



## **Lasa Strategic Plan 2013 – 2016**

**By 2016 Lasa will be recognised as one of the leading charities building the capacity of the third sector, public sector & government organisations both in the provision of advice and information services and in the use of technology to best deliver and manage high quality services.**

The Lasa Strategic Plan provides an opportunity for us to communicate our aims and objectives to our stakeholders. We hope this will help share an understanding of our goals and encourage a collaborative and partnership approach towards achieving them. Our strategic partnership with Legal Action Group (LAG) will be a crucial factor in our achieving our ambition of offering support across all areas of social welfare law.

Our resources support all sizes and types of organisations in the third sector and beyond. Our reach is local, regional, national and international.

Our effectiveness will be measured against our Strategic Business Plan and through specific work plans developed and owned by each service. Measurement of work plan performance will inform progress of the strategic plan at Senior Management and Board level throughout the period.

The work plans will form the basis of decision making around priorities and resources needed to achieve the objectives.

It is our intention that all our work achieves a maximum impact through:

- the delivery of good quality advice support services directly to advice practitioners
- the development of innovative technology products to support the delivery of advice
- the development of resources to support the Third Sector and related organisations in using technology appropriately to help achieve its goals, and improve its effectiveness and impact
- the informing and influencing of independent advice policy and practice with central, regional and local government in partnership with networks and agencies.



## **Lasa Strategic Aims**

**Lasa aims to use its recognised expertise to build the capacity of the Third Sector and related organisations to provide high quality advice services.**

**We will:**

- Provide support to the advice sector in dealing with social welfare law problems, through rightsnet and the development of other innovative methods of service delivery. Specifically we will develop the support we offer in all areas of social welfare law through our strategic partnership approach with LAG
- Strengthen the quality of advice provision through the delivery of training and support
- Work with our users to develop products and services to support Third Sector and related organisations
- Champion at a policy level the importance of high quality advice and information services

**Lasa aims to champion the importance of technology to enhance the delivery and management of high quality services by third sector and related organisations**

**We will:**

- Champion at a policy level technology as an essential element of service delivery, information management and strategic planning
- Maintain and expand the provision of resources that enable the effective use of technology
- Promote digital literacy and inclusion. Specifically we will work with social care organisations to improve their use of technology

**Lasa will ensure our organisational and delivery models maximise our impact.**

**We will:**

- Foster effective external communications, marketing and promotion
- Develop effective partnerships with other organisations, such as LAG, whose services complement our own
- Utilise our resources to assist campaign work around justice and access to good advice
- Facilitate effective internal communications so as to stimulate ideas and develop new services
- Champion good practice and celebrate the impact of our work