes, prevention, relief and impact of domestic abuse



Identified how we are performing against these objectives
&
Where we need to improve

Optimise refuge provision

Structure to empower

Develop our support role

Raise our voice

Fundraise to support improvements



“We must maximise the accommodation we currently have, whilst understanding potential for change.”

Optimise Refuge Provision



- Implement ‘easy wins’ to make the very best of the space we have in the shorter term
- Ensure staff have access to consistent guidance to admissions decision making
- Systematic approach to follow on care
- Fully scope out and cost the ideal format for refuge in the Scottish Borders



Women are more confident to take control of their decisions and build safer lives by choosing refuge

More women using refuge
Positive feedback from service users

Structure to Empower

“We must support staff and women with the appropriate tools to empower them.”



- Implement toolkits which support workers use to empower women to make their own decisions
- Develop a lifestyle and wellbeing programme for women in refuge
- Integrate Scottish Women’s Aid feminist governance toolkit into Board approach
- Ensure IT and digital tools are fully utilised



Women reflect on their current situation and make informed plans for the future which improve their wellbeing and resilience
Staff are empowered to help with appropriate tools

All women leave service with a person centred support plan
SWA Service Standards

“We need to identify additional services that we can offer which are currently gaps within the partnership and work with partners to create momentum to fill them.”



Develop Our Support Role

- Define clear ownership of first contact for Scottish Borders
- Embed an agreed system for referrals and signposting to/from the most relevant agency based on a women's needs and wants.
- Build a process which enables BWA to be the first and last contact for women experiencing domestic abuse, if she chooses
- Investigate and trial other support initiatives whilst protecting funding to deliver our core service



Women are knowledgeable about where to go for advice and to ensure safety when experiencing or in fear of domestic abuse
Service is highly regarded by our peers and women

Increased contacts via different routes
Higher awareness of contact numbers amongst women in the Borders

“We need to develop a strong platform on which to build future engagement.”

Raise Our Voice



- Create a new, relevant brand identity for BWA
- Take opportunities with partner organisations to join campaigns on domestic abuse
- Produce face to face seminars and educational pieces which staff are confident in presenting to community groups
- Grow our social media following and generate unique content



Women are able to identify domestic abuse in all its forms in themselves and others

Increased awareness of BWA & issues surrounding domestic abuse in SB
More contacts from women and professionals
BWA work is held in high regard by our peers

Fundraise to Support Improvement

“We must target additional revenue streams to fund improvements and service development.”



- Ensure we receive core funding from March 2018
- Increase funding applications for previously untapped sources of revenue
 - Continue to supplement funding and awareness raising through events, initiatives and encourage our social network to fundraise on our behalf
- Make it easy for ad hoc donations to get to us
- Analyse the economic impact of welfare reform



Women in the Scottish Borders are safer and the risk of domestic abuse is decreased



Increase in revenue from other streams
Ring fenced funding for improvements, reported separately to core funding

Vision

A community where all women and children can be safe and strong

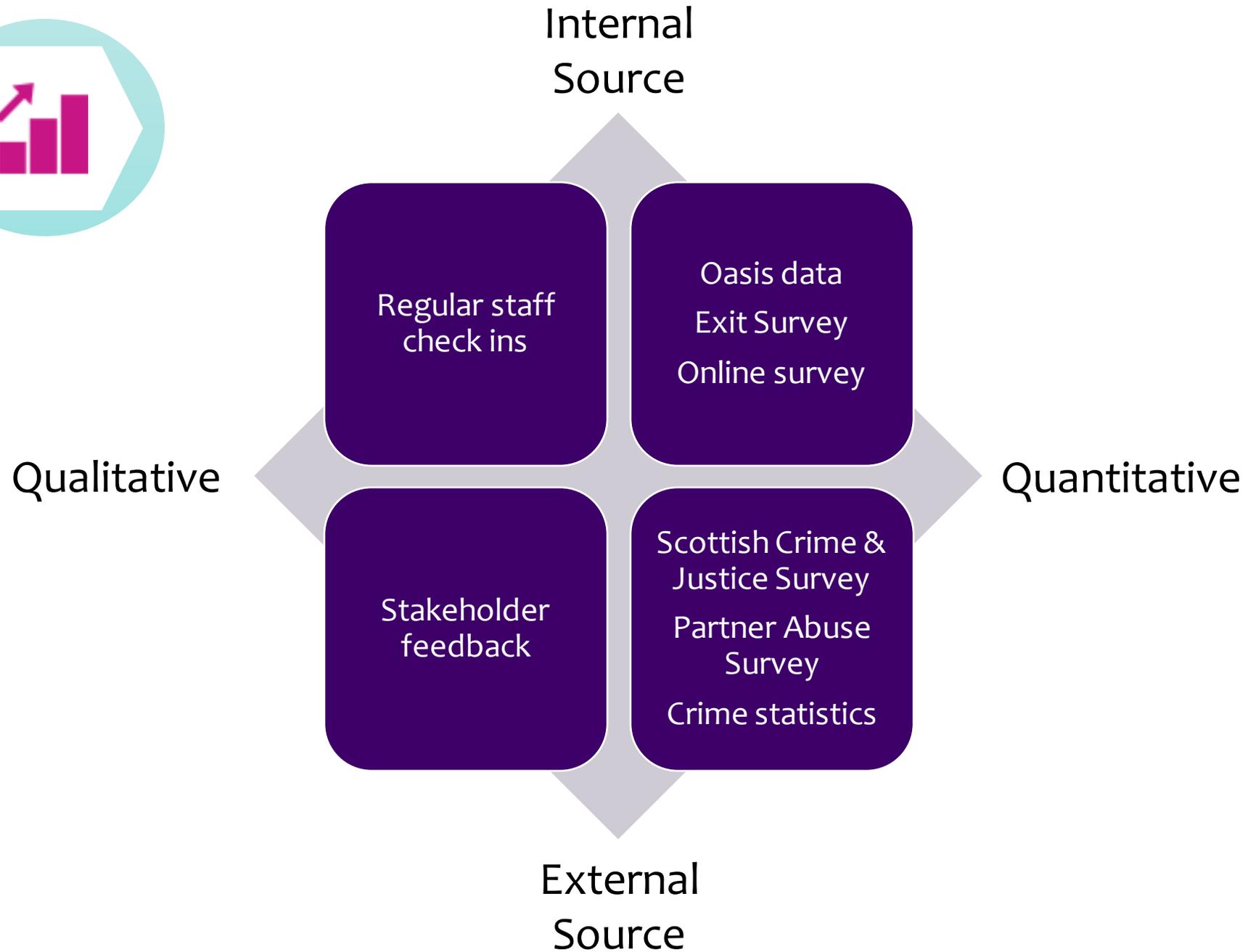
Mission Statement

Women supporting women to live empowered lives free from domestic abuse in all its forms

Objective	Optimise refuge provision	Structure to empower	Develop our support role	Raise our voice	Fundraise to support improvements
Initiatives Headlines	<p>Implement 'easy wins' to make the very best of the space we have in the shorter term</p> <p>Ensure staff have access to consistent guidance to admissions decision making</p> <p>Systematic approach to follow on care</p> <p>Fully scope out and cost the ideal format for refuge in the Scottish Borders</p>	<p>Implement toolkits which support workers use to empower women to make their own decisions</p> <p>Develop a lifestyle and wellbeing programme for women in refuge</p> <p>Integrate Scottish Women's Aid feminist governance toolkit into Board approach</p> <p>Ensure IT and digital tools are fully utilised</p>	<p>Define clear ownership of first contact for Scottish Borders</p> <p>Embed an agreed system for referrals and signposting to/ from the most relevant agency based on a women's needs and wants</p> <p>Build a process which enables BWA to be the first and last contact for women experiencing domestic abuse, if she chooses</p> <p>Investigate and trial other support initiatives whilst protecting funding to deliver our core service</p>	<p>Create a new, relevant brand identity for BWA</p> <p>Take opportunities with partner organisations to join campaigns on domestic abuse</p> <p>Produce face to face seminars and educational pieces which staff are confident in presenting to community groups.</p> <p>Grow our social media following and generate unique content</p>	<p>Ensure we receive core funding from March 2018</p> <p>Increase funding applications for previously untapped sources of revenue</p> <p>Continue to supplement funding and awareness raising through events, initiatives and encourage our social network to fundraise on our behalf</p> <p>Make it easy for ad hoc donations to get to us</p> <p>Analyse the economic impact of welfare reform</p>
Outcomes for women	<p>Women are more confident to take control of their decisions and build safer lives by choosing refuge</p>	<p>Women reflect on their current situation and make informed plans for the future which improve their wellbeing and resilience</p>	<p>Women are knowledgeable about where to go for advice and to ensure safety when experiencing or in fear of domestic abuse</p>	<p>Women are able to identify domestic abuse in all its forms in themselves and others</p>	<p>Women in the Scottish Borders are safer and the risk of domestic abuse is decreased</p>

Values: Equality, Respect, Commitment, Trust





Passionate team with the right tools and support

Embracing new ways of working and creative thinking

Outward facing and collaborative

Maximising available resources and information

Behaviours underpinning the strategy

