

Our principles are:

- Survivor engagement:** Women, children and young people are at the heart of everything we do and we will ensure our work is informed by their voices and experience.
- Collaboration:** We will work collectively and collaboratively as a Women's Aid movement, to bring about positive change.
- Empowerment:** We will encourage women, children and young people to access support which will develop their inherent strengths, helping them to make safe positive choices and determine their own futures.
- Equity, diversity and inclusion:** We are committed to equity, diversity, and inclusion and will challenge all forms of discrimination.
- Trauma informed practice and quality standards:** We are committed to quality standards, trauma informed practice, and continuous improvement.
- Working with others to influence change:** We recognise domestic abuse requires a coordinated response and we are fully committed to working across society, with all individuals and organisations, to end domestic abuse.



Our core aims

We will work collectively across Northern Ireland to:

- Engage with women, children and young people**, to give them a voice and ensure they inform all aspects of service development and delivery.
- Provide trauma informed specialised services** to women, children and young people who have experienced domestic abuse.
- Deliver preventative education programmes** in schools and community settings to promote healthy non-abusive relationships and share key safeguarding messages.
- Educate and inform the public, private, voluntary, statutory and community sectors** of the context and impact of domestic abuse.
- Provide quality assured education and training** to a wide audience, to increase capacity to respond to domestic abuse.
- Monitor, influence and respond to government policy and legislation** as a Subject Matter Expert, giving a voice to survivors of domestic abuse.
- Work in partnership, sharing our expertise with all relevant agencies** to ensure a joined-up response to domestic abuse.

Our Stakeholder map (who we will work with along the way)

We will work with a wide body of stakeholders including, our 8 local Women's Aid groups, Women's Aid Federations across the UK, Health and Social Care Trusts, Government Departments, Judiciary Representatives, Domestic and Sexual Violence Partnerships, Community and Voluntary Sector, Women's Sector, Children's Sector, Universities, Teachers and Early Years Providers. We will also work with Advertising Agencies, Private Sector, Funding Bodies, IT specialists and Media to support and sustain our work and enhance our professional reputation.



UNLOCKING POTENTIAL – BUILDING ON SUCCESS

ROAD MAP OF CHANGE (2022-2025)

For more information visit:
womensaidni.org

Women's Aid
FEDERATION
NORTHERN IRELAND

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For women, with women, by women.

This change road map details the planned activities to inform a three year, time bound Women's Aid NI strategic plan. It has been developed to inform a strategic thinking process across the organisation by presenting our big ideas and key deliverables over a 3 year period. It has been based upon recent successes, changes in the external environment, secured funding, organisational learning, current strengths and challenges and key conversations. We are using a time bound three year process for the following 3 reasons:

- We are emerging from a global pandemic.**
- Funding has already been secured to deliver all aspects of this strategy.**
- To build in time for review and reflection, which will build on learning and lead to a sustainable future.**



Our vision

The Women's Aid NI vision for the 21st century is the elimination of domestic abuse.

Our mission

Women's Aid exists to challenge attitudes, structures and systems which perpetuate domestic abuse. We seek through our work to enable women, children and young people to live free from violence and abuse.

Our ethos

Our strong ethos has been built upon our rich heritage of campaigning to end domestic abuse, which began in the 70's and continues to be based upon our working premise of: for women, with women, by women which is inherent in our service development and delivery.

Our plan to bring about change (6 big ideas)...

Our Women's Aid NI 3-year strategic plan has six big ideas (strategic themes). These are all inter-linked and inter-dependent. Each big idea and the associated key deliverables under each is based upon a model of collective working across Women's Aid in Northern Ireland. This is reflected in the strategic theme work as a collective which is core to the realisation of all other themes.



Create
social change



At the Heart - voices of women,
children & young people



Sustain
and improve



Our Brand -
Our values



Unlock
learning



Work
as a collective

Our model for delivery and key outputs (how we will do things)

Vision, mission, core aims, ethos

All ideas, key deliverables and specific targets will be based upon the Women's Aid **vision, mission, core aims and ethos**. This provides a strong foundation for all strategic development and ensures clear alignment between ethos and development.

6
big ideas

Key
deliverables

Specific
Targets

Our big ideas (strategic themes) and key deliverables

Create Social Change

- 1 Sustain Women's Aid position as professional lead in domestic abuse.
- 2 Contribute to introduction and implementation of Violence against Women and Girls Strategy in NI.
- 3 Ensure voices of women, children and young people affected by domestic abuse are integral to our work with Government Departments and agencies across NI.
- 4 Actively encourage an integrated response to domestic abuse.
- 5 Monitor best practice service provision across NI.
- 6 Inform and influence strategy, policy and legislation in particular the implementation of Domestic Abuse and Civil Proceedings Act NI 2021.
- 7 Represent Women's Aid NI on Domestic Homicide Reviews and ensure learning is captured and translated into practice.

Our Brand - Our Values

- 1 Promote consistent, collective image and brand to ensure clear messaging.
- 2 Implement regular regional awareness raising campaigns across all social media platforms.
- 3 Develop, publish and implement a Regional Women's Aid branding guidelines.
- 4 Ensure all communications work is fully informed by the voices of women, children and young people who have experienced domestic abuse.

Unlock learning

- 1 Develop a Women's Aid Centre of Training Excellence, to build capacity and promote best practice.
- 2 Further develop preventative education programmes in schools and community settings.
- 3 Build capacity among education providers to deliver preventative education programmes.
- 4 Provide lectures, seminars, conferences, exhibitions, webinars etc. to increase learning and develop skills.

At the Heart - voices of women, children & young people

- 1 Establish and embed survivor engagement in the ethos and practice of Women's Aid NI.
- 2 Listen to the voices and experiences of women, children and young people, understanding the importance of survivors experience to underpin our strategic framework.
- 3 Use all opportunities to share voices of women, children and young people in all areas of our work
- 4 Promote best practice and robust ethical processes in survivor engagement.

Sustain and improve

- 1 Provide strong governance and effective board infrastructure to meet all due diligence requirements and ensure organisation is fit for purpose.
- 2 Support a change management process across Women's Aid NI.
- 3 Develop and implement one regional number, to ensure effective and efficient pathways to support.
- 4 Further develop Women's Aid NI as a trauma informed specialised organisation.
- 5 Develop corporate partnerships to raise our profile.
- 6 Review progress internally to ensure sustainability and use learning to inform strategic planning.
- 7 Monitor impact of brexit (and other major external developments) on sustainability and service delivery.
- 8 Develop proactive approaches and policies to tackle climate change and be environmentally responsible.

Work as a collective

- 1 Develop and deliver a robust Women's Aid Quality Assurance Framework to implement standardisation and effective services.
- 2 Deliver See, Hear, Act regional 3-year project focussing on early intervention.
- 3 Work to ensure equality and consistency across Women's Aid NI in relation to employee terms and conditions.
- 4 Enhance capacity and effectiveness through collective working to deliver this strategic plan.
- 5 Work pro-actively as a movement to collectively deliver core aims.



Our intended impact (what we see happening as a result of our work)

Internal

- 1 Models of excellence shared and embedded across Women's Aid regionally.
- 2 Voices of women, children and young people who have experienced domestic abuse inform all aspects of service delivery.
- 3 Increased efficiency and effectiveness across Women's Aid NI, as a result of successful change management processes and a commitment to joined up working.
- 4 Enhanced financial sustainability resulting from delivery of regional funding projects.
- 5 Delivery of high-quality services and best practice in management and governance, resulting from introduction of a robust Quality Assurance Framework.
- 6 Empowered, informed, and supported trauma informed staff and volunteers.
- 7 Improved communication across all channels across Women's Aid NI.
- 8 Staff supported and trained to deliver quality standardised external training.
- 9 Delivery of consistent informed, impactful, campaigns and advertising.
- 10 Robust and improved data collection systems and technology.

External

- 1 Increased public awareness and understanding of context and impact of domestic abuse as a result of training provision, campaigns, use of social media platforms etc.
- 2 Women's Aid NI positioned as the professional lead for domestic abuse in NI.
- 3 All government policy, strategy and emerging legislation informed by Women's Aid expertise as lead agency.
- 4 Voices of women, children and young people who have experienced domestic abuse heard at all levels of government.
- 5 Consistent professional Women's Aid image and branding. Clear, consistent messaging across all social media channels.
- 6 Better and easier access to services for victims and survivors of domestic abuse from implementation of one regional number.
- 7 Strategic representation of Women's Aid across all relevant partnerships and fora.
- 8 Government Departments, agencies, and organisations better informed and equipped to respond to domestic abuse through engagement in quality Women's Aid training provision.
- 9 Sustainable, strategic approach to building capacity for the delivery of preventative education programmes in primary and post primary education and youth settings across NI.

And finally...

This strategic plan presents a commitment to working together, to ensure the issue of domestic abuse remains high on the public agenda and best practice services are delivered, developed, and sustained.