# Phab Strategy

## April 2025 – March 2030

Final

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## Vision Statement

Our vision is a world in which the barriers to inclusion have been eradicated.

## Mission Statement

Our mission is building an inclusive world where everyone is valued and belongs.

## Phab's Pillars

our key themes

### Learn:

Learning together, we build an inclusive world.

In our inclusive culture, we naturally develop important life skills like problem-solving, creativity, and adaptability. We are open to new ideas, and this dynamic environment helps us navigate our complex world.

### Thrive:

Everyone should have the right to follow their dreams and aspirations.

We create environments where everyone can thrive. We support people in following their dreams and connect them with opportunities within our network, inspiring the leaders of tomorrow. We create smiles.

### Belong:

When everyone belongs, communities are stronger.

By embracing our unique qualities and celebrating individuality, we build strong communities where everyone feels they belong. We promote confidence through positive social connection and friendship.

# What Phab does

At Phab, we believe in the power of inclusion. As the leading network for disabled and non-disabled people in the UK, we celebrate individuality and encourage everyone to get involved. We create spaces where people feel safe, equal, and valued, free to be themselves and have fun. While each group is unique, all clubs share the same core values. We work to break down barriers, reduce social isolation, create opportunities for all to follow their dreams and educate everyone with the social model. Changing the world starts with Phab.

We put the social model of disability at the heart of everything we do. Disabled people face barriers every day that prevent them from participating fully in society. By removing these barriers, we believe society benefits. We also share our expertise through partnerships, training and consultancy to help others understand and promote inclusivity.

Phab offers inclusive experiences through residential and day adventures and access to local clubs across the country, enhancing the lives of disabled individuals and their families. Through shared experiences, we aim to remove societal barriers, challenge assumptions and foster a culture of inclusivity. Our approach boosts the confidence, independence and wellbeing of disabled individuals, whilst demonstrating to society the profound value of inclusion. Over time, these individual transformations contribute to broader societal change.

# Aims

## 1. Be a national leader of change

- Share our experience of co-production
- Gain national recognition for our training and consultancy
- Promote ‘the concept of’ and ‘the need for’ allies
- Encourage the adoption of the social model of disability

## 2. Strengthen the network of clubs and opportunities

- Support new and existing clubs, including the establishment of regional staff
- Develop a network of Mini Phab Clubs nationwide
- Support clubs in providing residential experiences and recognising member achievements
- Provide an inclusive, benchmark-setting framework for Phab Clubs
- Increase the number and attendance of national and regional events for clubs to connect and engage in activities
- Increase the number of partnerships to enhance club activities, including with schools, colleges and universities
- Establish robust online affiliation and data recording processes
- Offer opportunities for club leaders to connect through meetings and training
- Organise inclusive residential and day Adventures

## 3. Increase public awareness

- Improve online and social media engagement
- Develop an Ambassador programme to promote Phab’s positive impact on individuals and communities
- Foster partnerships with celebrities and influencers to

promote Phab's mission and vision

- Increase visibility of the brand and awareness of the importance of inclusion to society through consistent and effective public relations campaigns
- Increase engagement with the business sector through training and consultancy to promote Phab's mission and vision

## 4. Deepen engagement with stakeholders

- Increase the clubs' full adoption of the charity's brand, values and mission
- Champion and increase volunteering through awards and recognition programmes
- Increase engagement with Challenge event supporters and volunteers

## 5. Ensure sustainability as a national charity

- Increase the quantity and quality of training for staff and trustees
- Create inclusive and diverse teams throughout the organisation
- Strengthen organisational resilience by enhancing leadership capabilities
- Continuing strong governance, ensuring compliance with all regulations, through effective trustee recruitment, training and engagement
- Increase the number and diversity of income streams to ensure continued ability to meet the charity's aims and objectives