



Charcot
Therapy
Centre



STRATEGIC THREE-YEAR PLAN

Offering guidance, support, information and therapies to anyone living with or supporting someone with a neurological or long term condition



www.thecharcot.org.uk

CHARCOT THERAPY CENTRE

Our ambition is to be a centre of excellence for individuals and their wider support network who experience a neurological or long-term health condition. We are an inclusive and inviting community hub and our focus is to be a supportive and informative centre. Our strategy sets out what we want to achieve and where we want to get to in the three years ahead.

The Board of Trustees wanted a new strategy that would send a strong signal of our continuing ambition to be a centre of excellence. Charities like ours play a vital role within our society, supporting the most vulnerable and binding communities whilst improving the quality of life for all.

At the Charcot Therapy Centre. We have over 35 years of experience helping and working with people in the Gloucestershire area living with long term health conditions, specialising in Multiple Sclerosis and other neurological disorders. We welcome people living with any neurological or long-term chronic illness and their carers, as well as those with sports injuries or post operative recovery needs. We provide members with access to a variety of therapies including hyperbaric oxygen therapy, massage, acupuncture, functional exercise, chair-based exercise, mindfulness, sound therapy, reflexology, seated massage, deep tissue massage.

The charity sector is a significant force for good. We are all fresh from the disruption caused by the pandemic and charities are being severely impacted by a cost-of-living crisis. Increased demand for services, rising costs and ever-increasing pressures on income will continue to test the resilience of small charities, whilst highlighting how vital they are for communities like ours. Over the coming three years, to deal with this we will need to be resilient financially, as well as in our leadership.

This 2024-27 strategy programme, with its Six priorities of Excellence, Collaboration, Inclusion, Informative, Supportive and Sustainability set within the context of our charities remit maps our course ahead in this respect. We believe that, in working to this strategy over the next three years, the charity will cement its ambition and drive to be the go-to centre for individuals with neurological and long-term conditions in Gloucestershire and surrounding areas.

EXCELLENCE

- All our decision making from Trustee to management is member focused and wanting the best for our centre members.
- In our ambition for Excellence, we have the confidence to be brave and try new things and learn from our mistakes.
- We embrace learning about innovative ideas and diverse ways of working in our pursuit of excellence

SUPPORTIVE

- We ensure everyone can grow, develop, find fulfillment and support in their ongoing well-being and health whether they are a member, staff, or volunteer.
- We challenge each other constructively and are receptive to being challenged in our pursuit of excellence.
- We take responsibility for our actions, understand the impact we can have, and look out for each other's well-being.

COLLABORATION

- We believe we are better when we work in cohesion, when our members, volunteers, staff, and trustees share the same end goal.
- We understand our centre, we know who does what, where our strengths are and how to share our knowledge and expertise with each other.
- We take time to get to know each other, as staff, volunteers, therapists, and members, to value each other. To network within our charity and with other like-minded organisations.

INCLUSION

- We are aware of our environment and that of our community to navigate the reduction of social isolation and exclusion, keeping the centre as a hub for all, which encourages change.
- We ensure our decision making is member focused with all our stakeholders' input.
- We believe that everyone stands to benefit when we embrace and value the diversity of thoughts and ideas and ways of working from people with diverse backgrounds and identities bring.

INFORMATIVE

- We strive to be a centre who is providing up to date information and research that will benefit our member cohort.
- We work collaboratively with both statutory and first sector services to encourage signposting to others.
- We understand the reach of our remit and remain independent but informative, empowering our members in their own health and well-being.

SUSTAINABILITY

- We believe in strong governance including developing succession planning, ensuring the continuing growth and longevity of our charity.
- We have a focus on our financial sustainability through our funding strategy via earned income and grant funding as additional support.
- We recognise our local environmental challenges as well as the wider issues and strive to work on ways to reduce our impact on the climate.

Our priorities for the next three years have been shaped both by what has come before and what we understand lies ahead. We have drawn on knowledge from our relationships with our sector and our wider network of key stakeholders, with whom we collaborate to deliver our charity objectives. We have gathered insights from our trustees, staff, volunteers, and members.

The centre will continue to deliver the services identified above.

We Will :-

- Promote the centre to all who would benefit, whilst maintaining ourselves as a centre of excellence supporting our members.
- We will continue to embrace and create accessible clinics within our centre whilst working in collaboration with the NHS, charities, and other organisations.
- We will continue to focus on corporate and grant fundraising to ensure the sustainability and financial viability of our charity.
- We will monitor the maintenance of our Hyperbaric equipment and upkeep of the building to ensure it remains in a state of good repair, remaining cost effective whilst being environmentally sustainable and suitable for current use.
- We will develop and monitor a staff and volunteer centre-wide training programme alongside improving ongoing trustee development. This includes survey reviews from our membership cohort.

Vision: The Charcot Therapy Centre is a centre of excellence for people living with or supporting someone with a neurological or long-term condition. We embrace collaborative working with both charities and statutory services

Mission: The Charcot Therapy Centre strives to be an informative, inclusive, and inviting community hub, delivering unique and alternative therapies in a safe, non-clinical, homely, and friendly environment. Alongside our dedicated team of therapists, we support and encourage individuals in their wellbeing and symptom management to live a good quality of life.