

A woman with long brown hair, wearing a bright green sweater with white floral patterns, stands and writes on a whiteboard with a white marker. She is smiling. In front of her, three people are seated, looking towards the whiteboard. On the left, a woman with short blonde hair and glasses wears a tan cardigan over a dark red shirt. In the center, a woman with dark hair tied back in a ponytail with a blue scrunchie wears a black top. On the right, a man with grey hair is seen from the back, wearing a dark blue sweater over a green collared shirt. The whiteboard has the word 'We' written on it in blue. The background shows a window with vertical blinds and a light-colored brick wall. A large red circular graphic is in the top right corner.

The Advonet Group

Providing Independent Advocacy

**Our
Strategy:
2026-2029**

Our Vision and Mission



Vision

A future where local people facing the most barriers have the power to shape their lives and reduce inequality.



Mission

We deliver this by advocating for people facing the greatest barriers, developing inclusive services and working in partnership so people's voices lead to real and lasting change and influence decisions that affect their lives.



Our Impact by 2029

By the end of 2029, we will have:



Supported at least 10,000 people facing the greatest barriers to have a stronger voice and greater control over decisions affecting their lives.



Demonstrated reduced inequality for the people we support, evidenced through improved access to services and rights being upheld.



Expanded our reach and offer, launching 3–5 new services and supporting at least 30% more people across our communities.

Our Strategic Pillars



**1. Demonstrate
Impact**



**2. Strengthen
Partnerships**



**3. Raise Our
Profile**



**4. Empowered and
Accountable Culture**



1. Demonstrate Impact

We will clearly, consistently and credibly demonstrate the difference our work makes, by:

Delivering high quality advocacy and support through our existing contracts.

Setting clear outcomes and KPIs for each service and reviewing them regularly.

Improving how we collect, analyse and use data, aided by appropriate tools and tech.

Strengthening management information so leaders, trustees and commissioners have clear oversight of our impact.

Sharing evidence of impact through our website, reports and communications.

Using local and regional data to understand unmet need, demonstrate social value, and inform future service development.

Ensuring impact information is shared appropriately with different audiences.

Gathering and using feedback from people and communities to understand how our work strengthens voice, influence and inclusion.

“When asked who he wanted to be his RPR, client said ‘You’ve been independent. You didn’t just go along with what the Social Worker was saying’.”

Professional

2. Strengthen Partnerships



We will build purposeful partnerships that lead to better outcomes and wider change by:

Developing partnerships that promote inclusion, equality and access.

Offering clear partnership propositions, such as autism-friendly practice, sensory audits or quality standards.

Focusing on sectors where Advonet can add clear value, including culture, transport and health.

Being transparent about what we offer, what we charge and where our boundaries lie.

Apply robust due diligence processes to new partnerships.

Collaborate with other organisations where shared approaches strengthen impact, our practice and address gaps in community need.

“It was really lovely to get support and be heard... you gave me a space to explore my options.”

Autism AIM client



3. Raise Our Profile

We will be more visible and better understood for our role, expertise and impact by:

- Investing in our website to improve clarity, accessibility, user experience and reach.
- Communicating more clearly what Advonet does in practice and who our services are for.
- Using stories, evidence and lived experience to illustrate our impact.
- Strengthening relationships with key local organisations and anchor institutions.
- Developing offers linked to social value, EDI and employee engagement.
- Exploring profile-raising opportunities carefully, ensuring alignment with our values and risk appetite-raising opportunities carefully, ensuring alignment with our values.



4. Empowered and Accountable Culture



We will build a confident, values-led organisation where people are empowered and accountable by:

Making our values clear and visible and support people to apply them consistently.

Embedding a learning culture where we actively seek, reflect on and act on feedback from people, partners and data, and strengthen co-production in shaping our services.

Encouraging informed and responsible risk taking.

Maintaining awareness of the external environment and respond effectively to change.

Working more consistently across teams, strengthening collaboration and shared learning.

Being clear about roles, expectations and accountability at all levels.

Recognising and celebrating the strengths, skills and contribution of our people.

“I think it’s important for people with a learning disability to be able to speak up for themselves.”

People’s Parliament Member



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