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Five-year Strategic Priorities 2025-2030

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**Overview**

Birmingham LGBT is the city’s leading charity advocating for, and supporting, lesbian, gay, bisexual and trans (LGBT) people in Birmingham and beyond. We offer a range of services focused on improving the health and wellbeing of individuals.

We also believe passionately that Birmingham should be one of the best places in the UK for LGBTQ+ people to live, work and socialise, and work to enable a thriving, visible and proud LGBTQ+ community in the city.

**Our Vision**

To develop a vibrant, diverse LGBTQ+ community in Birmingham in which individuals can realise their full potential and have equal access to all the city has to offer.

**Our Values**

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**Strategic Priorities and Outcomes**

**Strategic Priority 1: Strong Governance and Leadership**

**Purpose:**

To be a financially robust, sustainable, transparent organisation with high-quality governance that delivers our mission and values.

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| ***Outcome*** | ***How we achieve the outcome*** |
| Develop the Board of Trustees to ensure it is skilled committed, engaged and representative. | * Ensuring the Board of Trustees has the right balance of skills, and conducting a skills audit each year. * Have an organisation risk register in place and review it each year. * Have an organisation development plan in place. * Have one-to-one sessions for the Chair of the Board of Trustees and each Trustee each year. * Have a one-to-one session for the Director and the Chair of the Board of Trustees each year. * Ensure all Trustees attend Board and other meetings. |
| A culture that places the service user at the heart of provision. | * Use market intelligence to understand the needs of service users. * Provide excellent customer service. * Ask service users to complete feedback and evaluation forms. * Establish advisory groups specific to the community. * Consult service users regularly. |

**Strategic Priority 2: Health and Wellbeing**

**Purpose:**

To deliver and grow our core service through an integrated and holistic model of health and wellbeing for LGBTQ+ people.

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| ***Outcome*** | ***How we achieve the outcome*** |
| Increased LGBTQ+ community resilience | * Deliver training workshops and programmes. * Deliver awareness campaigns promoting health and wellbeing. * Raise awareness of health inequalities. * Provide space for support groups, where capacity allows. * Provide a sober space in the Gay Village district. * Build protective factors to prevent poor health outcomes. * Offer the Shout arts and culture activity programme. |
| A decrease in LGBTQ+ health inequalities, resulting in improved mental and physical health in the LGBTQ+ community | * Sustain and increase our services based on needs. * Signpost to other service providers. * Develop mental health support services to address increased demand. |
| Mainstream service providers and health professionals will have increased awareness and improved responses to the needs of LGBTQ+ people | * Deliver LGBTQ+ cultural competence training. * Partnership working. * Develop policies, procedures and pathways. * Provide consultancy services. * Lobby locally and nationally. |

**Strategic Priority 3: Community Resilience and Engagement**

**Purpose:**

To enable thriving LGBTQ+ communities through providing them with support, a voice, arts and cultural activities and volunteering opportunities.

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| ***Outcome*** | ***How we achieve the outcome*** |
| A resilient and vibrant LGBTQ+ community. | * Provide volunteering opportunities. * Host and support LGBTQ+ community groups. * Support emerging LGBTQ+ artists. * Showcase other LGBTQ+ organisations, artists and events. |
| Services that are more responsive to the needs of LGBTQ+ communities. | * Influencing a range of mainstream stakeholders. * Training and consultancy. * Partnership working. |
| Increased opportunities to access high-quality, sustainable arts and culture activities. | * Development of year-round Shout programme of activities. * Support and engage LGBTQ+ artists. * Use the relocation of the Birmingham LGBT Centre to raise the profile of Birmingham LGBT and its brand awareness through sponsorship. |

**Strategic Priority 4: Sustainability and Growth**

**Purpose:**

To sustain and grow Birmingham LGBT’s position as the leading provider of services for the LGBTQ+ community in Birmingham.

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| ***Outcome*** | ***How we achieve the outcome*** |
| Responding to identified and emerging needs in line with our core mission and values | * Developing relationships with local, regional and national agencies * Research * Plugged into networks so identify emerging trends * Service user consultation and engagement * Co-production |
| Increased engagement with corporate sector | * Ambassadorial role for Board of Trustees * Develop a corporate membership scheme * Increase opportunities for sponsorship * Networking events * Increase networks with staff networks and CSR targets |
| Continue to invest in staff and volunteers, to ensure a highly- skilled, professional workforce | * Investors in People * Staff training and development * Robust recruitment practices * Volunteers training programme and ongoing support |
| ***Outcome*** | ***How we achieve the outcome*** |
| Sustain our capacity to deliver services | * Asset-based community development. * Continue to bid for contracts. * Develop projects and programmes. * Develop leadership. * Partnership working. |
| Increased financial robustness | * Diversification of income streams and healthy reserves. * Increase unrestricted funding. * Establish individual membership scheme. * Increase corporate and individual giving. * Establish a long-term financial plan. * Fundraising strategy. |