

TRBL Health & Welfare Strategy to 2015

Helping the financially vulnerable to achieve & maintain a fair standard of living

Assisting the socially or emotionally isolated to improve their quality of life

Equipping those in poor health or living with a disability with choices

BENEFICIARY EXPERIENCE

- SO1.1: Equipped to be financially self-sufficient
- SO1.2: Supported at times of stress & self managing disability, illness & social isolation
- SO1.3: Sustained by local Legion support
- SO1.4: Living with dignity, making informed choices with their service backgrounds affirmed

'MARKET PLACE'

- SO2: The Armed Forces community's "first-port-of-call" for critical life events
- SO3: Publicly renowned for our health & welfare services
- SO4: Powerfully influencing key opinion leaders
- SO5: A leading organisation for volunteers with an empathy for those who've served

SO1: TRBL's beneficiaries are equipped for enhance health, welfare & independence

OPERATIONAL EXCELLENCE

- SO6: Giving value for money
- SO7: Strong branding & routine evaluation
- SO8: Digital delivery of info., advice & guidance
- SO9: Valuing our people
- SO10: Ensuring members & volunteers have a range of ways to be involved

Strategic Objectives	Initiatives	Performance Measures
SO1.1	- Information, guidance & support	- Total no. & profile beneficiaries accessing & referred - % of people at risk reached - Gender, ethnicity, geographic & age profile - No. of on-line users - % clients reporting service satisfaction - % clients reporting improved quality of life - Average length of time supported in crisis & how often - Degree national footfall - Effectiveness of regional & local outlets - Benchmarking of services - No. of SLAs - No. services commissioned - Key audience awareness - No. of members & volunteers engaged - No. of donors - Comparative costs - Risk register - No. of Branches providing support - No. of staff & volunteers trained & involved in feedback
SO1.2	- Crisis response	
SO1.3	- Integrated advice service	
SO1.4	- Signposting to specialist support & advice	
	- Community support	
	- Handyvan services	
	- Breaks	
	- Defence recovery capability	
	- Community dementia nursing	
	- Care Home beds	
SO2	- State-of-the-art on-line capability	
	- Network of local & regional outlets	
	- A Partners strategy	
	- A "values for money" strategy integrated with TRBL values	
	- Service level agreements with sound commissioning	
SO3	- Comprehensive H&W communication & branding strategy	
	- Direct & ongoing engagement strategy with our sector	
SO4	- Comprehensive government & statutory body engagement strategy	
	- Effective data management & analysis	
SO5	- Comprehensive volunteer strategy	
	- Membership & fundraising strategies	
SO6	- Comprehensive competitor analysis	
	- Cost-effective services	
	- Tracking of beneficiary experience	
SO7	- Comprehensive H&W communication, marketing & branding strategy	
	- A knowledge management strategy	
SO8	- Digital delivery strategy	
SO9	- Comprehensive volunteer strategy	
SO10	- Human resources strategy	
	- Membership strategy	

Person centred, Present at critical life-events, Preventative & Proactive