

# Creating Positive Change Together



**Groundswell Strategy  
2024-2028**



## A message from the CEO, Michael Chandler

***“Co-producing work does more than create the work being created; it brings people together, breaks down barriers, creates a true sense of belonging, teaches us new things about the work, our team and ourselves, whilst also showing people that we value them, which in itself helps people to value themselves.”***

– Sharon, Learning & Development Manager

Since the summer of 2023, we have been on a journey, to review, together, what we do and why, and our organisation’s future. Being true to our values, the development of this new strategy, taking us to 2028, was a true participatory process. In total, we held over 70 consultation sessions, surveys, away days and team meetings, and had input from over 130 staff, volunteers, trustees, partners and clients, many of whom have experience of homelessness.

We heard that a huge amount has changed - and, in most cases, worsened - since our last strategy was developed. However, we also heard that we are creating positive change in everything we do, from our life-saving peer advocacy and health promotion, and vital progression support, to our sector-leading role advocating for lived experience participation and our invaluable research and insight work. As a result, creating positive change together became the centre of our strategy.

I am enormously proud of - and excited about - our ambitious strategy. A huge thank you to everyone who gave their time, thoughts, insight and opinions into developing it with us. At the heart of the solutions to society’s challenges is the participation of people with experience of homelessness. Therefore, it is vital they are involved and listened to.



## Our Vision and Mission

**Our vision is for a society which is fair, inclusive and equal. We need equitable access to a healthier life and a better future for anyone with experience of homelessness.**

Our mission is to bring people together to:

- Amplify voices of people with lived experience to create solutions to homelessness and health inequalities.
- Stand in solidarity and champion their rights, to create positive change.

***“I don’t feel judged at Groundswell. I feel I get to bring my whole self and, in the system, it’s quite rare that you get to do that.”***

-Groundswell Volunteer



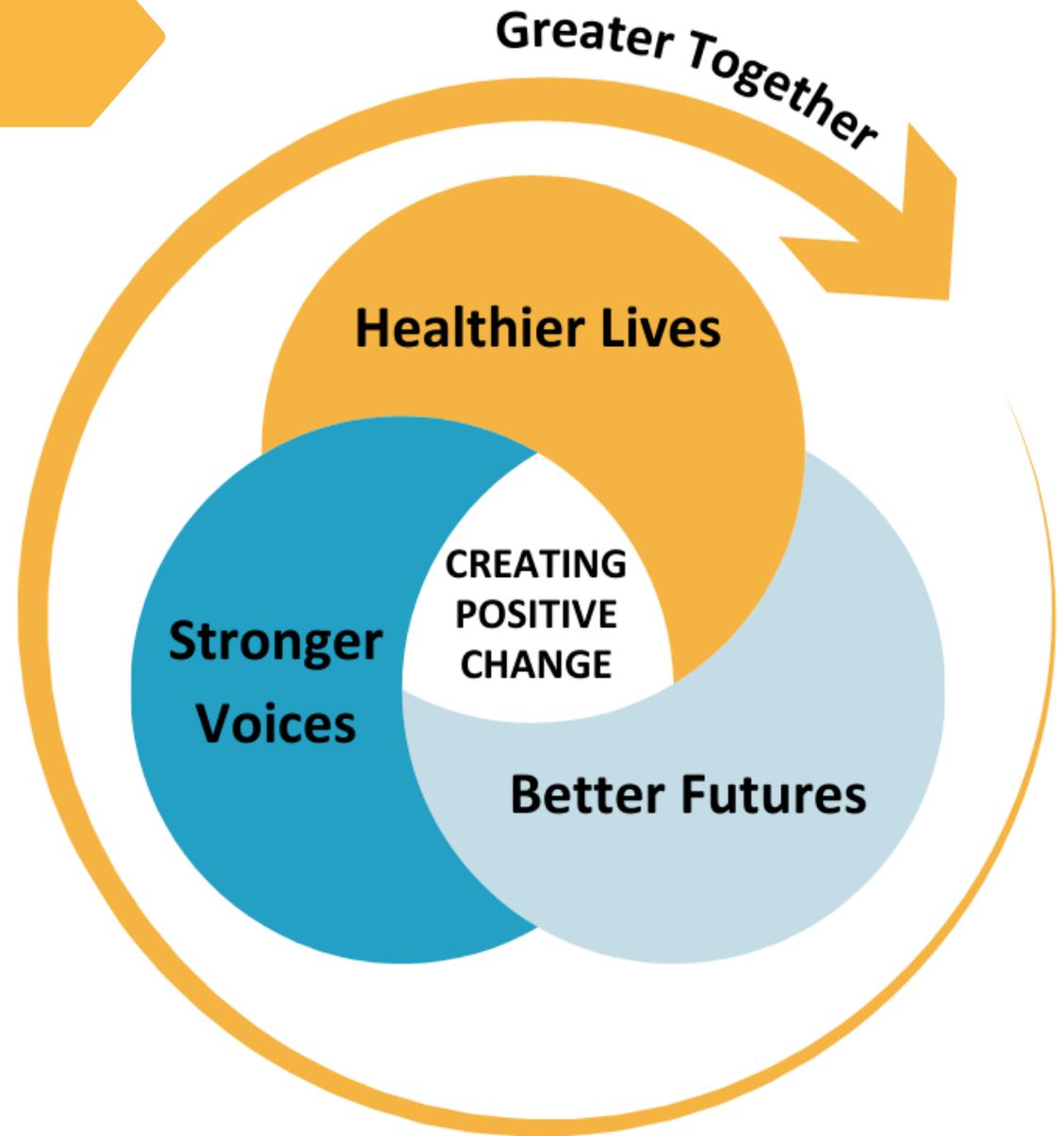


## Our Goals

At Groundswell, we're all  
Creating Positive Change  
through:

- Stronger Voices
- Healthier Lives
- Better Futures

We will only achieve this by working  
collaboratively - we are **Greater  
Together.**





## Stronger Voices



**People with experience of homelessness must inform the solutions – because they understand the problems people face.**

At every stage, we will hear, unite and amplify the voices of more people with lived experience. Through participation we will build a stronger, more inclusive community to create change – through our organisation, in services, our sectors and wider society, locally and nationally.

- We will ensure all our people are **listened to, involved and can participate in driving change** across Groundswell.
- We will work in **partnership, share best practice and champion lived experience participation** to provide effective solutions.
- We will use **innovative and participatory research and evaluation approaches** to share insight from people with experience of homelessness.
- We will increase our **campaigning activities to change systems and break down the barriers** that stand in people's way to healthier lives and more hopeful futures.



## Healthier Lives

### Homelessness is a health emergency.

We will work to end health inequalities for people who have experienced, or are experiencing, homelessness through advocacy, practical support and information, and by influencing people, policy and services.

*"Having healthier lives is important for enhancing overall well-being, increasing longevity, and fostering a higher quality of life. It allows individuals to thrive physically, mentally, and emotionally."*

-Staff member



- We will provide people who have experienced, or are experiencing, homelessness with **person-centred advocacy, practical support and the opportunity to self-advocate** and to access the health improving and life-saving services they need and have the right to.
- We will increase opportunities to improve the **wellbeing of our community** by coming together and being inclusive.
- We will support people experiencing homelessness to **understand their rights** and will provide the tools and information they need to make informed choices about their health.
- We will use our expertise in health and homelessness to **partner and train** other organisations to tackle health inequalities effectively.



*"My health advocate saved my life when I was on the street.*

*Groundswell offers me the chance to do that for others. Volunteering has helped me to feel more hopeful for my future - a future where I can achieve my potential."*

-Groundswell Volunteer

## Better Futures



**Everyone deserves a better, more hopeful life and future.**

Lived experience of homelessness can lead to barriers that impact people's life chances.

Recognising the potential in everyone, we will provide more opportunities and support for people with experience of homelessness to progress if, and when, they are ready.

- We will **share our approach** with other organisations so people with lived experience have more ways to participate and progress, within and beyond Groundswell.
- We will work with our people to **identify personal goals and increase confidence** to overcome barriers and progress towards these.
- We will improve and build on the opportunities for our people to **learn and progress**.
- We will **increase our networks, share practice and create more opportunities** for people to progress beyond Groundswell.



## Greater Together



**We can't achieve our goals alone – we are more impactful when we pull together.**

We will become more effective and sustainable, building on our culture of relationships, compassion and transparency, and working closely with partners to learn, share and create change.

***“Right from our speakout days, Groundswell has always known the true value of being greater together. Now more than ever we need people, partners, commissioners, funders and those in power to bring their experience, skills, knowledge and influence to create positive change for people affected by homelessness.”***

*-Staff member*

- We will encourage a **diverse, happy, healthy team** where people's needs and voices are at the core of what we do.
- We will **build relationships and increase collaboration** internally and externally.
- We will work towards being a **more resilient, sustainable Groundswell** through diversifying income, strengthening and consolidating infrastructure, operations and systems, and all recognising our roles in **building sustainability and resilience**.
- Together, we will **better evidence our impact** to strengthen and improve our work, highlighting the value of our approach and informing sector practice.

Join us.  
Together, we can create  
positive change.

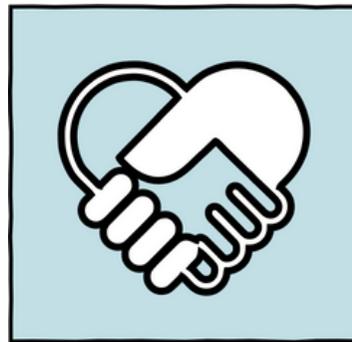


Photo credit: Morshed, Listen Up! community reporter



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