

Directions of Travel:

A basic strategy for St Bs.

Responsibility

Management cover each day of the week as a response to the growing complexity of our client base

Break-even whilst maintaining a reasonable reserve.

Develop measures of effectiveness and transparent reporting

Seek ways to improve our offering to clients

Cost-effective, streamlined administration

Uniqueness and Independence

Remain independent, not relying on large contracts which require us to conform to their economically-driven models for counselling

Recognise and maintain our unique offering: short, medium and long term humanistic counselling as an alternative to what is offered by the NHS Wellbeing Service.

Seek alternative sources of funding consistent with maintaining our values

- Small to medium-sized corporate contracts
- Room hire (improve our offering by refurbishments)
- Charitable foundations (Fundraiser)

Lobby for recognition of the Third Sector as an essential provider of mental healthcare in the region

Growth and Development of Our People

Develop connections with university research institutions

Ensure we are a stimulating place to work in order to attract, engage and retain volunteer counsellors, Trustees and administrative staff.