



Every woman deserves respect and support

# LWA Organisational Strategy 2026-2028

## 3 GOALS



## EACH GOAL WILL FOCUS ON 3 CROSSCUTTING WORKSTREAMS



## HOW WE WILL DO IT?



## WHAT WILL SUCCESS LOOK LIKE?

### 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

- Empowering and supporting victims-survivors to safely share lived experiences
- Creating and providing cohesive voices to influence, LWA's and Leeds initiatives
- Advocating for local and national systems change
- Targeting men and boys to enhance our existing allies, supporters and ambassadors' networks
- Co-producing, developing, delivering and promoting new and existing services, campaigns and opportunities
- Facilitating Community led partnership working and opportunities
- Demonstrating that we are a leader in advocating ending DV&A and VAWG
- Motivating others through our knowledge, experience passion, creativity and innovation
- Effectively using local, national and LWA's data, learning and research to inform thinking to make change
- Sharing knowledge to influence local, Leeds and national strategies, services, policies and opportunities
- Having robust People, Income Generation, Marketing and Communications Strategies and plans in place

- Have increased the number of victim-survivors, including young people co-producing what we do
- Share how victim-survivors have informed change
- Have increased our reach to be more inclusive of communities
- Evidence that new or expanded services have been co-produced
- Have increased the number of men and boys taking part in what we do
- Have robust mechanisms in place to monitor, review and evaluate progress and success
- Evidence the reach and impact campaigning activity has made
- Maintain existing contractual obligations and have an increase in income
- Have increased the number of people accessing and taking part in our activities
- Demonstrate where our cohesive voice has informed policy, strategy or systemic change

## Our Experts in Lived Experience, People, Finance, Marketing and Communication Foundations

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

We will focus on our people plan developing our organisation and employees and will continue to offer excellent benefits that enable our people to thrive.

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 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.