



Passionate
about
possibilities.

Strategic Plan 2023 - 2026

Choices, Chances, Connections and Changes

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Foreword

The pandemic has been a key challenge for our organisation and the people whom we support, over the last three years.

At the beginning of lockdown we flexed our service to home-working for all staff and proactively undertook safe and well checks with our vulnerable clients, whilst maintaining all our services remotely. We were proud to have adapted quickly, continued to deliver all our services, in a different way, but as importantly, learned so much from this challenge, continuing to implement new ways of working.

Disabled people traditionally experience barriers and challenges in their daily lives that lead to exclusion in opportunities in relation to work, health, housing, and social justice. The recent pandemic has exacerbated this and has disproportionately affected disabled people and their families. The cost-of-living crisis, on top of this means that our services are needed to address the balance and find innovative solutions to ensure better and longer-term outcomes for our communities.

Sharon Brown
Chief Executive Officer



About Us

DIAL Barnsley is a user led organisation and a registered charity for local disabled people. Established in 1985 from the belief that disabled people themselves are the 'experts' in understanding the needs of disabled people and with a willingness to share that experience and knowledge.

Today we remain an independent user led organisation, providing a wide range of advice, information and support services which respond to the needs and demands of local disabled people, their families and carers.





Our trustees and management team are actively involved in local networks and partnerships, representing the views of disabled people with local service planners and providers and helping to influence and shape service provision and developments.

We have a reputation for successfully engaging with local disabled people and believe this achievement is due to our commitment to put our target audience at the heart of everything we do. We are passionate about possibilities for the people we serve and our aim is to enable and empower them so they can achieve their aspirations and live independent lives.

Our mission is
to support and
empower disabled
people, their families and
carers to address poverty and
social exclusion and improve their
health and wellbeing

Our vision is for
a Community that is truly
inclusive

Our Values

-  Inclusive : We include anyone who has rights under the Equality Act's definition of disabled people. This includes anyone with a physical/sensory impairment, mental health condition, learning difficulty or long-term health condition. We also recognise anyone who declares themselves to be a disabled person.
-  Expert: As an organisation run by and for disabled people, we have a unique and insightful perspective. Our history and work provides us with a depth of knowledge on the issues and barriers faced by disabled people in Barnsley. We use this knowledge to add value to our own work and that of the public, private and third sectors in order to effect change for disabled people.
-  Innovative: We are adaptable, embrace change and try new ways of doing things. We work in an imaginative and flexible way, seeking feedback to help us innovate.
-  Responsive: We listen to the needs of and work in partnership with disabled people and our stakeholders.



National Context

The cost of living crisis dominates discussion and activity amongst families, politics, society, businesses and those supporting the less well off in our communities. It is predicted that, *“households in Britain will suffer a hit to their finances of up to £4,000 this year, according to a report warning that the economy could avoid recession but that, for millions, it will not feel like it has.”*

As the government prepares to scale back its support for energy bills this spring, the National Institute for Economic and Social Research (NIESR) said low and middle-income households were facing the biggest financial hit from the cost of living crisis. In its latest quarterly health check on the economy, it said Britain was likely to sidestep a protracted recession this year, but that growth would remain close to zero as the impact of high inflation and rising borrowing costs weigh on the economy. The report said, *“with the cost of living crisis having a lasting effect on households, for at least 7m, it will certainly feel like a recession.”*

With high energy bills and the rising cost of a weekly shop, at least 7m households – about a quarter of the population – will be unable to meet in full their planned energy and food bills, highlighting a return of a “squeezed middle” as high inflation erodes consumer spending power. An average middle-income household will face a hit to their personal disposable income of 13%, reaching up to £4,000 in the next financial year.

The cost of living crisis is having a huge effect on the majority of people, businesses and organisations in the UK. The inflation rate at the beginning of 2023 is just over 10%, caused by many factors but with the UK lagging behind other countries, particularly the other G7 countries in terms of economic growth, recession is looming.

- Energy costs have risen by up to 400%, meaning many cannot afford to cook or heat their homes
- Businesses are having to take drastic measures to save energy costs, e.g. reduced opening hours (there is likely to be a further increase in energy costs if the price cap is lifted in April 2023)
- Food inflation is running at over 16% (Jan 2023) with staple food stuffs e.g. bread, potatoes, eggs, milk prices up to 25% higher than 12 months ago.
- Interest rates continue to rise, pushing people further into debt as the base rate is now up to 4%
- Both mortgage and rental prices will rise accordingly and there are indications that rates will rise further in coming months



National Context Continued

Central government finances will suffer more cuts, with spending on public services forecast to be reduced by £100 billion over the next two years. At present there is no indication of where the cuts will fall but it is likely that local authority budgets will be reduced and service provision reduced accordingly. One of the more visible effects of the cost of living crisis has been the increase in the number of food banks and an increase in referrals. More in work families are using foodbanks and many employers have been having to offer the facility to their employees.

Brexit, although it is now three years since we formally left the European Union, is still having a significant impact on the economic and social performance of the United Kingdom; it has resulted in labour shortages that have been experienced particularly in the services sector (retail, tourism and logistics industries), and in the public sector (e.g. shortage of health and social care workers) often resulting in higher costs and lack of availability of services. The Government's current thinking to resolve labour shortages is for people who are economically inactive through early retirement, ill health or disabilities, to be encouraged back into work. This, according to the Government, could affect up to 9 million people.

The Covid 19 pandemic had a huge effect on the country, not only in terms of societal turmoil, economic uncertainty, changes in working practices and not least the death of an estimated 215,000 and over 24 million cases nationwide to date. New infections continue to affect people's health, work and social habits. Long Covid has affected up to 2 million people (ONS Jan 2023) and increases a person's vulnerability.



Local Context

Barnsley faces some significant challenges over the next few years. People are living longer, but with this comes an expectation of a rise in the number of people with one or more long term conditions. This will place extra demands on an already stretched health and care system. Health outcomes are improving within the borough but compare relatively poorly to the rest of the country, with marked life expectancy variations within the borough itself. There are approximately 243,341 residents across the borough, 24.4% of residents report having a long term illness or disability compared to a national average of 16.9%, and over 27,000 local residents are known to provide unpaid care.

Barnsley's resident population is predicted to reach 257,000 by 2025 and 263,500 by 2030. The number of residents aged 65+ is projected to reach 60,800 by 2030, a change of 33% from 2016 and representing 24% of the population. Barnsley now has a greater proportion of those aged over 65 years than those aged under 16 years.

Deprivation

Overall, Barnsley is ranked the 38th most deprived area in England out of 326, a marginal decline from IMD 2015 when it was the 32nd most deprived area.

- 21.8% of areas in Barnsley are amongst the 10% most deprived in England.
- 20.3% (30,120) of the working age population in Barnsley are receiving out of work benefits. This is the highest in South Yorkshire.
- Of the 30,120 residents who are on out of work benefits, 41% are claiming due to mental health and behavioural disorders.



Local Context Continued

Potential impact of Brexit on DIAL's target audience

There is obviously uncertainty on how local disabled people will be affected, but it is likely that low income groups will be disproportionately affected by any price increases in food and fuel e.g. reduction in availability or price increase of some foods could affect some vulnerable groups.





Inflation could also have an impact on adult social care providers resulting in further shortages, particularly as only some medications can be stockpiled.

Council Tax will also be affected. Residents in a Band D property will pay an extra £64 per year, bringing their annual Council Tax bill to £1,705.57. The increase will raise around £4m for the council to run essential services, and is below the five per cent maximum authorities can hike council tax by each year.

The spending restrictions required by the local authority could impact on local voluntary and community organisations, with reductions in grant aid, increased building costs and a greater emphasis on volunteer support for services.

Strategic Outcomes

As a result of implementing this Strategic Plan, DIAL will achieve the following outcomes:

-  Disabled people, their families and carers are more confident to make informed choices
-  Disabled people, their families and carers are more involved in delivering our projects and services
-  Disabled people, their families and carers feel less socially isolated and more engaged in their community
-  Disabled people, their families and carers are more able to achieve their potential

S e c i o n a r y

Aims and Objectives

Aim 1:

To improve access to information, advice and guidance so disabled people, their families and carers have increased understanding and are better informed to make choices

Objectives

- To provide universal information to disabled people, their families and carers
- To provide peer led welfare benefits advice and guidance to disabled people, their families and carers
- To build the skills of disabled people, their families and carers around their IAG issues which enable them to take self action
- To develop services that address the social welfare needs of disabled people, their families and carers and pilot innovative solutions
- To provide services that empower disabled people and carers to exercise their rights

Aims and Objectives

Aim 2:

To reduce social isolation of disabled people, their families and carers

Objectives

- To extend our provision of support to reduce social isolation
- To facilitate activities that bring people together to share and learn
- To explore and develop other models of bringing people together

Aims and Objectives

Aim 3:

To increase access to opportunities for disabled people, their families and carers to achieve their potential

Objectives

- To provide a range of volunteering activities to upskill disabled people their families and carers
- To provide a range of support services that enable disabled people, their families and carers to achieve their employment, educational and life skills aspirations
- To offer apprenticeships within an advice setting
- To offer opportunities for disabled people and carers to be involved in our governance

Aims and Objectives

Aim 4:











To increase the opportunities for disabled people, their families and carers to have healthy lifestyles

Objectives

- To facilitate activities that improve disabled people, their families and carers health and wellbeing
- To raise awareness of healthy lifestyle options which enable disabled people, their families and carers to make an informed change









Our approach to success

-  Be user-led and maintain a peer-based model approach
-  Use co-production to keep disabled people, their families and carers at the centre of everything we do
-  Be proactive in influencing commissioners and decision makers about issues that impact on disabled people, their families and carers
-  Invest in a skilled, trained and empathic workforce
-  Take an asset-based approach to developing and delivering services
-  Continue to monitor, evaluate and measure the outcomes of the work that we do
-  Ensure that measuring the social impact of our work is a core organisational strength
-  Embrace the opportunities of partnership working to deliver enhanced services for local communities
-  Be responsive to external social, economic and political change
-  Achieve value for money while maintaining service

Performance measurement & quality assurance

In order to measure performance and ensure we continue to provide a quality service, we will focus on:

-  Achieving external recognition of quality
-  Staff development and enhancement
-  Developing a range of social and other impact measures
-  Retaining AQS and other accreditations
-  Improving organisational systems and processes
-  Being accountable to the people whom we serve and responding to feedback that drives business improvement



Financial

Organisational Sustainability

To maintain organisational stability, we will continue to:



Comply with the Charities Statement of Recommended Practice (SORP) and Financial Reporting Standard



Manage our resources appropriately and implement financial controls to reduce risk



Comply with the Charities Commission requirements for building financial reserves



Maintain and build key relationships



Maintain existing income streams and identify new income streams to further invest in our communities







Explore new partnerships and collaboration opportunities



Build innovative projects and programmes that attract new investment

Coproduction

We use the practice of coproduction to ensure that disabled people, their families and carers are at the centre of what we do. In order to maintain this approach, we will:

-  Recognise people as assets – defining people as assets who have skills that are vital to the delivery of services
-  Value work differently - defining work to include anything that people do to support each other
-  Promote reciprocity - ensuring people are actively involved because they themselves are being supported
-  Build social networks - using peer support networks as the best means of transferring knowledge and capabilities

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Our team

We are committed to being an equal opportunities employer and we will:

-  Recruit the best people from a diverse range of backgrounds
-  Continue to be a Real Living Wage employer that pays staff fairly
-  Retain people by providing employer in-work benefits and an employer led pension scheme
-  Maintain an inclusive and innovative culture where staff can develop and thrive and have their voice heard
-  Support staff wellbeing in the workplace by being a Mindful Employer and providing mental wellbeing support



Organisational Structure

Senior Management Team





'Supporting and connecting local people'



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