

Your Life,
Your Voice,
Your Choice

**New Directions
Rugby**

2025 – 2028 Strategic Plan



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Reg'd Charity No: 1005302

2025–2028



Paul Tolley
Chief Executive



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Overview

New Directions (Rugby) Ltd first began delivering accommodation and support in 1951, growing ever since to meet the needs of individuals with learning disabilities, Autism, ADHD and mental health challenges to live as independently as possible.



Our Vision

Our vision is ultimately of a community where people with learning and physical disabilities are valued, have a good quality home, and a life full of meaning, opportunity, friendship, happiness and inclusion.

We believe this is best achieved by supporting individuals to be in control of their lives:

Your life, your voice, your choice.



Our Mission

To make a positive difference to the lives of everyone we support.

We will do this by providing a range of accessible flexible support options, new opportunities and quality homes for people to flourish in. We will promote choice, control, independence, rights and aspirations.



Core Values

- Choice
- Equality
- Independence



Strategic Objective #1

Expanding our Respite provision

Objective:

To expand our respite provision by redeveloping and repurposing Vicarage Road into a 4 bed respite care home to be run alongside Milner House

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Strategic Objective #2

Celebrating the people we support and our staff

Objective:

Embed our Awards ceremony held within our 2024 AGM in to every AGM going forward

Strategic Objective #3

Refresh our Branding and Marketing

Objective:

Refresh the New Directions Website and branding in readiness for our 75th year celebrations

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Your voice. **YOUR CHOICE**

Strategic Objective #4

Celebrating our history and our future

Objective:

Celebrate our 75th year of providing accommodation and support in 2026

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Strategic Objective #5

Safeguarding a long future for our residential care home provision

Objective:

Secure the Care Home tender for Warwickshire's framework of residential providers to ensure we can support people for as long as possible

Strategic Objective #6

Delivering training externally to other providers

Objective:

Expand our training offer externally and achieve accreditation through Highfield

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Strategic Objective #7

Enable the people we support to access transport

Objective:

Secure a new Minibus through fundraising to increase our fleet of company vehicles

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Strategic Objective #8

Continue to provide a sustainable range of supported living properties across Rugby to enable people to live as independently as possible

Objective:

Maintain our Supported Living flat vacancy levels at below 5

Thank You

For further enquiries and information



New Directions Rugby

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