

lasa

Our Strategy

2010–2013

www.lasa.org.uk



By 2013 Lasa will be recognised as one of the leading charities building the capacity of the Voluntary and Community Sector both in the provision of advice and information services and in the use of Information and Communications Technology to best deliver and manage high quality services.

2010-2013

The Lasa Strategic Plan provides an opportunity for us to communicate our aims and objectives to our stakeholders. We hope this will share an understanding of our goals and encourage a collaborative approach towards achieving them.

Our objectives will be measured through specific work plans developed and owned by each service. Measurement of work plan performance will inform progress of the strategic plan at Directorate 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 ICT products to support the delivery of advice**
- **the development of resources to support the VCS in improving its knowledge and management of ICT enabling the sector to do things better and to do better things.**

Lasa's Strategic Aims



Lasa aims to use its expertise to build the capacity of the Voluntary and Community Sector (VCS) to provide high quality advice and information services.

We will:

- Expand rightsnet to cover additional areas of social welfare law
- Strengthen the quality of advice provision through the delivery of training and support
- Develop AIMS into a contact management tool in order to enhance its value to VCS organisations
- Ensure the Multikulti legacy continues by exploring the possibility of a sustainable future based on user generated content
- Champion at a policy level the importance of high quality advice and information services.



Lasa aims to be the expert on the importance of Information and Communications Technology (ICT) to enhance VCS organisations delivery and management of high quality services.

We will:

- Maintain and expand the provision of resources that enable the effective use of ICT within the sector.
- Champion at a policy level ICT as an essential element of service delivery, information management and strategic planning



Lasa will ensure our organisational and delivery models strengthen our infrastructure, so that we can maximise our impact.

We will:

- Foster effective external communications, marketing and promotion
- Develop effective partnerships with other organisations whose services complement our own
- Facilitate effective internal communications so as to stimulate ideas and develop new services
- Provide staff with the knowledge and skills to engage with our stakeholders more effectively
- Champion good practice and celebrate the impact of our work
- Gain an organisational quality mark
- Review our staff benefits package and continue to invest in staff development.

Lasa's Services

The recession will cause greater social exclusion and polarisation of communities. It will result in greater individual needs and greater need for advice. At the same time because of funding and commissioning changes there will be less money available to meet these needs. Political attitudes to welfare will continue to threaten the most vulnerable. In this context Lasa's response will need to be appropriate and effective to ensure our services meet the needs of the sector.

Welfare Benefits Support

We support the provision of good quality advice and build the capacity of advice providers:

- Rightsnet www.rightsnet.org.uk
- Training www.lasa.org.uk/welfare-rights/training
- Telephone advice www.lasa.org.uk/welfare-rights/adviceline
- Advice support project & capacity building www.lasa.org.uk/welfare-rights/advice-support-project

ICT Support

We have developed and implemented a number of innovative ICT-based services to assist with the raising of standards:

- ICT Knowledgebase www.ictknowledgebase.org.uk
- Circuit Rider Services www.lasa.org.uk/ict/lasa-circuit-riders
- ICT Champion www.lasa.org.uk/ict/london-ict-champion
- AIMS case management software www.lasa.org.uk/aims
- Suppliers Directory www.suppliersdirectory.org.uk
- Building Bridges towards ICT Excellence www.lasa.org.uk/ict/building-bridges
- Publications including the magazine Computanews and the e-bulletin www.lasa.org.uk/publications/ict-publications
- Consultancy work www.lasa.org.uk/ict/consultancy

Multikulti

Translated advice and information in community languages

www.lasa.org.uk/welfare-rights/multikulti

Policy

Lasa's policy work promotes advice, legal services, and technology use in the voluntary and community sector.

www.lasa.org.uk/policy

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