



# Autism at Kingwood

Strategy 2019 to 2022

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Embracing Autism:  
Supporting the Future

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## THE REASON WE ARE HERE

**Autism at Kingwood** exists to improve the quality of life for autistic adults. Our work is centred around the people we support, doing our very best to assist and enable them to live the life they choose.

Locally we want to offer support, information and guidance. Nationally we want to use our expertise and influence to contribute to policy.

We want to make our vision, our mission and our 3 year strategy a reality.

**Our vision is ‘a world that embraces autism’.**

**Our mission is ‘to enable each person we support to develop greater independence, discover their potential and enjoy a better quality of life’.**

We have developed a strategy that focuses on 5 objectives that we believe will help us to achieve our vision and mission.



Success of that strategy is dependent on the people executing it. Therefore we strive to achieve our mission through working with anyone who can help; partners; autistic people; people we support; relatives of autistic people; our workforce and other professionals.

## EXPERT SUPPORT

### Strategic objective 1

To deliver high quality service provision that meets the changing needs of people we support and is Safe, Caring, Responsive, Effective and Well-Led. Embedding the Kingwood Approach model of support with consideration to emerging best practice within the sector.

**We want to ensure equality and life choices are not limited because someone is autistic.**

### Our Promises and Ambitions

To fulfil our objective we will:

**Provide a competent, skilled workforce to deliver a service that meets the needs of people we support.**

**BY 2020**

- We will explore new ways to involve the people who use our services and/or autistic people.
- We will embed Autism Support Specialists into the organisation.
- We will embrace technology and implement systems to improve the quality of support provided.
- We will evaluate digital platforms to explore benefits to the delivery of support.
- We will develop transition partners with local schools and colleges.

## FINANCIALLY FIT

### Strategic objective 2

To be economically viable with a forecast for on-going financial stability.

**We want to fulfil our responsibility to deliver our services as efficiently as possible.**

### Our Promises and Ambitions

To fulfil our objective we will:

- **Aim to deliver a balanced budget each year with provision for growth; inflationary increases for our workforce; and a contribution to the Development Fund.**

#### **BY 2020**

- We will seek to retain current contracts whilst continuing to secure income that provides a contribution to the management of the organisation.
- We will consider disinvesting in services that are not financially viable, whilst being mindful not to adversely affect autistic people.
- We will expand our provision by developing new services in areas where commissioners and autistic people need us most.
- We will develop an ambitious fundraising programme for the period 2019 - 2022.
- We will develop better market, competitor and customer/commissioner insight to aid growth and developments.

## **REPUTATION & REACH**

### **Strategic objective 3**

**To strengthen further our reputation, develop the range of services and widen our geographical spread.**

**We will ensure the Kingwood brand is a name that is recognised and respected.**

#### **Our Promises and Ambitions**

**To fulfil our objective we will:**

**Embrace a range of means to widen the reach of the Autism at Kingwood brand and offering for both employees and customers.**

#### **BY 2020**

- We will develop a marketing plan to raise our profile and support our position in the autism sector.
- We will begin a major investment programme to recruit new donors.
- We will explore Youtube and Instagram to increase our digital presence.
- We will articulate the Autism at Kingwood character and personality.

- We will publish our recruitment success.
- We will widen our profile and network of commissioning areas to neighbouring counties.

## OPPORTUNITIES

### Strategic objective 4

**To develop a wider range of meaningful development and leisure opportunities and activities, including employment, for people we support.**

**We will restore activities, experiences & opportunities for autistic adults.**

#### Our Promises and Ambitions

**To fulfil our objective we will:**

**Develop and implement a fundraising strategy that will allow a series of activities using local venues (such as community centres) to enable easier access.**

#### BY 2020

- We will re-establish an activity club in the Wallingford area.
- We will ensure the future of the Sun Club in Reading.
- We will use local community centres to ensure convenient locations and ease of access.
- We will introduce a bursary to subsidise activities in order to ensure as many people as possible have access.
- We will have a programme of leisure and learning events to offer autistic people we support.

## INFORM & INFLUENCE

### Strategic objective 5

**To raise awareness of autism and contribute to the evidence base seeking to improve the quality of life for autistic people.**

**We will improve awareness & understanding of autism.**

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## Our Promises and Ambitions

To fulfil our objective we will:

**Work directly with communities to raise awareness of autism to local people and businesses. We will also work with respected partners and professionals to explore new methods and interventions that will be of benefit to autistic people.**

### BY 2020

- We will engage with autistic people we support to ask what their priorities are.
- We will produce a range of fact sheets and general information on autism to share within local communities about autism.
- We will provide reassurance to autistic people and families on what is possible and achievable, rather than what isn't.
- We will establish connections with relevant university departments.
- We will develop an influencing plan to prioritise actions.
- We will seek commercial partnerships that offer opportunities to share information.
- We will establish a strategy to research the benefits of artificial intelligence, robotics & computerised aids for autistic adults.