



# Strategy

Jan 2019 – 2023




## **Our vision**

That learning disabled people and people with autism should live the lives they want, stay up late and have fun. We believe they should be included within all aspects of society and their communities.

## **Mission – we fight for the right to party**

We do this through our projects and through campaigning:

- We campaign against inflexible practices and attitudes that prevent people from living the lives that they want.
  - Finding solutions to the barriers that people face when trying to have an active social life, particularly around choosing their own bedtimes.
  - Demonstrating what is possible through projects such as Gig Buddies.
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## Values – keeping it punk

**Inclusive** – We value the different strengths that people bring. The people we work with are front and centre stage.


**Fun** – We are creative and innovative, using humour as a way of provoking debate and generating change. Our work is serious fun.

**Disruptive** – We are risk-takers, responsive and resourceful. We are outspoken activists and make change happen.

**Community** – We promote collective responsibility and belonging. And we mean it!

**Integrity** – We work in a way that reflects how we want the world to be.

**Focussed** – we pick our fights carefully. We're a small organisation so we need to be agile and won't be everything to everyone.



## What Stay Up Late is really good at

- Strong brand and reputation
  - Simple purpose
  - Very strong awareness and reputation relative to size
  - Unique approach and 'punk' ethos
- Changing the narrative for people with learning disabilities
- Innovation: Gig Buddies and Social Franchise
- Participation and inclusion of people with learning disabilities
- A great place to work – people love the cause



## Four aims, one vision

### Campaign

End inflexible support practices that stop people living the lives that they want.

### Projects

More people with learning disabilities and/or autism have active social lives and experience new opportunities to have fun.

People with learning disabilities and/or autism should live the lives they want, stay up late and have fun.

We believe they should be included within all aspects of society and their communities.

### Sustainability

Diversify income through corporate partnerships and other revenue streams.

### People

A happy and healthy team culture where people are driven by a common purpose.

## Campaign Aim:

End inflexible support practices that stop people living the lives that they want.

## Objectives:

Work to challenge and change commissioning practice.

Build and develop a campaigning network of self-advocates.

Being a leading voice in the sector and raise awareness of the issues that people face.

Develop our online presence as a campaigning charity.

Work with support providers to develop flexible rotas.

Support research led by people with learning disabilities, and/or people with autism.

## Projects Aim:

More people with learning disabilities and/or autism have active social lives and experience new opportunities to have fun.

## Objectives:

Continue and review the delivery of Gig Buddies Sussex by:

- Demonstrating our impact.
- Shouting about the impact of our projects (separate to our specific campaigning work).

Strengthen and grow the Gig Buddies social franchise so that it achieves our aims and contributes to our sustainability, whilst retaining quality and ethos.

Pilot a virtual reality project that provides a service to make venues more accessible to all.

## Sustainability aim:

Diversify income through corporate partnerships and other revenue streams so that the people that our work benefits continue to live the lives that they want.

## Objectives:

Develop corporate partnerships with organisations that are aligned with our values.

Develop fundraising capacity.

Explore potential for selling products as a source of earned income.

Develop bid-writing process.

Develop data collection systems to demonstrate impact.



## Aim for our people:

A happy and healthy team culture where people are driven by a common purpose.

## Objectives:

Ensure that we have a happy and healthy team, where people take on challenges but know their own limits.

### Strengthen team capacity:

- Office space
- Team skills
- Board diversity
- Board skills
- Systems
- Develop ways in which our beneficiaries are leading in delivering our work

Undertake a board skills and diversity audit to evaluate our ability to deliver the strategic plan, and recruit trustees as appropriate.

Review and strengthen governance arrangements for involving our trustees with learning disabilities and/or autism.

Develop project management and internal communications systems and a succession plan.

## Resourcing – staffing structure

