



## WDP Strategy

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We are extremely proud to introduce our strategy, which was agreed by the Board earlier this year. The Senior Management Team are in the process of rolling this out across the whole organisation, with the aim of this strategy becoming synonymous with WDP's working culture.



## Introduction

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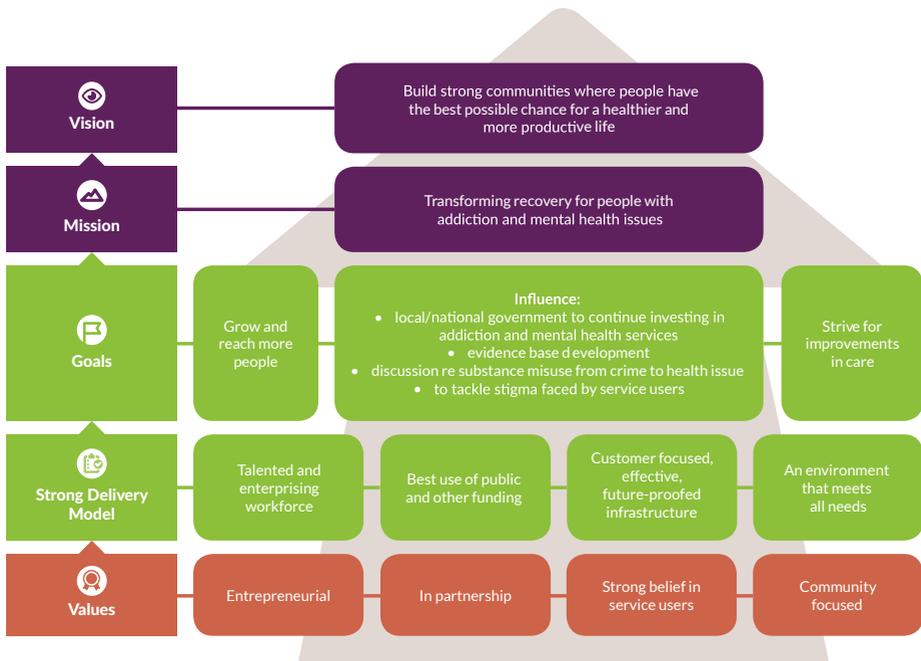
Strategy can be described as an organisation's sense of purpose. It defines not only what we do but how and, importantly, why we do it. It enables us to work together, to understand where we are heading and what we need to do to get there. It involves everyone. It involves the Board, who set the strategic direction, the SMT who steer the course, and everyone else who works together to make it all happen.

I hope this guide will be a useful tool to help us excel in all we do.

Finally, I thank you all for your hard work, for your commitment and dedication to our cause and for always endeavouring to improve the quality of care to the users of our services.

*Yasmin Batliwala, Chair*

A handwritten signature in black ink that reads "Yasmin Batliwala". The signature is written in a cursive, flowing style.



In accordance with this strategy, WDP seeks to cement its position as a leading provider of innovative and high-quality treatment for those impacted by drug and alcohol misuse. To ensure WDP’s services are available to as many individuals as possible, we will bolster our current offering so that we are fully prepared for continuing changes in the sector.

**The purpose of this document is to provide our staff and volunteers an in-depth insight into WDP’s strategy.**



## Values

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**WDP has long been a charity that puts the wellbeing of service users first. Accordingly, we have identified four key Values that support our service users, volunteers and staff.**

### Entrepreneurial

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We encourage all WDP's service users, volunteers, and staff to be entrepreneurial in their outlook. WDP's brand of entrepreneurialism centres on our approach of being creative and solution focused, we do not take no for an answer when advocating on behalf of our service users. We look to harness recovery capital and create opportunities for our service users to thrive.

### In Partnership

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We strongly encourage collaborative working – both across agencies, and throughout our organisation. WDP is committed to working alongside our service users to co-produce the design and delivery of services. We embrace working with other organisations to ensure service users have access to the highest quality of care.



## Community Focused

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We are inspired by the role local communities can play in delivering meaningful opportunities for our service users. Local communities provide our service users with a clear sense of belonging and purpose. We harness community assets, enabling our service users to receive maximum benefit from local initiatives.

## Strong Belief in Service Users

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We adopt an aspirational approach, knowing that our service users' potential is limitless. Focusing not only on substance misuse, we support our service users to realise their full potential, working holistically and in partnership every step of the way.



## Strong Delivery Model

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Each of our values requires a **Strong Delivery Model** to ensure that we provide the best service to the maximum number of people. As part of this, we have four items we seek to achieve.

### Talented and Enterprising Workforce

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WDP seeks to continue to attract and retain the most talented and innovative individuals working in the public health sector. Whilst skills can be taught, we seek out staff that share our recovery focused values and have a genuine passion for assisting people to realise their potential.

### An Environment that Meets All Needs

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We want our services to be positive and welcoming for both new and current service users, ensuring no one is dissuaded from recovery. We wish to provide a rewarding and meaningful workplace that enables all of our stakeholders to deliver to the best of their ability.



## **Best use of Public and Other Funding**

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We are aware that in this time of austerity it is vital for all charities to provide value for money. We aim to deliver the best possible service to our service users in a cost effective manner through service innovation and co-production.

## **Customer Focused, Effective, Future-Proofed Infrastructure**

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We are dedicated to providing an infrastructure that is best able to support our service users in their recovery. To ensure this, we are investing fully in our infrastructure to provide fully future-proofed systems that will allow WDP to become more sustainable and efficient.



## Goals

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**Having a Strong Delivery Model will allow the organisation to pursue our Goals, and seek to expand our service provision, while also advocating on behalf of our service users.**

### Strive for Improvements in Care

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We are continuously looking to improve our services to guarantee our service users the best care possible. We recently launched our 'Innovation Research Unit', which is looking into more ways to support our service users. Our flagship project in this area is the Capital Card™, which increases engagement among service users through rewards from commercial partners, including cinemas and barbers. We are also in the process of reviewing and improving our Assessment and Care Plans in conjunction with staff, service users, local authorities and PHE, with the aim of rolling these out this Summer.

### Grow and Reach More People

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We pride ourselves on our excellent service provision, and hope to be able to expand both the number of services we offer as well as their geographic spread. While we have grown steadily from our roots as 'Westminster Drug Project', our move towards the brand of 'WDP' stems from a desire to provide sector-leading services across the UK, helping more individuals on their recovery journey.

## Influence

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The first two goals outlined flow naturally into our third – influencing various stakeholders to improve service provision.

With the recent release of the Government's drug strategy, it is vital that we apply our knowledge and expertise towards influencing both local and national governmental support of our sector's service provision.

We are also looking to expand the evidence base around substance misuse and mental health. WDP is becoming more active in academia, with an article published in the Journal of Addiction, Research and Therapy last year and a presentation given at the Social Prescribing: from Rhetoric to Reality Kings Fund Conference in May this year.

We also continue to advocate for increased discussion around the classification of substance misuse as a criminal justice issue. It is clear that other countries treating substance misuse as a health issue find that service provision becomes more effective, and patients become less isolated.

**Each of the above will help dissipate the stigma faced daily by our service users. WDP continues to highlight how negative portrayals in the media—and the 'othering' that this causes—are highly detrimental to the recovery and communal reintegration of service users.**



## Mission and Vision

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**Our advocacy takes various forms – from membership of All-Party Parliamentary Committees to thought-leadership – while remaining geared towards improving the provision of care for our service users; our overall Mission as a charity.**

Our Vision expands beyond local communities, with the aim of ensuring that everyone has the access to support networks they require.

Build strong communities where people have the best possible chance for a healthier and more productive life.

In the information age, community encompasses more than just the local. WDP envisions a national community that does not stigmatise those with substance misuse issues, but instead supports them.

Life transformed. is our strapline, and we truly believe that with the dedication of our staff, volunteers and service users we can continue to go from strength to strength as an organisation, transforming more lives in the process.



## **Transforming Recovery for People with Addiction and Mental Health Issues**

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While we are immensely proud of the incredible work of our staff and volunteers, we believe that more can always be done for those struggling with substance misuse and mental health issues.



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