



Five-year Strategic Priorities 2025-2030



**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.
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| 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.
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**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.
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| 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.
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| 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.
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**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.
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| Services that are more responsive to the needs of LGBTQ+ communities. | * Influencing a range of mainstream stakeholders.
* Training and consultancy.
* Partnership working.
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| 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.
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**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
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| 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
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| 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
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| ***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.
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| 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.
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