



The Ford Counselling and Psychotherapy Centre. Strategic Plan 2021-2025

Changing times-Changing Needs-Changing Responses

Family Life Service Ferns CLG is a company limited by guarantee with a Board of Directors and is a registered charity. It trades as the Ford Counselling and Psychotherapy Centre.

Forward

This strategic plan outlines our mission, values, vision, and strategic goals that reflect our ambition to grow our services to better reflect and respond to the diversity of mental health issues facing the Wexford community in a rapidly changing environment. We outline what we will do, the impact, and how it will be measured for each of our three goals.

OUR MISSION STATEMENT

We provide professional, safe, accessible counselling/ psychotherapy and family support that will meet the changing needs of the people and communities in Co. Wexford.

OUR VALUES

- **Respect:** We honour and respect the fundamental rights, dignity and worth of clients regardless of their background, ethnic origin, sexual orientation, religious beliefs, or ability to pay.
- **Competence:** We apply our 30 years of experience, ongoing learning, and compassion to deliver our services.
- **Integrity:** We will be honest and truthful in all our interactions with clients, staff, funders and the people of Wexford.
- **Teamwork:** We will work collectively with our stakeholders to provide effective counselling services.

OUR VISION

The Ford will pro-actively evolve in a fast-changing environment to address the new and emerging challenges of providing for the mental health needs of Wexford's people, families and communities.

OUR STRATEGIC GOALS

1. To provide counselling, psychotherapy, and family support in County Wexford to meet the changing demands of those living there, including the marginalised.



2. To work with our funders, stakeholders, and other mental health service providers and respond accordingly.
3. To improve the efficacy of our management, governance and support systems.

OUR STRATEGIC GOALS AND OBJECTIVES 2021 TO 2025

Goal 1 - To provide counselling, psychotherapy, and family support in County Wexford to meet the changing demands of those living there, including the marginalised.

What will we do?

- 1.1 We will complete the root and branch review of the range of counselling services we provide.
- 1.2 We will continue to review Wexford's changing mental health service needs while liaising with our stakeholders.
- 1.3. We will develop and implement a new staffing and management model to deliver our existing and expanding range of mental health support.
- 1.4 We will build a delivery model to achieve 40% of services at a reduced fee.

What will it mean?

- Access to a responsive counselling service to meet people's needs in a rapidly changing environment.
- Counselling staff with a greater range of skills to meet these changing needs.
- A management team that will provide the necessary support to counsellors and clients, network with stakeholders, be responsive to governance requirements and be agile in changing times.

How will it be measured?

- An improved range of counselling services compared to the 2020 baseline.
- An increased number of part-time counsellors engaged by The Ford to expand service capacity in Gorey, Enniscorthy, New Ross and Wexford to 80%.
- Forty per cent of our support are at a reduced rate.

Goal 2. To work with our funders, stakeholders, and other mental health service providers and respond accordingly.



What will we do?

2.1 We will build the profile of The Ford in the Wexford community and with other mental health providers in the county.

2.2 We will re-affirm the core counselling service offered, and we will develop two new counselling models.

2.3 We will engage pro-actively with external funding agencies and community supports to provide bespoke counselling to meet their specific requirements.

What will it mean?

- The Ford will be recognised as a leader in providing accessible counselling /psychotherapy and family support for Co. Wexford.
- We will have developed services for young people (under 18 years of age) and support groups (family, schools, workplaces).

How will it be measured?

- We will increase our income from statutory and public bodies to reflect the new contracts secured.
- Twenty per cent of our clients will be young people in 2025.
- At least five active support groups in place by 2025.

Goal 3- To improve the efficacy of our management and support systems in service delivery and governance.

What will we do?

3.1 We will review the management and administration skillsets required to deliver the strategic goals and install them by the middle of 2022.

3.2 We will expand and refresh Board membership to guide developments and maintain good governance.

3.3 We will explore and put in place enabling technologies to deliver, monitor service delivery that will facilitate the development of the Ford as a hub for counsellors and clients.



3.4 We will have suitable counselling rooms available in Gorey, Enniscorthy, New Ross and Wexford.

3.5 We will develop an active Friends of the Ford group to drive fundraising.

What will it mean?

- Lean management and administrative structure with a greater capacity to focus on providing and supporting a hub for delivering its services.
- A blended approach to online and face-to-face service delivery.
- The skillsets will be in place to provide a high-quality counselling service in a safe environment for clients and counsellors. The skillsets will also be in place for promotion and fundraising and an effective management and administration system.
- A re-vitalised Board with ten members and a range of capacities to guide the organisation's ongoing development.

How will it be measured?

- The Ford Hub operates with an expanded number of part-time counsellors with a broader range of counselling skills.
- The availability of our support and services online.
- By monthly case management and by annual performance appraisal of the counsellors.
- A managed client waiting list and assessment offered within 21 days.
- High media (social, press and radio) profile in the county.