

Cymorth Cymru Strategic Plan 2019-22



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connect • strengthen • influence



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Who we are

Cymorth Cymru is the representative body for providers of homelessness, housing and support services in Wales.

Our members provide a wide range of services that support people to overcome tough times, rebuild their confidence and live independently in their own homes. This includes people experiencing or at risk of homelessness, young people and care leavers, older people, people fleeing violence against women, domestic abuse or sexual violence, people living with a learning disability, people experiencing mental health problems, people with substance misuse issues and many more.

We act as the voice of the sector, influencing the development and implementation of policy, legislation and practice that affects our members and the people they support. We are committed to working with people who use services, our members and partners to effect change. We believe that together, we can have a greater impact on people's lives.

We want to be part of a social movement that ends homelessness and creates a Wales where everyone can live safely and independently in their own homes and thrive in their communities.

Our vision:

A Wales where everyone can live safely and independently in their own homes, realise their aspirations and thrive in their communities.



Our mission:

Connect, strengthen, influence and inspire service providers, policy makers and partners to:

- Prevent homelessness
- Support people to live safely and independently in their own homes.
- Enable people to realise their aspirations and thrive in their communities.



Our values

Compassion and respect: We will demonstrate and promote compassion and respect in all aspects of our work.

Independence: We will be politically independent to ensure that we can act with integrity and for the benefit of our members.

Partnership: We will continue to build effective partnerships across different sectors and policy areas to achieve the greatest impact.

Transparency and accountability: We will be open, transparent and honest in all that we do and we will be accountable to our members for our actions.

Making a difference: Above all, we will strive to ensure that the work we do, and that of our members, has a positive impact on people and communities in Wales.



Our objectives

Our objectives run throughout all of our work, and our strategic plan demonstrates how our activities will contribute to achieving these objectives.

- **Influence:** We will provide a strong, national voice for our members and the people they support. We will campaign for improvements in public perception, policy, legislation and practice to help prevent homelessness and support people to live independently in their own homes and communities.
- **Strengthen:** We will support our members to develop their skills, knowledge and expertise so they can deliver high quality, person-centred, psychologically-informed services that have the greatest possible impact on people's lives.
- **Connect:** We will provide opportunities for our members to connect with each other, people who use services, government and other decision makers through our events, networks and communications.
- **Sustain:** We will ensure that Cymorth is financially sustainable and can continue to deliver a high quality service for our members. We will use our influence to ensure that high quality housing and support continues to be available for as long as people need it.

Wellbeing of Future Generations

We are committed to the five ways of working, as outlined in the Wellbeing of Future Generations (Wales) Act 2015 and will consider these in our decision making on policy, campaigns, funding and other issues.

Long term: The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.

Prevention: How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.

Integration: Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.

Collaboration: Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.

Involvement: The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.



Our policy focus

Our roots are in housing, but we recognise that a variety of factors influence whether people are able to live safely and independently in their own homes, realise their aspirations and thrive in their communities.

During a recent review, our members were clear; they want us to retain our focus on housing and homelessness but are keen for us to connect with other relevant policy areas. We know that people don't fit into neat little boxes - and that silo thinking can prevent people from getting the support they need.

Over the past two years we have progressed our work with mental health, substance misuse, social services, welfare, police and justice, and violence against women, domestic abuse and sexual violence. However, there is much more to do. Like the services our members provide, we will take a holistic approach to our work, continuing to connect the dots across a variety of policy areas and trying to break down the barriers that prevent people from getting the support they need.



We will retain our focus on housing and homelessness policy, but we will also seek to influence the following policy areas where and when appropriate:

- **Violence Against Women, Domestic Abuse and Sexual Violence**
- **Health (particularly mental health and substance misuse)**
- **Education, training and employment**
- **Adverse Childhood Experiences**
- **Welfare and social security**
- **Policing and Justice**
- **Social services**



Shaping future services

- **Influence:** We will be at the heart of the work to develop the new Housing Support Grant and ensure our members' have the opportunities to influence it. We will champion the development of policy, service models and commissioning practices which are high quality, person-centred, psychologically and trauma informed, evidence based, innovative, collaborative and based on strong values, compassion and kindness.
- **Strengthen:** We will share evidence and good practice to support improvements to services. We will deliver training and support to our members to help them to embed PIE. We will support the roll-out of evidence-based interventions such as Housing First to reduce homelessness and rough sleeping.
- **Connect:** Our events and briefings will showcase good practice from across the UK and Europe and provide an environment for providers, landlords and local authorities to connect with experts and each other.
- **Sustain:** We will continue to campaign and lobby for homelessness and housing-related support funding to be ring-fenced and protected from cuts - and increased wherever possible.

Working with and for our members

- **Influence:** We will listen to and value our members' views and expertise. We will represent their views to decision makers, champion their work, and advocate on behalf of them and the people they support.
- **Strengthen:** We will support our members and strengthen their skills and knowledge through our events, research and training. We will also be a critical friend and challenge our members to be the best they can.
- **Connect:** We will connect our members with experts and decision makers through our events and communications. We will run regular networks on key issues such as housing related support, learning disabilities, rough sleeping and Housing First. We will ensure that we visit and support our members in north and west Wales.
- **Sustain:** We will work hard to maintain the confidence and support of our members, by delivering a high quality service that provides value for money.



Experts by Experience

Experts by experience have been an increasing part of our work and we want to continue to promote their views and support them to share their experiences.

- **Influence:** We will support people to have a voice in our events, policy and campaigns work, so that their experiences help to shape policy, legislation and practice.
- **Strengthen:** We will support people to develop their skills and confidence during their involvement and ensure that they feel valued and empowered. We will continue to recognise the achievements of people who use services.
- **Connect:** We will involve people with lived experience of homelessness and housing related support services in a variety of ways so that they can connect with decision makers, the media and people who deliver services.
- **Sustain:** We will encourage our members and partners to involve people who have used services in the design and development of policy and services, locally and nationally, for the long term.



Partnership and collaboration

Cymorth Cymru will remain an independent organisation, but will work in partnership in order to achieve our objectives and deliver for our members and the people they support.

- **Influence:** We will work with partners within and outside of the housing and support sector to strengthen our calls for changes to policy, legislation or funding.
- **Strengthen:** We will strengthen our links with health, social services and justice in order to promote collaborations with the housing sector.
- **Connect:** We will work with our sister organisations across the UK and in Europe and we will form strategic partnerships with organisations who can help us to achieve our objectives.
- **Sustain:** We will continue to work in partnership with Tai Pawb and other partners to reduce our expenditure and deliver value for our members.



Working with the Welsh Government

- **Influence:** We will develop a positive and constructive relationship with Ministers and officials - but we will maintain our independence and will not be afraid to challenge policy or legislation that will have a negative impact on the people our members support.
- **Strengthen:** We will work with, scrutinise and lobby the Welsh Government to strengthen policy and legislation so it has a positive impact on people's lives.
- **Connect:** We will connect our members' priorities to Welsh Government priorities, identifying opportunities to influence the national agenda. We will highlight the positive impact our members have on Wales.
- **Sustain:** We will work hard to demonstrate our value and continue to be viewed as a key and invaluable partner in the development of policy and practice to end homelessness and support people to live independently in Wales.



A strong and sustainable future

The delivery of this plan is dependent on Cymorth Cymru being strong and sustainable into the future.

Financial sustainability:

- We will demonstrate value for money for our members and existing funders.
- We will seek to diversify income streams where this will help us to achieve our strategic objectives.
- We will balance the need to diversify income with the need to maintain our focus and deliver value for our members.



Supporting our people:

- We will recruit high quality people who demonstrate their commitment to our values.
- We will create a positive work environment where people can develop and flourish.
- We will support people with their mental health and wellbeing.
- We will promote equality and diversity at work and in all that we do.





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