



Dundee Carers Centre

Because We Care



DUNDEE CARERS CENTRE

STRATEGY 2024 - 2028



About Us

Dundee Carers Centre aims to improve the lives of unpaid carers and disabled people by giving help, information, and access to learning.

By demonstrating our culture of kindness, compassion, and creativity, we keep the needs of carers and disabled people at the centre of everything we do.

Our History

The centre was set up in 1989 as the Disabled and Carers Information Centre Association. Now, we are known as the Dundee Carers Centre. Today, we are a vibrant and growing organisation with over 60 staff members and approximately 70 volunteers. Our greatest resource is the people who work for us, both paid and unpaid.





Introduction

Welcome to Dundee Carers Centre Strategy for 2024 – 2028.

Here we share our vision for how we intend to achieve our goals over the next four years and continue to support unpaid carers of all ages and disabled people.

Our new strategy is underpinned by our purpose and values. We will be known by our culture of kindness, compassion, and creativity. Through consultation and conversations, we have identified three key themes that are the focus of this strategy:

Involve, Improve, Sustain



Involve: Unpaid carers of all ages and disabled people are at the heart of everything we do. Our way of working is by collaboration and partnership. Working together, we can overcome our challenges. As we travel forward, we will ensure there are meaningful ways for carers, disabled people, our members, volunteers, staff, trustees, and our partners to contribute and participate to help achieve our aims.



Improve: We receive extremely positive feedback for the services and support we provide. But our services are facing increased demand and are under pressure in a volatile external environment. As a third sector organisation that embraces challenge, we will continue to develop and learn to become even better.



Sustain: We, along with many third sector organisations, are operating in an unstable financial climate. We have an amazing, committed, and dedicated team of staff and volunteers and will care for their wellbeing as we adapt and adjust for the future. And we will take seriously our responsibility to reduce our impact on the environment.



Introduction

If the last few years have taught us anything, it is the need to be agile and flexible with our plans. So, this strategy is less of an instruction manual and more of a guide. We will continue to listen closely and are prepared to adjust and respond to changing circumstances and emerging opportunities.

We will work closely with our local and national partners to achieve common goals, ensuring that we amplify the voices of unpaid carers and disabled people to attain positive and long-lasting change.

Our team at Dundee Carers Centre is our core asset and greatest strength. We care and are passionate about our work. We will invest in our staff and care for their wellbeing. And we will provide rewarding opportunities for people to join in and support our work as members and volunteers.

I am grateful to everyone who has been involved in shaping this strategy – it has not been created in isolation but collaboratively with unpaid carers of all ages, disabled people, staff, volunteers, members, trustees, and our partners.

Dundee Carers Centre will go forward by building on our existing strengths and by keeping the needs of unpaid carers and disabled people at the heart of everything we do... because we care.

Neil Campbell,
CEO (Chief Executive Officer)



Guiding Principles

As we look to the future, the time is right to move forward together.

Our interim strategic plan for 2021 - 2022 served its purpose well during the pandemic and helped us to adapt under pressure to continue to provide support for carers and disabled people during an incredibly challenging period.

We achieved most of the key objectives in our previous strategic plan 2016 – 2020. As we look forward together, we can build on our strengths as a launchpad for confronting current challenges and exploring new opportunities.

In early consultation with carers, staff, volunteers, and trustees the following guiding principles were identified to help inform the development of a new strategy for Dundee Carers Centre.

Our priorities will include:

- Continuing to keep carers and disabled people at the heart of everything we do.
- Making our purpose clear and easy to understand.
- Celebrating our positive team culture and community.
- Embedding our holistic community development approach – the support we provide for the whole family, including carers and the people they care for.
- Increasing opportunities for our members to become involved and participate in the life of the centre.
- Affirming that collaboration is the way we work now, within and beyond the centre, and seek to compliment other services.
- Being ambitious and exploring new opportunities, including income generation by social enterprise and marketing of services.
- Acknowledging our vulnerabilities, including maintaining our services at current levels without further investment.
- Considering our sustainability in a wider sense, including environmental and financial.
- Emphasising our agility and resilience, build on our strengths and unique potential.



Our Purpose

Dundee Carers Centre aims to improve the lives of unpaid carers of all ages and disabled people.

We do this by:

- Providing information and support services for unpaid carers of all ages and disabled people.
- Promoting the rights of unpaid carers of all ages and disabled people.
- Supporting unpaid carers of all ages and disabled people to recognise and develop skills, pursue opportunities, and participate in decisions that affect their lives.
- Working with unpaid carers of all ages, disabled people, and other services and organisations to respond to identified unmet needs.

Our Values

Everyone has the right to be treated with fairness and dignity and to be supported to make a positive difference in their life and community.

As an organisation that embraces challenge, we will demonstrate a culture of kindness, compassion, and creativity.

Working together, and strategically with partners, we keep the needs of carers and disabled people at the centre of everything we do: because we care.





Our Strategy

Our Themes: Involve, Improve, Sustain

Our Aims:

1. Continue to develop services with unpaid carers, disabled people, and their families.

Our Priorities will include:

- Promoting the rights of unpaid carers and disabled people.
- Enabling unpaid carers and disabled people to self-identify, be heard, and understood.
- Providing whole family support that is accessible and available.
- Expanding our learning and development opportunities.
- Raising local awareness of our services and support.
- Embracing digital and innovative solutions to develop our services.
- Collaborating and working strategically together with local and national partners.

2. Secure our future sustainability.

Our Priorities will include:

- Increasing our involvement and participation opportunities for members and volunteers.
- Strengthening our positive community and culture.
- Caring for the wellbeing of our staff and volunteers.
- Reducing our environmental impact.
- Ensuring financial stability and diversifying our income generation.
- Progressing social enterprise and marketing opportunities.
- Developing innovative ways of working for our staff and teams.



Contact Us



Dundee Carers Centre

Seagate House, 132 - 134 Seagate

Dundee, DD1 2HB



Tel: 01382 200422



centre@dundecarerscentre.org.uk



www.dundecarerscentre.org.uk



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