

CROSSREACH

Care you can put your faith in



Older People

A five year strategic plan 2025-2030

*Love from
CrossReach*





According to the World Health Organisation (WHO 2020) there are more than 50 million people worldwide living with dementia and this is expected to increase to 150 million by 2050. With a proven track record over many decades, CrossReach have developed a wide ranging portfolio of services which older people across Scotland can access. Our approach is based on a non-clinical, holistic and person centred model of care and support. We believe in the promotion of a “can do” philosophy of care and approach, which promotes personhood. Models of care and support include specialist and niche dementia care, residential care, respite care, day care, community based creative arts and intermediate care.

Our strategy is focussed on :

- Quality and Future Growth, promoting ideas and innovation, development and niche within the social care sector.
- Investing in People to support them to achieve their dreams and aspirations, with a key focus on health and well being.
- Sustainability, built upon our experience of delivering services.
- Participation and Involvement, advocating, supporting and promoting the voice of people who use our services, their carers and staff to lead, influence and direct the development of our services.

Sustainability

Objectives

Recruit and retain a full complement of CrossReach staff.

Invest in buildings to maintain and develop attractive, homely, comfortable environments which enhance quality of life.

Implement net zero initiatives in services.

Ensure our income exceeds our expenditure.

Actions

Deploy recruitment resources in conjunction with career pathway and well-being initiatives to support positive workplace experiences.

Develop a well organised and planned, maintenance, redecoration and refurbishment programme.

Work closely with internal and external partners to change the structure of our approach and interaction with the environment.

Maintain demand for our services and work with stakeholders to develop competitive and sustainable fee rates.

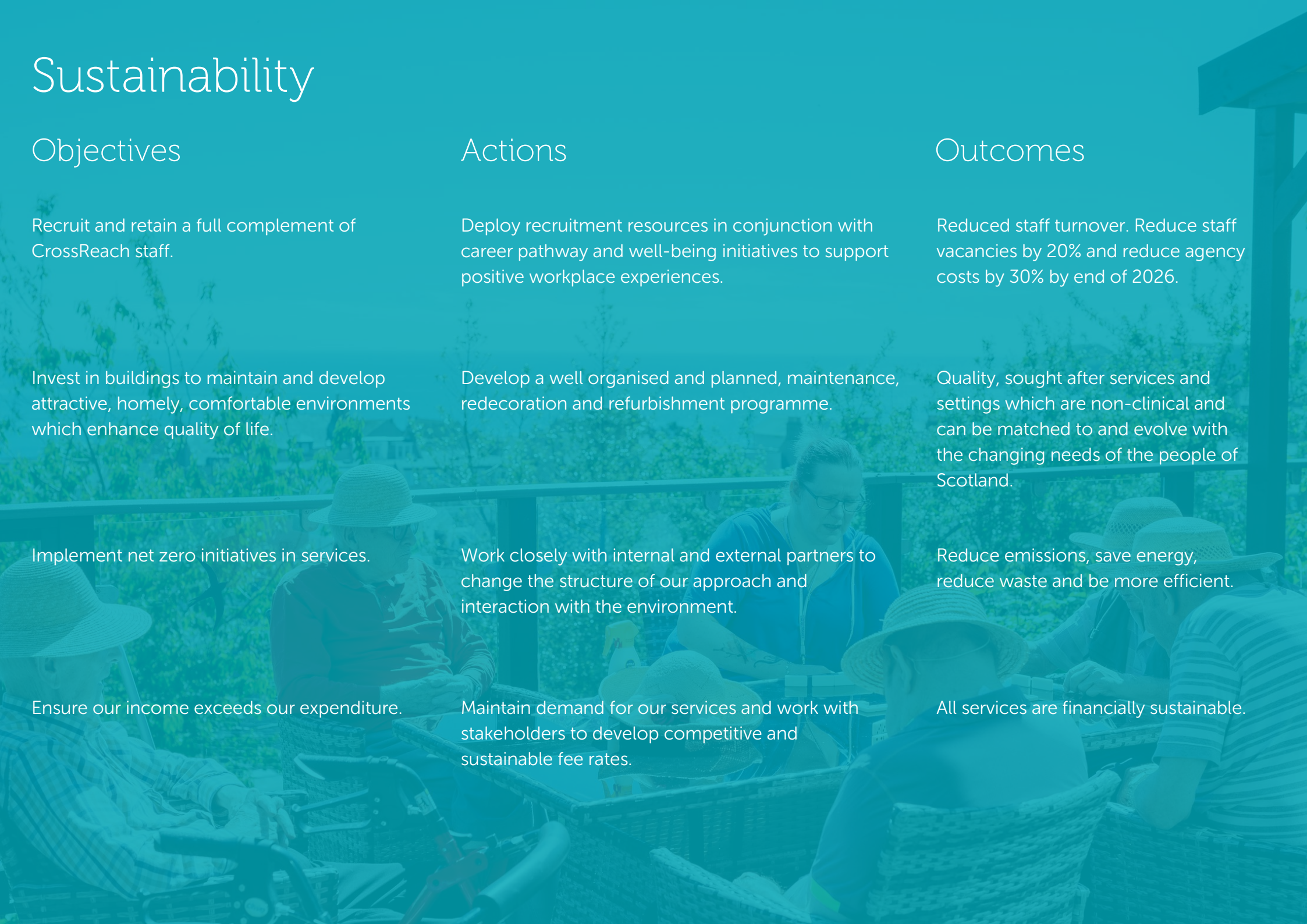
Outcomes

Reduced staff turnover. Reduce staff vacancies by 20% and reduce agency costs by 30% by end of 2026.

Quality, sought after services and settings which are non-clinical and can be matched to and evolve with the changing needs of the people of Scotland.

Reduce emissions, save energy, reduce waste and be more efficient.

All services are financially sustainable.



Investing in People

Objectives

Operate, maintain and develop an internal SVQ Centre.

Identify, sustain and grow career opportunities through Succession Planning.

Recruit, retain and develop committed and valued staff.

Service environments support staff health and well being.

Actions

Develop resources and systems to offer a suite of qualifications to staff which meet and exceed registration requirements.

Identify our "Stars" and create opportunities for experiential and career growth, through induction, supervision and appraisal experiences which facilitate internal secondment opportunities.

Develop workplace initiatives which create a culture of fun, aspiration, fulfilment and reward and are flexible to the needs of a changing Scotland.

Develop a comfortable, quality space in every service focussed on well-being for staff to take time out and re-energise.

Outcomes

A qualified workforce who have the opportunity to develop and progress their own career pathway in CrossReach.

Staff are valued and respected and have opportunities for personal development, experiential growth or career progression within CrossReach.

Staff are identified, recognised and rewarded as our most valuable asset and grow with CrossReach.

Staff feel valued and respected for their commitment. Attendance at work is maintained and supported.

Participation and Involvement

Objectives

Create opportunities and empower people who use our services. Families and staff to participate in the daily life, development and direction of services.

Develop partnership working which enhances creativity, innovation and expertise.

Promote personhood and reduce stigma and discrimination experienced by people living with dementia.

Promote people who use our services to be fully involved in leading and directing their care and support.

Actions

Implement Quality Circle events to hear and action the wishes of people who use our services, their families and staff and create a new forum to provide opportunity for all to participate and engage.

Develop and maintain positive relationships with stakeholders in local communities and nationally.

Develop initiatives including Heart for Art within all CrossReach Older People Services communities across Scotland.

Further development of technology and implementation of Care Docs to broaden and enhance levels of participation and engagement.

Outcomes

People who use our services, their families and staff shape the daily life and future growth of our services.

Our services and people who use our services are better connected within their communities and ideas and innovations are shared across the country.

Enhanced knowledge of dementia within local communities and churches and develop new opportunities for support for people living with dementia and their families.

People who use our services experience positive outcomes and enhanced quality of life through engaging with technology.

Quality and Future Growth

Objectives

Enhance quality of life for people living with dementia.

Build capacity to meet the increasing future needs of Scotland's ageing population.

Promote and develop creative non clinical approaches to dementia care.

Create a culture of continuous improvement.

Actions

Develop training opportunities for staff in dementia care, including the growth of the dementia ambassador programme and dementia care mapping to support the review and improvement of our service environments.

Build a new care home with integrated HUB and review the use of existing land and resources to build capacity.

Further embed Heart for Art across Scotland and develop initiatives for care homes around the use of outside spaces and community.

Review update and implement quality assurance systems in Older People Services and promote creativity and innovation.

Outcomes

Enhanced quality of life for people who use our services and quality environments which are sought after and attractive.

Fit for purpose care home facilities with sustainable growth through capacity building, to meet the needs of demographic change.

Innovative services which meet the needs of a changing Scotland.

The quality of our services improves the quality of life of people who use our services.

Read more about the work of CrossReach:



The Church of Scotland
Social Care Council

Operating as CrossReach, Scottish Charity No: SC011353



www.crossreach.org.uk