



Glasgow

Women's Aid

2022 Strategy



Foreword

Glasgow Women's Aid serves our communities by helping women, children and young people who are experiencing domestic abuse in any of its forms. We provide information, support and temporary accommodation to women, children and young people fleeing from or living with domestic abuse.

In 2014, we set out a 3 year strategic plan for Glasgow Women's Aid. Since then, we have made great progress with a range of operational and organisational initiatives. From the development of our outreach and crisis support services to a thorough review of our refuge accommodation, we're now in a stronger position than ever before to look at what we should be aiming for over the next 5 years.

So, what's next for Glasgow Women's Aid?

In a challenging financial climate, and with an increasing demand for our service, we must ensure continued focus on sustainable funding and extending the reach of our service so that we can continue to fulfil the critical role and positive impact we have in the life and recovery of women, children and young people who have been affected by domestic abuse.

Our vision is to be a trusted partner of agencies; leading the delivery of remarkable domestic abuse services which transform outcomes for women, children and young people. To support this, we have set out our goals for the next 5 years. These describe where we are heading as an organisation and what we want to achieve. We will measure our progress by developing a detailed yearly plan, with board overview and we will publish an update on the progress we have made at the end of each year.

I am hugely excited about the future of our service and the positive difference Glasgow Women's Aid will continue to make in our communities by forever striving towards lives free of abuse for women, children and young people.

Julie Christie, Chair



Our 2022 Vision:

A trusted partner of agencies; leading the delivery of remarkable domestic abuse services which transform outcomes for women, children and young people.

Our Goals

- ❁ Develop and extend our range of responsive, efficient and outcome focused services for women, children and young people.
- ❁ Empower and give women, children and young people their voice.
- ❁ Continue to build a well-structured, innovative and creative working environment, where workers are valued, empowered and motivated to deliver remarkable services for women, children and young people.
- ❁ Identify partnership opportunities and develop alliances with other organisations in order to enhance and broaden the reach of our service.
- ❁ Act as a trusted, respected and influential organisation which shapes the response to domestic abuse.

"We are improving gender based inequality"

GWA Staff





Goal

Develop and extend our range of responsive, efficient and outcome focused services for women, children & young people.

Objectives:

We will:

- ↑ Develop a 5 year funding strategy to increase the range of sustainable funding available for our services with specific focus on protecting our current funding sources, as well as identifying new sources and our capacity to secure these.
- ↑ Continue to deliver a holistic, person centred service for women, children and young people which is tailored to individual needs, while expanding our service to include areas such as crisis support, young people in their own relationships, complex needs, addiction and sexual health.
- ↑ Review, develop and implement a sustainable volunteering/ befriending strategy and policy by benchmarking with other charities and applying specific focus on identifying the resource required to support this as a critical part of our service.
- ↑ Grow and expand our digital presence by creating an accessible website and appropriate social media channels. We will also roll out Wi-Fi at all our refuges within the next 12 months.
- ↑ Build upon the recommendations detailed in our accommodation review by developing and implementing a property strategy that meets the current and future needs of our service.



Goal

Empower and give women, children & young people their voice.

Objectives:

We will:

- 📣 Increase opportunities for women and children to participate in the running of our service through initiatives such as peer support groups, young experts and children's champions.
- 📣 Develop a structured approach for gathering and using feedback from our women, children and young people, including seldom heard voices, to support the continuous improvement of our service in a meaningful way.
- 📣 Help women, children and young people reconnect with their communities by exploring and developing our approach for active citizenship.
- 📣 Continue to participate in community events to promote the diverse range of services we provide which allow women and children to realise their full potential.
- 📣 Make better use of available technology and social media to extend the reach of our service.

“Our diverse range of services allows women and children to realise their full potential”

GWA Staff





Goal

Continue to build a well-structured, innovative and creative working environment where workers are valued, empowered and motivated to deliver remarkable services for women, children and young people.

Objectives:

We will:

- Continue to ensure an appropriate regulatory structure for service provision by resourcing our services in a way that's flexible and in line with funding sources.
- Ensure we have a 'fit for purpose' operational infrastructure which promotes both parity and equity across our teams and fulfils the current and future needs of our service users and purchasers.
- Invest in our workforce through continuous professional development and embed a structured approach for talent management and succession planning which accurately reflects our organisation structure and ambitions to expand the service.
- Encourage and recognise innovation. Our workers are at the heart of the service we provide and everyone has a part to play in ensuring the service continues to be responsive, efficient and value for money.
- Benchmark our service offering against that of other best practice organisations and, where applicable, allocate adequate resources to implement appropriate service improvements.



Goal

Identify partnership opportunities and develop alliances with other organisations in order to enhance and broaden the reach of our service.

Objectives:

We will:

- Seek to strengthen existing partnerships and identify new alliances to ensure our service remains relevant and responsive to the commissioner's needs and those of women, children and young people.
- Identify a range of opportunities to work in partnership with statutory and voluntary agencies, universities and colleges to help extend and enhance the range of services we offer.
- Ensure ongoing board level engagement with Scottish Women's Aid and other key stakeholders.
- Develop our thinking and approach for the use of Ambassadors to promote Glasgow Women's Aid.
- Work closely with Scottish Women's Aid and other charitable groups to develop a series of service standards which support the effective delivery of childcare services following the recent change in regulatory context.

"GWA gave me shelter, sanctum, support & safety"



Goal






Recognised as a trusted, respected and influential organisation, shaping the response to domestic abuse.



“Guilt free
and free to
speak”

Objectives:

We will:

-  Conduct a stakeholder mapping exercise to make sure we are appropriately networked and ensure our sphere of influence is relevant and appropriate.
-  Continue to use our in depth knowledge and gendered analysis of domestic abuse to challenge and change social values and attitudes towards women, children and young people's place in society.
-  Work in partnership with Glasgow City Council, the Scottish Government and other agencies to inform and shape the strategic direction for domestic abuse services using our 44 years of specialist skills, knowledge and expertise.
-  We will work hand-in-hand with other agencies to ensure we are identifying and supporting opportunities to educate and advise on domestic abuse; ensuring our staff and board members have current and relevant knowledge and expertise.
-  Develop a robust communications strategy and plan with a clear narrative and impactful collateral to build awareness and raise the profile of Glasgow Women's Aid and the issues surrounding domestic abuse.

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