

CROSSREACH

Care you can put your faith in



A five year strategic plan 2025-2030

*Love from
CrossReach*

'We love because he first loved us.'
1 John 4 v 19



A woman with blonde hair, wearing a pink top, is shown in profile on the right side of the image. She is holding a heart-shaped cake with pink frosting on a white plate. The background shows a kitchen with dark cabinets and a window. A teal-colored text box is overlaid on the right side of the image.

Foreword

Caring for people in their communities has been at the heart of The Church of Scotland for over 150 years.

Today, CrossReach plays its part in continuing that tradition by offering care and support to around 28,000 people annually. As one of the largest and most diverse not-for-profit providers of social care in Scotland we are deeply rooted in communities, empowering people of all ages to live life to the full. The services, delivered by our specialist teams in Children and Families, Adult Care and Older People fill a vital role between the private and statutory sector, offering a person-centred approach. They have changed over time but are as much needed today as they ever have been.

CrossReach looks to the future with optimism and ambition. We strive to offer excellence in service delivery, we aspire to be at the forefront of change, working with local and national partners to find better ways of supporting people, and we want to do all of this in a way which is sustainable and cost-effective.

At the core of the ambition lies love, a deep rooted concern for others which speaks to our common humanity and dignity. As you read through this strategy, we hope that you too find that love in abundance and can support us in our aspirations for a Scotland in which all can thrive.

Dr Mike Cantlay
Convener of the CrossReach Board



Purpose

To demonstrate Christ's love in action by offering high quality care and support which will empower people, across Scotland, to live a full and fulfilling life.

Vision

A compassionate society where the worth of every individual is recognised and celebrated, and where loving relationships support all to live well in line with their needs, choices and aspirations.



Values

RESPECTFUL

Value each person for their unique identity. Uphold human rights and challenge discrimination.

WORKING TOGETHER

Work in partnership with others so that we can make good decisions and achieve better results.

INCLUSIVE

Recognise that we all have something to offer in terms of our skills, knowledge and expertise and can play an active part in our communities.

SUPPORTIVE

Recognise strengths and build confidence. Find ways to help each other to overcome challenges.

ACCEPTING

Recognise that we have all had different experiences which have shaped how we act in different situations. Respond in a trauma informed way.



A photograph of an older man with grey hair and glasses, wearing a red sweater and a clear plastic apron. He is smiling and looking towards the camera while holding a paintbrush. In the background, another person is visible, wearing a yellow shirt and painting a canvas. The setting appears to be an art studio or a community center with wooden floors and walls.

What Matters to us

The People we Support

People supported by CrossReach feel respected, listened to and have their rights upheld. They are fully involved in decisions affecting their lives and can shape their support by exercising maximum choice and control.

What we will do:

We will invest in a culture which supports people to make meaningful relationships, communicate well and take part in a range of activities which build confidence and empowers them. We will invest in ways of working with people to have their voices heard and acted on within every part of the organisation.

Our Workforce

Employees feel that they are properly valued for their professionalism, skills and expertise and can develop in their career. They are involved in decision making and are able to influence their working conditions and improvements to services.

What we will do:

We will promote Fair Working practices. We will ensure that salaries terms and conditions, training and succession planning are the best they can be so that all services are delivered by employees of CrossReach. We will empower employees to use their authority to make decisions appropriate to their role.





Strong and Sustainable Services

Our services are of high quality, financially secure and are based on established need. They are well resourced, environmentally sustainable and able to innovate, change and grow as appropriate in order to best serve those supported by them now and to meet future need.

What will we do:

We will underpin our services by putting plans in place to manage our resources efficiently and effectively. We will invest in IT, our buildings, our environmental practices and our business support processes so that they are fit for purpose.

We will develop a financial strategy which supports timely decision making allowing us to diversify income and drive innovation and growth.

We will review our Governance arrangements to ensure that these are the best possible to allow services, and those supported by them and working in them to succeed.



Our Partnerships

Those in our wider networks, including our funders and supporters feel that they are important to us, that their support and advice matters and that we are committed to collaboration and making things work.

What will we do:

We will take time to work with our partners to understand where we can add value to one another and how we can work better together when faced with challenges and opportunities. We will invest in the way in which we communicate both within CrossReach and externally so people are well informed about what we do, and how they can get in touch with us and work alongside us.

A photograph of a group of people at a community meeting or workshop. In the foreground, a man with a beard and a blue jacket is looking towards the camera with a surprised expression. Next to him, a woman with red hair is looking off to the side. In the background, several other people are seated at tables, some looking at papers or engaged in conversation. The room has a casual, community feel with colorful posters on the walls.

Advocating and Influencing

There is a wealth of expertise within CrossReach which has been built up from the experiences of the people we support, our workforce and our partners. This should be shared with people with an interest in the issues which affect us and tasked with making decisions in a local or national context.

What will we do:

We will ensure that we use the opportunities given to us to amplify the voices of those who use our services, their families and carers, and our wider networks to influence policy decisions both within the organisation, our wider networks locally, nationally and internationally. We will work with partners to lend our support to campaigns where we believe we have something to offer.

In 5 Years Time:

Our journey of continuous improvement will mean:

A Culture of Participation

Supported people have influence, choice and control.

Fair Work Practices

CrossReach is an employer of choice, known for supportive pay, benefits and development.

Strong Services

Sustainable and well resourced.

Flourishing Partnership Networks

Enabling conversation and collaboration.



Our Voice is Heard

Inform future policy based on the experiences of our people.

Excellent Support Resources

Set within a fit for purpose infrastructure..

We are Primed for Growth

Resilient, adaptable and able to make timely effective decisions.

Raised Profile

Better recognised for our value to the people of Scotland and within the Church of Scotland.

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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