



Every woman deserves
respect and support



Leeds Women's Aid Organisational Strategy 2026-2028

OUR STRATEGY: BUILDING ON STRENGTH, SHAPING THE FUTURE

The period from 2023 to 2026 has been one of delivery, growth and consolidation for LWA. We delivered against our strategy, strengthened our services and built an organisation our people are proud to work for, reflected in the fact that 96% of our staff told us they enjoy working at LWA. But we haven't stood still.

As we look ahead, we are launching an even more ambitious three-year strategy to 2028. This next phase builds on our strengths: delivering excellent, women-centred services; leading strong and collaborative partnerships; developing new and innovative approaches; and using our expertise to influence policy and practice locally, regionally and nationally.

Our new strategy is focused on deepening impact, not just growth. We will strengthen our collaboration with service users in how we measure and understand outcomes, ensuring that learning from practice continues to shape our direction and our influence. At the same time, we remain committed to equity, diversity and inclusion, with a clear focus on our People Plan and on supporting the mental health and wellbeing of our workforce.

This is an exciting moment for the organisation and for our wider communities to deliver meaningful, lasting change.

**-Nik, Chief Executive of Leeds Women's Aid
& Nneka, Chair of the Board of Trustees**



"When I first started working with the LDVS Voices Project, led by Leeds Women's Aid, I was at an all-time low - even though I was out of the violence, my life was in tatters and I was just left with anger and distain. I never felt heard, believed or validated and have benefited from being a member of a survivor's group in this engagement as it has helped me to move forward with my life, knowing future victim-survivor outcomes will be better."

Working with Leeds Women's Aid and other victim-survivors, we have been able to help shape and inform the direction and focus of the next Leeds Women's Aid strategy. As victim-survivors, we are passionate about this work and welcome the on-going collaboration with Leeds Women's Aid to give victim-survivors the help, support and validation they need.

Our hope is that this strategy will pave the way for continuous victim-survivor collaboration, so those who have received support from Leeds Women's Aid are encouraged to engage with this process, as part of their recovery journey, as we have been. This will enable Leeds Women's Aid to monitor its success and maintain the wonderful support it offers."

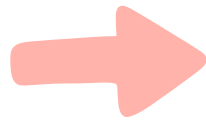
-Fran, victim-survivor

At Leeds Women's Aid (LWA), we do what we do because we believe:

- 1. All women & children should live in safety, free from abuse & fear**
- 2. Every woman & child has a voice & should be empowered, inspired & listened to**
- 3. Women centred support is powerful & improves the lives of women, men & children**

HOW WE WILL PUT OUR PURPOSE, BELIEFS AND VALUES INTO PRACTICE

We will achieve meaningful change by having three strategic goals:



We will be focussing on three main cross-cutting workstreams within each goal:

Prevent

- Stop violence and abuse before it happens, or prevent it from happening again, through:
 1. education
 2. early intervention
 3. systems change
- Our goal is to break the cycle of abuse and create safer futures for all

Respond

- Provide trauma-informed, inclusive and person-centred support that helps all of our service users to recover, rebuild, and thrive
- Our goal is to champion their rights, listen to their voices, and help them build resilience and confidence

Influence

- We promote equality, safety and opportunity through education, empowerment and influencing policy
- Our goal is to amplify lived experiences to co-produce services, inform policy, support recovery and drive cultural and systemic change

Domestic Violence & Abuse (DV&A)

- Comprehensive training programmes and campaigns
- Delivering and developing existing trauma informed services
- Providing a cohesive voice and opportunities to share lived experiences

Children & Young People (C&YP)

- With C&YP through co-production to integrate services from birth to adulthood
- Providing opportunities for them to safely share their lived experiences
- Facilitate opportunities to shape policy and services that directly affect them

Violence Against Women & Girls (VAWG)

- Empowering women and girls to share their lived experiences
- Creating safer spaces and innovative complimentary services
- Working with male allies to reduce VAWG through advocating and campaigning for structural change

HOW WE WILL DO THIS IN LINE WITH OUR VALUES

WE WILL BE EXCEPTIONAL BY:

- Empowering and supporting victims-survivors and their children to safely share their lived experiences, advocating for local and national systems change
- Providing a cohesive voice which will be included in, and influence, LWA's and wider Leeds strategies, services, policies and opportunities

WE WILL BE COURAGEOUS BY:

- Engaging with, and developing our allies, supporters and ambassadors' networks, to include more men and boys as positive role models
- Developing, delivering and promoting new services and activities

WE WILL BE INCLUSIVE BY:

- Collaboratively working in partnership with our victim-survivors and their children and a range of stakeholders from a variety of services, communities and organisations
- Co-producing design development, expansion, evaluation and delivery of new and existing services, campaigns and opportunities in line with our values

WE WILL BE INSPIRATIONAL BY:

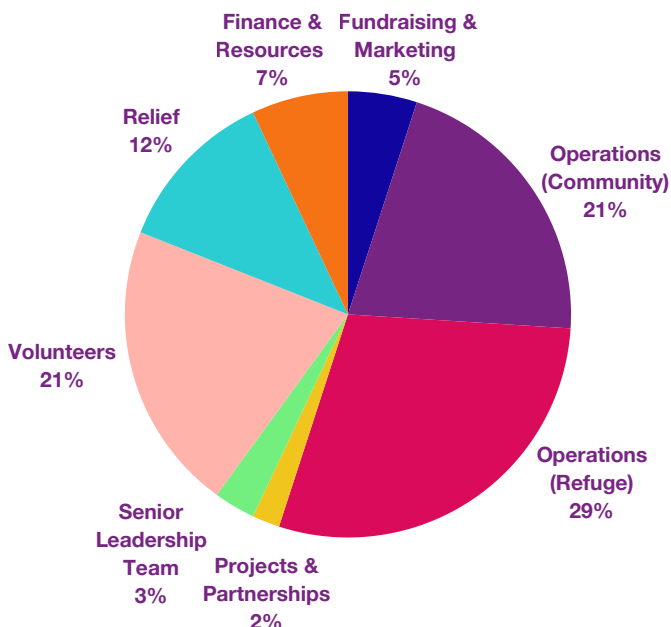
- Demonstrating through our actions and our partnerships that we are a leader in advocating ending DV&A and VAWG
- Motivating others through our knowledge, experience passion, creativity and innovation

WE WILL BE RESPONSIVE BY:

- Effectively using research, data, local and national learning, feedback and evaluation, to inform our learning to make organisational decisions, improvements and change
- Sharing knowledge externally to influence Leeds-wide and national strategies, services, policies and opportunities advocating for local and national systemic change

OUR PEOPLE, FINANCES AND MARKETING

Where our People Work:



Our People:

We will focus on our people plan where we are committed to **creating** the right environment, **developing** a culture of inclusion where everyone feels welcome. **Engaging** with our people to ensure support for well-being is being achieved and **recognising** the great work our people do. We want our people to be empowered to learn from experiences and thrive, so that our people say, they enjoy working for LWA.

Finances:

We will focus on our Income Generation Strategy by having clear actions to develop the diversification of funds ensuring we meet existing and future growth plans and initiatives. We will continue to be both a leader of, and partner in, innovative and collaborative opportunities and will offer generous leadership to our partners.

Communications and Marketing:

We will have a clear Communications and Marketing Strategy that will enhance our current supporters, allies and ambassadors enabling activities to be co-produced; inclusive of a range of community voices, women and girls and our services users. We will continue to share our experience and learning to support recovery and to influence strategies, policies and systemic change and will be a leader for enabling lived experiences to be heard.

Experts in Lived Experience:

We will continue our innovative approach with experts in lived experience and keep them at the heart of everything we do.

WHAT SUCCESS WILL LOOK LIKE

Success will be evidenced through robust monitoring and learning processes: analysing performance data, understanding what is working well, assessing impact, and actively seeking feedback. Above all, it will be defined by how well we listen to and act on the voices of our service users, allies, ambassadors, supporters, and partners.

Progress and impact will be reported on quarterly to SLT and the Board, and annually to the wider sector and public. Success will be measured by:

- Service users, including young people, will be included in everything we do and they will tell us what matters to them the most and we will have made change as a result



- New or expanded services, opportunities and initiatives will take place and a range of partners, community voices and city decision makers are included and evidenced



- The numbers of our allies, ambassadors and supporters will increase, with them taking part in and leading new campaigns for challenge, progress and change



- We will have improved how we work with local communities and increased our reach, with our initiatives better reflecting the intersectionality of those communities engaged



- Robust mechanisms will monitor, review and evaluate success and we will have informed change, enhancing our offer



STRATEGY COPRODUCTION TIMELINE

JUNE 2025

A conference focused on open consultation with our people and victim-survivors, using Slido online polls and group activities. Participants agreed the strategic goals and main workstream themes and shared their views on delivery approaches and how success should be measured.



JULY 2025

A trustees' workshop was held to capture their views, alongside the outcomes from the conference. These discussions informed agreement on the initial structure and core content.



AUGUST 2025

Ongoing check-ins with our people and victim-survivors took place through meetings and bespoke victim-survivor workshops, providing opportunities to share updates, gather feedback, and capture further comments and suggestions.



DECEMBER 2025

Re-engaged with our people and victim-survivors after the additional comments and suggestions provided in August were included, to confirm agreement and secure sign-off.



FEBRUARY 2026

A victim-survivor workshop held to draft the strategy foreword, followed by a meeting with Trustees approving the strategy.



APRIL 2026

Launch of the new strategy.