

How will we know we are succeeding?

Goal	Our Focus to 2030	2025/26 Objectives
Living Confidently Empowering people with a spinal cord injury with the confidence, knowledge and practical skills to live a full and independent life	Expand Regional Delivery: We will grow the number and variety of our in-person services, closer to where people live, offering support when it matters. We'll ensure our services better reflect the diversity of the spinal cord injured community. We will deliver services in every region of the UK.	<p>We will deliver 15 in person courses including our first City Skills Cymru Course in Cardiff.</p> <p>90% of those attending Back Up courses will report having achieved their personal aim.</p> <p>We will develop a new model for the delivery of regional courses.</p>
	Growing Digital Resources: Our online support will be available right from the beginning of the adjustment process so that individuals have the skills, knowledge and confidence they need to live life independently. Using data and insight we'll target our services to those who need them the most.	<p>We will have delivered at least 40,000 individual support interventions across all services using a range of channels and methods.</p> <p>We will procure and roll-out a new CRM. Our Data and Systems Transformation programme will support us to make better use of our data enabling us to target support to those who need it the most.</p>
	Supporting Return to Work, Education and Volunteering: We'll be leaders in helping people with spinal cord injury return to work, education or volunteering. Taking a confidence building approach to addressing life's barriers in areas such as travel and transport so that they don't get in the way or stop people realising their ambitions. We will collaborate with education providers, employers, the NHS, partner charities and other organisations to enable people with spinal cord injury to realise their ambitions.	<p>60% of people will be in work, education or volunteering 6-12 months after receiving support from our vocation service.</p> <p>We will deliver a second season of our 'Back Up and Thriving' podcast empowering people with spinal cord injuries to travel confidently.</p> <p>We will run 4 webinars targeted at NHS professionals across the UK.</p> <p>We will engage with 100 education providers.</p>

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Everyone Thriving Ensuring all individuals affected by spinal cord injury can reach their full potential	Reaching those who need us the most: Our services will be targeted at those who need us most. We will focus on engaging with and removing barriers for people who face the greatest challenges in adjusting to life following spinal cord injury - at those times when we can have the most impact.	<p>We will better map our stakeholders to understand how we can communicate with traditionally 'hard-to-reach' groups; potentially forming partnerships and going to those groups rather than expecting them to come to us.</p> <p>We will establish at least one formal partnership that can support us to remove barriers for people who face the greatest challenges adjusting to life following spinal cord injury.</p>
	Tailored support for every stage of life: From childhood to old age, we will tailor our approach to what matters to an individual throughout their lives. Whatever background or level of injury – we will be there helping people fulfil their education, career, family life, travel, hobbies and social life goals, so that they can live the life they want.	<p>We will have supported at least 3,175 people affected by spinal cord injury across all age groups up from 2,921.</p> <p>We will map our service offers to key life stages, supporting our teams to target the right interventions at the right time.</p> <p>We will continue to develop resources for those ageing with a spinal cord injury.</p>
	Supporting Children and Young People: We will be there for every child and young person affected by spinal cord injury - giving young people and their families the skills, confidence and knowledge to overcome barriers and open up a world of possibility.	<p>We will scope a new digital resource aimed at giving children, young people and their families crucial advice and guidance.</p> <p>We will do more to ensure the voices of children and young people affected by spinal cord injury are heard at a board level.</p>
Meaningful Connections Creating opportunities for people affected by spinal cord injury to connect with others in similar situations to achieve their goals.	Creating Meaningful Connections: We will create more opportunities for people affected by spinal cord injury to connect with others who understand their experience. These connections will help people gain confidence and practical support, guiding them through their adjustment to life post-injury. We will provide clear pathways for individuals to become supporters and mentors, helping others along their journey.	<p>We will establish 380 peer connections, either through medium term mentoring relationships or one-off meaningful conversations between peers.</p> <p>We will develop clearer pathways for people to support us whether through volunteering, fundraising or by raising awareness.</p>
	Supporting Families: We will be leaders in supporting family members of those with a spinal cord injury. This begins with the acute phase, through information and support online and in-person at relatives' days, to post-discharge from the hospital through peer mentoring, family rehabilitation, online courses and dedicated digital pathways. Helping family members recognise that a positive future is possible.	<p>We will attend or deliver 24 family support events engaging at least 180 family members.</p> <p>80% of families will report feeling more supported as a result of our work.</p>
	Partnerships for Greater Impact: We will work alongside the NHS, wheelchair services and other partner organisations to reach those who may not have access to specialist spinal cord injury centres. By sharing resources based on lived experience we'll challenge negative perceptions of spinal cord injury and show that a positive future is possible.	<p>We will actively engage with professionals who support people affected by spinal cord injury, raising awareness of the full range of Back Up's services.</p> <p>We will continue to roll out and develop our wheelchair skills training for professional's service.</p>