



2025-30 Active Plan

Working together
to champion inclusion

Enriching the lives of children and
adults who live in our local community



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Introduction and Overview

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White Lodge has quite simply **changed my life**, I dread to think of how my life would have been without them.

John, 39 – thriving with Cerebral Palsy

Introduction

For the duration of this strategy, White Lodge will focus its efforts on expanding its reach into the community to provide services that meet the needs of local residents whilst transforming local attitudes to embrace and acknowledge the inequalities that our customers, their families and carers experience.

Throughout this phase, White Lodge will continue to develop services that are co-produced with our customers to meet the needs of our existing services and focus on delivering high quality.

“

Here at **White Lodge**, we support over **1,200** people each year. Our centres run smoothly due to the dedication of our **135 strong staff team**, and a highly committed group of **trustees, volunteers, funders, and supporters.**

Lesleigh Bounds, CEO



Welcome...

In an ever-changing world, the need for compassionate, high-quality social care has never been greater. White Lodge is proud of its legacy of transforming lives. It supports individuals, families, and communities with care, dignity, and respect. This 5-Year Plan reflects our commitment to our customers, and our ambition to meet the evolving challenges in the sector.

This strategy is rooted in our core values. It is shaped by the voices of those we support. It is informed by our partnerships with communities and stakeholders. It sets a clear roadmap to ensure we remain a leader in providing innovative, person-centred care while addressing systemic inequalities and empowering the most vulnerable.

Over the next five years, we aim to:

- Strengthen the quality and reach of our services
- Advocate for sustainable, long-term solutions for those we support
- Foster a culture of inclusion, collaboration, and continuous improvement
- Build resilience and capacity

Through this strategy, we reaffirm our commitment to making a tangible, lasting difference in the lives of those who rely on us. Together, we can create a future where everyone can access the care and support they need to thrive.

“

I was told **Joey** may never walk or talk... now everyday is the **best day** and he leads the most **amazing life**. All thanks to **White Lodge**.

Joey's Mum –Stacie

Neil McIntyre
Chair of Trustees



A message from our CEO

I am excited to introduce our new strategy, which represents a significant step forward in our mission to empower people with disabilities across Surrey. This plan reflects our dedication to making our services more accessible, reducing isolation, and fostering stronger community relationships.

At the heart of this strategy is a commitment to addressing unmet needs within our community. By developing innovative services and establishing peer support networks, we aim to create spaces where individuals feel connected, valued, and supported.

Amplifying the voices of our customers in health and social care will remain central to everything we do. By influencing local attitudes, we will work to improve accessibility across Surrey, ensuring that our communities become more inclusive for everyone.

To achieve these goals, we understand the importance of promoting our organisation and expanding our reach within the local community.

Strengthening awareness of our work will allow us to serve more individuals and build stronger partnerships.

Alongside this, we are committed to retaining our sustainability with a diversified income model, ensuring that we can continue to uphold our core values for years to come.

This strategy is not just about what we can achieve alone – it's about what we can achieve together. With the support of our incredible staff, volunteers, customers, and partners, we can create lasting change that transforms lives and strengthens our community.

Thank you for your ongoing support and belief in our mission. I look forward to the journey ahead as we work together to turn this strategy into reality.



Lesleigh Bounds
CEO

Who we are and what we do

We empower people with disabilities. We create inclusive and supportive spaces where customers feel connected, valued, and supported.

Our wide range of services caters to children, young people, and adults. This provides tailored support for every stage of life.

We provide nursery care, play and youth schemes, overnight stays, and physiotherapy for children. These programmes give opportunities to grow, learn, and thrive in a supportive environment. They also offer families much needed support and help.

Our adult day services promote independence, creativity, and socialisation. We offer specialist physiotherapy and fitness services to all our customers, including access to hydrotherapy. These services aim to enhance the well-being of our customers.

Central to our mission is the creation of peer support networks and advocacy. We amplify the voices of the people we serve in health and social care.

We work to shape systems and policies that better reflect their needs. By influencing local attitudes and advocating for accessibility, we strive to build a more inclusive community. Through our community-driven approach, we aim to break down barriers, create meaningful connections, and empower individuals and families to lead fulfilling lives.

Together, we are shaping a Surrey where everyone can thrive.





2023-2024

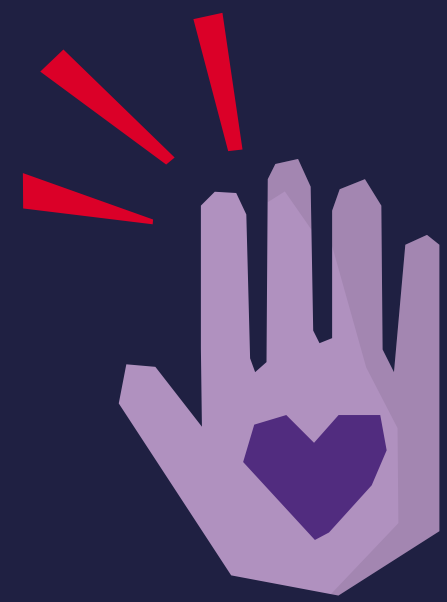
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At 22 a catastrophic stroke devastated my active life. With the **support** of **White Lodge** I now have my eyes firmly set on completing a **triathlon**.

Jane, 59 – Stroke Survivor



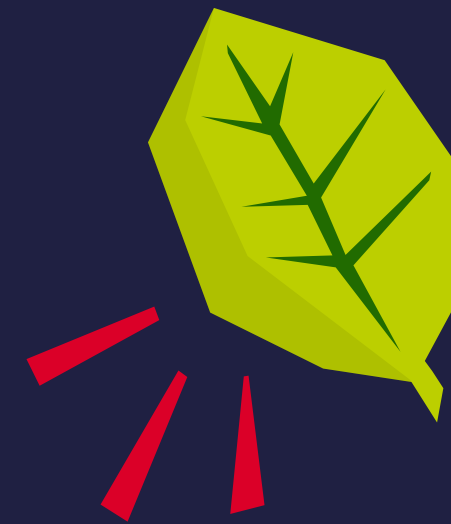
A snapshot of 2023-2024



2,851

volunteer hours

Total number of hours our volunteers worked across the services in 2023-2024.



1,654

hours of short breaks

Total number of hours of Surrey Short Breaks care in our Treetops building.



109

adults

Total number of adults who utilised our neuro-physio and fitness sessions.



13,667

hours of play and activities

Total number of hours our play and youth clubs delivered for young people with neurodiversity and/or disabilities.

Key Achievements

Ofsted

At White Lodge, we take great pride in the positive feedback we've received across our services. Our commitment to creating nurturing, inclusive, and supportive environments for all children shines through in our Ofsted inspections. Whether it's in the Nursery, Treetops, or the PYC Playscheme, we consistently provide care and learning experiences that prioritise each child's individual needs, ensuring they feel welcomed, supported, and engaged.

Nursery

In the Nursery, all children—especially those with special educational needs and/or disabilities—experience tremendous fun as they learn. The warm, welcoming, and inclusive environment encourages children to eagerly enter each day, fostering joy and engagement in their early education journey. This positive atmosphere ensures that every child feels valued and supported. (August 2022 inspection).

“

When he comes home he is so **happy** after spending the day at **White Lodge**.

Lorraine, Callies Mum

Treetops

At Treetops, children benefit from care that is not only warm and affectionate but also tailored to their individual needs. The positive relationships they share with staff create a nurturing space where children feel safe and understood, allowing them to thrive. Staff provide attentive support, ensuring that every child's experience is caring and enriching. (December 2024 inspection)

PYC

In the Playscheme, staff go above and beyond to create an inviting and adaptable environment. They focus on making children feel comfortable by providing thoughtful spaces like secure, quiet areas for those who may need additional support when settling in. This commitment to meeting each child's needs helps ensure that all children feel welcome and supported during their time with us. (December 2023 inspection)

Capital Programmes

Over the past three years, we've spent over £500 000 on Capital Programmes. We have made significant strides in enhancing our facilities and operational processes to better support our community. Here are some of our key achievements:

Garden Project

We've transformed our outdoor area into an accessible space for Nursery and PYC, making it available year-round for our children and young people.

Sensory Room

A dedicated sensory room now offers a safe space for children and young people to explore their senses, helping to stimulate and calm them during stressful times.

Hydrotherapy Pool Refurbishment

Our pool and changing area have been successfully refurbished, enabling both adult and child therapy sessions as well as use by local swim schools.

Treetops Refurbishment

All spaces have been upgraded with air conditioning, new wet rooms in the bathrooms, and a fully accessible kitchen, enhancing comfort and functionality.

Environmental Initiatives

We've installed new boilers and upgraded our systems for heating and air conditioning across our buildings to make heating more efficient to reduce our carbon footprint.

These improvements not only boost our service quality but also ensure that White Lodge remains a safe, efficient, and sustainable place for our community to thrive.



Confidence in Diversity

At White Lodge, we're proud to be a Disability Confident Employer.

We believe in creating an inclusive and supportive workplace where everyone feels valued and can thrive. We're committed to making reasonable adjustments, providing the right tools and support for all our staff, and fostering an environment where diversity is celebrated.

Being Disability Confident isn't just about meeting requirements – it's about genuinely embracing different abilities and perspectives and ensuring everyone has an equal opportunity to succeed and feel part of the team.

Digital transformations

We've transitioned all staff onto full Microsoft 365 packages to ensure that data held on our systems is secure.

By storing all organisational and customer data on one system ensures that we can keep all our data safe and managed effectively. This strategic upgrade has not only enhanced connectivity but has also empowered us to refine and elevate key processes in HR, Finance, and various other departments, driving efficiency and fostering continuous improvement.

We use Salesforce in our fundraising team as our CRM tool to manage donor information and income raised through fundraising initiatives. We use it to communicate to our customers. This system allows us to manage relationships, track communications, and keep everything organised in one place. With Salesforce, we can provide a better, more personalised experiences for our customers and supporters, all while making our internal processes more efficient and responsive.



Our 5-Year Plan

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Lase comes to us **smiling** and leaves smiling. He's a **really popular** member of the group who we love having here as he is so **positive and happy!**

Sarah, Rendezvous Coordinator





Our 5-Year Plan

Our Active Plan

Our 5-Year Plan focuses on accessibility, inclusivity, and empowerment.

Our goal

To make our services more accessible. Reducing isolation and fostering community relationships are key priorities. Promoting our brand and expanding community reach is essential to achieving our mission.

Moving forward

We plan to develop services to reach unmet needs within the community and establish peer support networks. Amplifying customers' voices in health and social care will be central to our efforts. To achieve this, we aim to influence local attitudes to improve our communities' accessibility for our customers. We will ensure sustainability with a strong financial plan. This will uphold our core values.

Our Active Plan 2025-30

Our key strategic objectives

Our vision is a world that is inclusive to all regardless of ability.

Our why

We celebrate abilities, promote inclusivity, foster self-belief, and ensure dignity, equity, and compassion for all.

Our mission

At White Lodge, we champion inclusivity, dignity, and opportunity for individuals with disabilities and/or neurodiversity. We foster environments where every child and adult can thrive and reach their full potential.



Enhance

accessibility and
increase social
opportunities



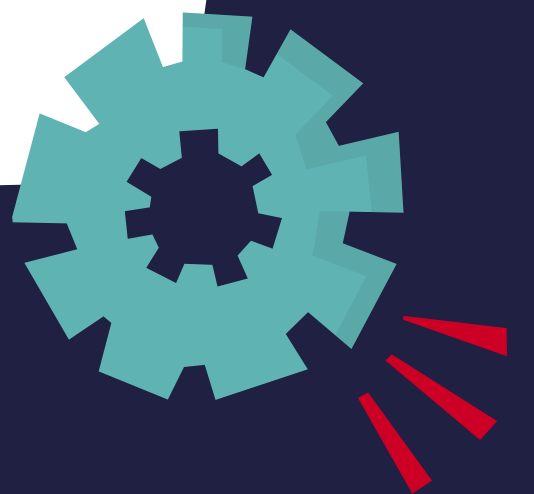
Champion

our customer's
voices in health
and social care



Transform

local attitudes



Strengthen

our resources

Our Values



Equity

We recognise and address the unique challenges faced by the individuals who use our services. We ensure equity for all and are dedicated to creating an inclusive society.

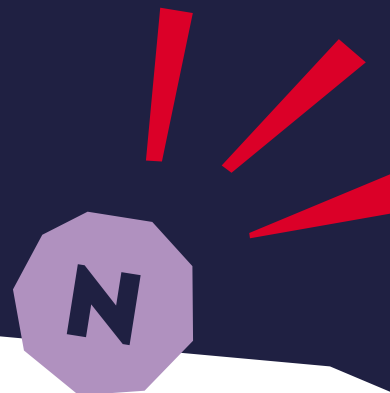


N

Nurture

We nurture the potential of every individual by encouraging and empowering them to realise their strengths, talents, and aspirations.

This fosters a sense of self-belief and confidence.

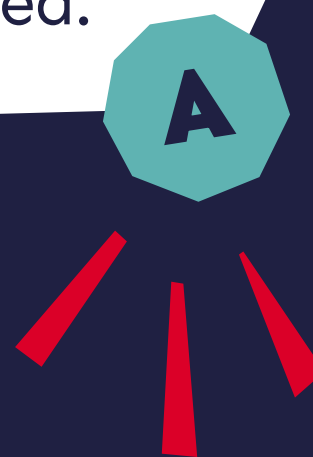


Advocacy

We advocate for the rights and dignity of individuals. We work to break down barriers, challenge stereotypes, and promote inclusion.

This ensures that the voices of all we serve are heard and respected.

A

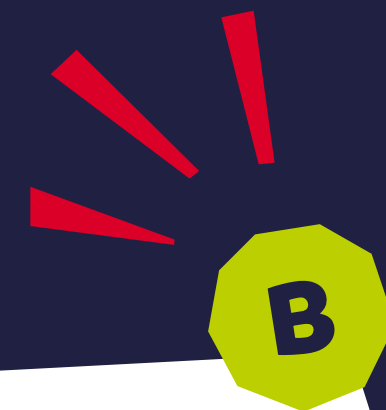


B

Belonging

Everyone deserves to feel a sense of belonging and acceptance in their communities.

We create spaces that are welcoming, inclusive, and supportive.



Language

We take a person-centred approach. We respect people's choices and rights to describe and identify themselves.

We listen and use language that celebrates abilities and promotes inclusivity.

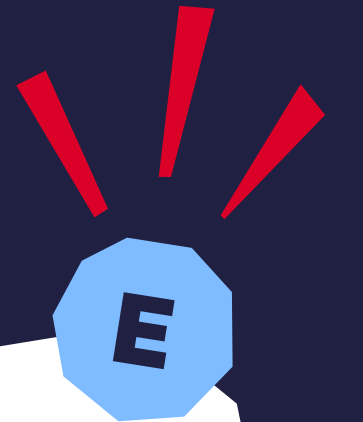


E

Empathy

Respect and dignity are at the heart of everything we do. We approach our work with compassion, understanding, and sensitivity.

We recognise the diverse experiences and challenges faced by our customers and their families/carers.





Delivering Our Active Plan

Our Underlying Pillars

Quality Services

We put people first – Our services are tailored to our customers. The services we offer promote dignity, independence, and empowerment. Our staff are inclusive. Our teams are trained to fully understand the challenges our customers face. We deliver the best support with empathy, respect, and cultural awareness. Our staff continue improving by listening to customer feedback. They develop ways to make things even better and adapt to people's needs.

Accessibility and Engagement

We'll reach out to communities to spread the word about what we offer – Overcoming any barriers that may stop people from accessing our support. We want to make sure everyone knows we're here for them. Our offer is inclusive. We work with the individual needs of people who would like to access our services. People can access our services in the way that works best for them.

Financial Sustainability

We use our resources wisely to have the biggest impact – By working together with other organisations, partners, and community groups to share resources, swap ideas and create change. We'll use data and performance metrics to drive our efficiencies, deliver quality services and ensure that our financial resources are used effectively - ensuring that all money raised has a direct impact on our customers.

Our Key Strategic Objectives

Enhance



We will enhance accessibility and increase social opportunities. We will ensure our brand has a wider reach.

- Deliver services that meet the needs of disadvantaged groups
- Develop new services
- Increase peer-to-peer support groups across our networks and in the local community

Champion



We will champion our customers' voices in health and social care.

- Promote opportunities to improve health and wellbeing outcomes
- Support and advocate for customers to access appropriate healthcare and support services
- Create a customer engagement panel to participate in national and local initiatives/campaigns
- Offer space to local community groups and stakeholders to deliver initiatives that are inclusive to our customers



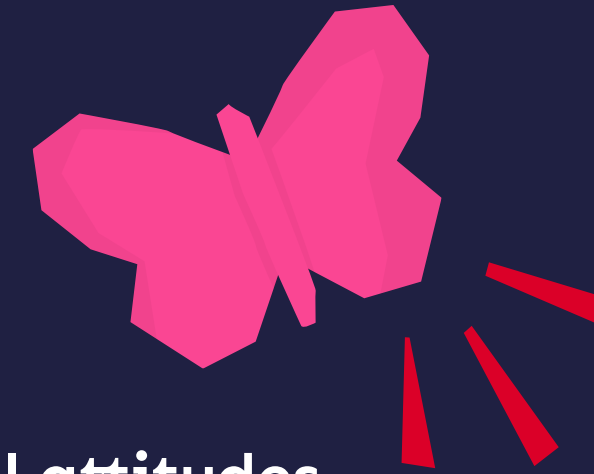


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Without all the early **support** from **White Lodge**, I would not be the **happy, independent person** I am today... I would be lost without them.

John, 52 – excelling with Cerebral Palsy

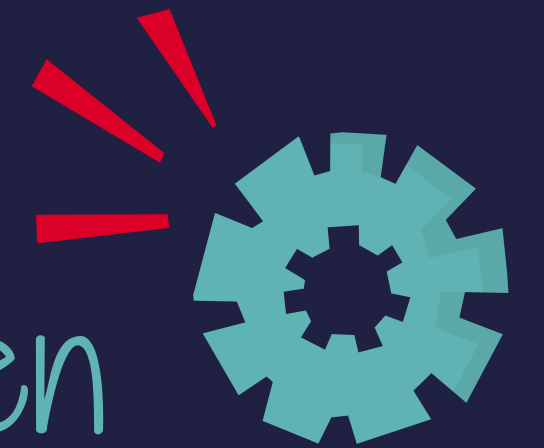
Transform



We will transform local attitudes.

- Amplify the voices of our customers by participating in the national movement to end disability inequality in our community
- Harness the power of our supporters, donors, volunteers, and customers, to challenge stereotypes and promote a culture of inclusion
- Extend our services locally through community outreach

Strengthen



We will strengthen our resources.

- Maximise our income with sustainable operating models
- Ensure the charity is equitable and offers diverse services to grow our income
- Invest in our infrastructure and capital programmes
- Increase our reserves



Strategic Workstreams and Performance Framework

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I am so **proud** of Stew and so grateful to his live-in carers who have become **adopted family** members... they are **extraordinary**.

Stewart's Mum – Lynne



Annual Plans

To support delivery of our Active Plan, goals and cross organisational working.

We have a number of strategic workstreams which involve working alongside people we support, colleagues and partners to deliver key projects.

- Career Pathways for All
- Aspiring Lives and Outcomes
- ACTIVE Culture
- Creating More Opportunities
- Digital Transformation
- Wellbeing and Resilience
- Become Outstanding
- Campaigning for change
- Ethical, Sustainable, Equitable
- Stay Robust, Survive and Thrive

KPIs

To support delivery of our Active Plan, all teams and services have an Annual Delivery Plan. These contain key actions to support implementation of relevant strategic objectives and priorities.

KPIs are collected in measurable areas linked to the plan and reported to our Senior Management Team and Board of Trustees.





**If you are interested in supporting us,
please contact the Fundraising Team
on **01932 567131**.**

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