



## Amaze – Helping You Through Our Values and Strategic Principles 2021-25

LISTEN	Values	Strategic Principles / Commitment
<b>L</b>  <b>Local and Living it</b>	We are local people who are from, know and understand the communities we serve and how best to support and empower them.	<p><b>L1:</b> We will aim to deliver the full range of Amaze services across East Sussex and Brighton and Hove, with smaller pilots and partnerships to build delivery in West Sussex. As resources allow, we will grow Amaze’s profile especially in East Sussex so that more young people, and families, are aware of, and accessing, our support.</p> <p><b>L2:</b> We will better communicate with, reach, and support our most isolated local communities (incl. Black, Asian and minoritised ethnic people, traveller families, those on SEN Support).</p> <p><b>L3:</b> We will ensure &gt;50% of staff, volunteers and trustees have lived experience of disability or caring, and we will recruit more young people with special educational needs or disabilities, and people from Black, Asian and minoritised ethnic communities, to ensure our team reflects our communities.</p> <p><b>L4:</b> The Compass Card scheme will help children, young people and their families more able to afford, and feel more welcome at, local community/leisure venues.</p>
<b>I</b>  <b>Independent and Impartial.</b>  <b>Investment</b>  <b>Innovative</b>	We are an independent charity and any information or advice we provide about services is impartial.	<p><b>I1:</b> We will provide high quality, impartial information, advice and support via our SENDIASS service in a variety of accessible formats, including digital/written, phone/remote and face-to-face.</p> <p><b>I2:</b> Our services will be person-centred and holistic, covering a range of topics/themes, and available pan-disability (with the exception of piloted or targeted pieces of work for specific groups).</p> <p><b>I3:</b> Working with young people, we will increase our range of information resources for young people with all types of special educational needs or disabilities.</p> <p><b>I4:</b> Through our service provision and Compass Registers, we will gather evidence of what works well and what more is needed, and work with the parent carer forums to use this to influence policy and practice.</p>

		<p><b>I5:</b> We will seek funding from a diverse range of sources to allow us to retain our independence, and challenge practice where we do not think it is good enough.</p> <p><b>I6:</b> We will always strive to cover our core costs and will seek additional investment from funders where our services are oversubscribed and struggling to cope.</p> <p><b>I7:</b> We will be innovative, working together to come up with creative solutions to problems and new funding ideas. For instance we will trial asking for donations to ‘pay it forward’ for another person and we will scope out developing toolkits/best practice guides to sell to other areas.</p>
<p><b>S</b> <b>Supportive</b></p>	<p>We will support as many people as possible; developing more digital resources, growing peer support and offering more hands-on help for those that need it most.</p>	<p><b>S1:</b> We will develop more digital resources including step by step guides, videos and online training, so those who can be, are more ‘self-servicing’, possibly via a membership area.</p> <p><b>S2:</b> But we won’t leave digitally-excluded families behind, so we will offer non-digital alternatives, and more support to access help and engage with us online.</p> <p><b>S3:</b> We will offer individual and group peer support or befriending to young people and parent carers who are at particular risk of isolation, focusing on stressful transition points e.g. diagnosis, preparing for adulthood.</p> <p><b>S4:</b> We will help young people and parent carers to improve their financial position by supporting applications for disability benefits.</p> <p><b>S5:</b> We will increase the number of volunteers we use to enhance all our core services, ensuring we provide good support and training.</p> <p><b>S6:</b> We will test developing a specific programme of support to families on the neuro-disability pathway, recognising the very long waits for diagnoses and NHS focus and investment in this area.</p> <p><b>S7:</b> As resources allow, we will develop more training, groups and resources to support parents, siblings and the wider/extended family.</p> <p><b>S8:</b> We will support the wellbeing and personal development of Amaze staff and volunteers, developing our human resource strategies and systems.</p>
<p><b>T</b> <b>Together</b></p>	<p>The needs of disabled children and young people and their families are at the heart of all that we do.</p>	<p><b>T1:</b> We will build relationships with families, and support them to work together with other key professionals and schools, at the earliest opportunity in their journey, recognising the importance of early intervention and partnerships.</p> <p><b>T2:</b> We will work with young people with special educational needs or disabilities, and/or their parent carer(s), to ‘Look Forward’ - supporting more young people to prepare for adulthood (into education,</p>

	<p>We work together with families and SEND professionals, to plan, develop and improve services.</p>	<p>employment and training, developing life skills and opportunity for independent living). Our person-centred support planning will put the young person, and what they like/interests them at the core.</p> <p><b>T4:</b> We will collaborate, build partnerships and share learning with the parent support groups and forums (being careful to clearly communicate our unique roles) and other SEND professionals, to develop/improve the overall service offer, long term outcomes and drive up the inclusion of young people with special educational needs or disabilities.</p> <p><b>T5:</b> We will refocus our group work to provide a range of facilitated group sessions for parent carers and young people to hear information from experts, come together and support each other, built on the 5-ways to wellbeing, and provide activities to try/develop new skills.</p>
<p><b>E</b> <b>Empowering</b></p>	<p>We empower children and young people with SEND and their parent carers by building their confidence, knowledge, skills and resilience.</p>	<p><b>E1:</b> We will support young people and parent carers to improve their knowledge, well-being and resilience, taking ownership of their ‘Amazing Futures’.</p> <p><b>E2:</b> We will develop a new young people’s ‘Your Voice, Your Choice’ Group to help shape our young people’s offer and ensure young people are involved in all areas of our work, building their skills and experience.</p> <p><b>E3:</b> We will support the Brighton and Hove Parent Carers’ Council (PaCC) and the East Sussex Parent Carer Forum (ESPCF) with back office functions, training and capacity building to enable the independent voices of parents to be heard effectively via co-production with services.</p> <p><b>E4:</b> We will empower our staff and volunteers by providing good quality IT/HR/comms/accessible space and systems.</p> <p><b>E5:</b> We will empower our comms and fundraising staff with high quality monitoring data, ‘empowerment indicators’, outcomes and case studies to evidence the need for, and impact of, our services.</p>
<p><b>N</b> <b>Non-judgemental</b></p>	<p>We listen and offer advice without criticism, prejudice or judgement.</p>	<p><b>N1:</b> Our services will offer young people and parent carers safe spaces, free from judgement.</p> <p><b>N2:</b> We will more proactively seek, and review, feedback from people that use, or don’t use, our services to help us improve our offer.</p> <p><b>N3:</b> We will get a better understanding about the (intersectional) barriers some Black, Asian and minoritised ethnic families face in accessing our own services, and those of others, and seek to counteract any systematic racism or inequity across the SEND system.</p> <p><b>N4:</b> We will seek funding to pilot offering both a counselling and a mentoring service.</p>