



# Strategy

2025 -2028



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# Introduction

For over 30 years Stay's accommodation and services have supported thousands of people through some of the most challenging times of their lives, into a brighter future away from homelessness.

Homelessness is more than just a housing issue with multiple interconnected life experiences that result in people having nowhere to live. It can be caused by poverty, poor mental health, substance misuse, childhood traumas, unemployment, relationship breakdowns, domestic abuse to name but a few.

We continue to operate within a complex landscape, influenced by economic uncertainties, evolving social needs, and a growing recognition of the systemic issues that contribute to homelessness.

This strategy is our response to these realities, built on a foundation of person-centred support, and collaborative partnerships.

Our new three year strategy sees us looking to develop and evolve our work shaped by the insights of our tenants, clients, staff, and partners.

We will focus on four new strategic priorities: preventing homelessness and supporting brighter futures; providing a safe and secure place to call home; helping our tenants/clients on their journey to rebuilding their lives and independence; fostering partnerships that create long term change.

The next three years present both challenges and opportunities, but we are in a strong position to take our strategic plan forward.



## Our Vision

To end homelessness and empower people to rebuild their lives.



## Our Mission

Prevent the causes of homelessness.

Respond to the immediate needs of those who face homelessness.

Champion the needs of homeless people at every opportunity.



## Our Values

### Passionate

We are driven by a genuine, unwavering commitment to ending homelessness. This passion translates into non-judgemental, empathetic, person-centred support.

### Integrity

We act honestly and ethically, fostering trust with our tenants, clients, partners and the community we work with.

### Collaboration

Working in collaboration with our tenants, clients, partners and the community ensures that our work is truly person-centred and achieves the best outcomes for all.

### Effective

We strive to deliver high-quality, impactful services that are evidence-based, responsive to needs, and focused on achieving positive outcomes for those we serve.



# Our Strategic Priorities

1

Preventing homelessness  
and supporting brighter  
futures



2

Providing a safe and  
secure place to call home



3

Rebuilding lives,  
resilience and  
independence



4

Fostering partnerships  
that create long term  
change





## Preventing and responding to homelessness and supporting brighter futures



### Our Focus

Providing person-centered support and a safety net for rough sleepers and homeless people supporting a brighter future.

#### What we will do



- Through our Outreach Service be a gateway for rough sleepers to access support, to reduce the returns to rough sleeping.
- Through our Outreach Service provide support to those rough sleepers with no recourse to public funds.
- Source emergency accommodation for those who are rough sleeping with nowhere else to go.
- Increase our offer of preventative services and support for people who are in crisis and/or at risk of homelessness.



## Providing a safe and secure place to call home

### Our Focus

Provision of homes for people who are homeless and needing support

### What we will do



- Redefine and develop our intensive housing accommodation to meet the evolving needs of local people who are homeless and need additional support.
- Foster a sense of community and belonging amongst our tenants.
- Subject to financial viability review, explore the option of developing move on accommodation to enable tenants to take on affordable long-term tenancies.



## Our Focus

Empowering people and promoting self-worth to enable people to reach their full potential

### What we will do



- Further develop our support offer to enable more tenants to maintain their tenancies and support more people into independence.
- Work with our tenants to enable them to feel part of their community, promoting social inclusion and reducing isolation.
- Actively engage with our clients and tenants in identifying their needs and aspirations and work together to design services that better meet their needs.
- Work with other agencies to provide opportunities for training, education, and volunteering to enhance independence
- Develop a Peer Mentor programme so that our tenants and clients can benefit from the mutual respect, encouragement and judgement-free support that someone with shared experiences can give.
- Create a scheme to enable our tenants to have a wider choice of move on options

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### Rebuilding lives, resilience and independence





## Fostering partnerships that create long term change

### Our Focus

Working together within our community and our stakeholders to promote positive change around 'unseen and seen' homelessness.

#### What we will do



- Learn from our client and tenant experiences and work together to inform our service development and influencing.
- Increase public awareness of homelessness and its impact on the community.
- Grow our relationships and partnerships to allow us to focus on and respond quickly to the needs of the community.
- Champion and influence wider policy to make a positive impact on our community.
- Focus on fundraising and developing strategic partnerships so we can develop services that we know address the unmet needs of our clients.

# Building a strong organisation

To deliver our future strategy we need to value and invest in: our staff, our systems, and fundraising.



## Valuing our people

We value and respect our people for who they are, and what they do. We are committed to ensuring all our people are supported, developed and empowered to reach their full potential.

We are committed to meaningful engagement at every level of the organisation. The people we help should be central to how we shape our services and our work. We will develop a plan to ensure that we have participation of the people we help at the heart of everything we do.



## Effective and efficient systems

Our IT systems will enhance the experience of our staff, tenants and clients ensuring that: we deliver exceptional services to our tenants and clients; our staff are rewarded for their work; our supporters and partners are recognised for their contributions and we can show the true impact of our work.



## Fundraising

Our ambition is to ensure that our income from fundraising will help to deliver on this new strategy.

We will grow both restricted and unrestricted charity income, increasing our support from the corporate sector, fundraising and donors. We will look to gain grant funding to grow and develop our services.



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