

Bedford MS Therapy Centre

Strategic Imperatives 2024 - 2029

There are 5 areas of focus for the next 5 years.

1. **Better outcomes for our Service Users**

We will empower people to manage their symptoms holistically, providing an increased range of therapies and other support services, thus enabling informed choice and sustained changes where desired by the individual.

2. **Better outcomes for more people**

We will increase the number of people using us for support to manage their condition.

* Reach out to more people in the community who are living with conditions that we can help.
* Ensure that the range of therapies we offer covers the broad spectrum of need in our user community, and that we have capacity to meet the demand.

3. **Financial viability**

We will develop potential new and existing income streams as part of a robust funding framework to meet our short, and long term, funding needs.

We will continue to manage our services efficiently and proactively, delivering quality services in a cost-effective manner.

4. **Development of our facilities so that they continue to meet our needs, whilst both membership and therapies grow and diversify**

We will create a facility management plan that can meet our needs for additional space to accommodate the significant growth in numbers of service users and therapies that are forecasted by year 5 of our plan.

Our facility development plan will be designed to be viable in terms of capital investment and impact on future running costs. The facility will become a valuable asset to our community.

5. **Increased** **engagement with our key stakeholders to make them an integral part of the MS Therapy Centre’s future**

We will ensure that service users are an integral part of our development process, and that their voice is heard when evaluating the organisation’s performance at each step of the way forward.

We will include staff members, the local community and the business community in our decision making and service delivery.

We will build on our success with volunteers by incorporating volunteering opportunities, that have value to both the individual and the MS Therapy Centre, into all aspects of our work.