



People with a learning disability live their lives to the full

We support people with a learning disability to succeed in the things that matter to them.

We campaign for a fairer society. We work with families and partners to build inclusive communities. We deliver services individuals need to live their lives to the full.

We will:

GOAL 1



Provide excellent person-centred services and grow our areas of specialism

GOAL 2



Work with communities and our network groups so that people with a learning disability are included and less lonely

GOAL 3



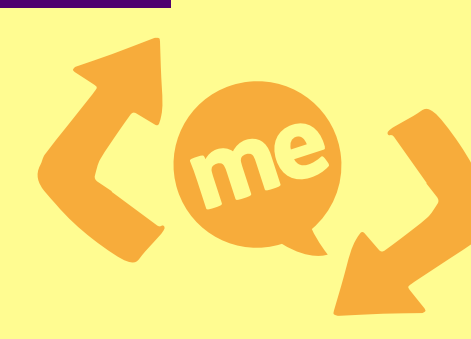
Break down barriers to equality by increasing awareness and understanding of learning disability and changing policies

GOAL 4



Create a culture of belonging where everyone feels welcome and can achieve our goals

GOAL 5



Run Mencap well so that we have the resources, technology, systems and processes to deliver our strategy

By 2030, we will offer more support to more people in a wider variety of ways, centred around these lifestages:

- Around birth and early years
- School-age
- Becoming an adult
- During adulthood
- As people grow old

We expect to see the following impact across the five year period:

- Year 1: Strength** - improved quality and strong financial foundations
- Year 2: Growth** - more support for people with care and training
- Year 3: Breadth** - a wider range of specialist services
- Year 4: Reach** - expansion of our community programmes
- Year 5: Society** - a greater understanding of learning disability

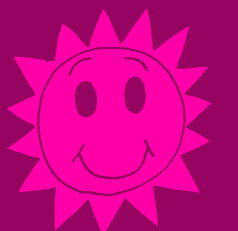
However, we will make progress on all five goals every year and are looking for emerging opportunities.

We will measure the success of our strategy through our strategic result measures, our i-statements and achieving our shifts.

These are our values:



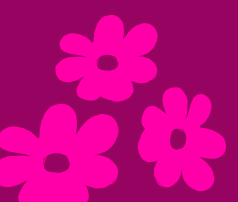
We are **passionate** about making the world a better place



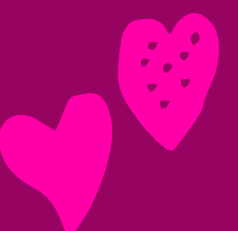
We are **positive** in our work and with each other



We are **brave** we challenge and try new things



We are **kind** to everyone



We are **inclusive** of everyone