



# SNAAP

Special Needs Advisory  
& Activities Project



# STRATEGIC PLAN

2023-2028

Charity Registration No. 1130149

Company Registration No. 06800689 (England and Wales)



# A Message from our Chair

This plan describes how we plan to deliver our services and develop over the next five years.

Our charity is focused on supporting disabled children and young people and their families and also providing affordable activities and opportunities for short periods of respite care in the East Kent districts.

SNAAP has a key role in supporting parents, by providing an extensive range of services for children and young people with every kind of disability aged 0 to 25 years, and we will continue to develop our services to meet the needs of the families.

We know that disabled children and young people can be very challenging in the family setting, and that from time-to-time parents and carers need a break from those challenges so that they can have time for themselves or to spend with their non-disabled children. We understand this need, and therefore aim to provide services for disabled children which enable families to have quality time together.

As is common with other voluntary and charitable organisations, SNAAP faces uncertain times particularly with: current cost of living pressures - the most optimistic forecast suggests these will continue until 2024; pressures on adult and child social care budgets already being experienced by local authorities; pressures on health budgets, and ongoing service delivery difficulties following the coronavirus pandemic.

We will meet these challenges head on by using on-line mediums to adapt our services when people can't meet face to face, by supporting our families damaged by the impacts of the pandemic and the increased cost of living in any way we can and by continuing our fundraising efforts, by applying to appropriate charitable organisations and foundations for funding, and by continuing work to raise our public profile. Any help that you (the reader) can give to these activities will be greatly appreciated.

It is our intention that the delivery of the strategic objectives set out in this plan will contribute to improving the lives of our disabled children and young people and their families, by addressing educational, social and emotional needs.

Stephanie Swan, Chair of trustees

## Vision

SNAAP will support disabled children and their families to lead the best lives

## Mission


SNAAP will enable everyone affected by disability to live life to their full potential by:

- Providing care and support
- Offering a friendly, safe and non-judgmental space and activities
- Championing the needs of our families and influencing decision makers

## Values

We are:

- Welcoming
- Experienced
- Compassionate
- Inclusive



The following is a snapshot of SNAAP's achievements and current position:

- A registered charity (no: 1130149) and a company limited by guarantee (reg. no: 06800689)
- Provide support, advice and activities to over 1,000 families of disabled children
- 600+ parents and carers supported in 2022 including telephone help line, home visits, specialist toy and book library, drop in clinics, days outs and activities
- 74 days of activities run in calendar year 2022
- Activities run every Monday to Friday during school holidays
- Specialist clubs run on Saturdays during term time in four districts, Canterbury, Swale, Shepway and Dover
- Regular youth club sessions during term time
- A pre-school club run on Wednesday mornings during term time
- An after-school club run on Wednesdays during term time
- Consistently received funding from Canterbury City Council for core services
- Funding from Kent County Council to run specialist Saturday clubs, and summer play schemes in Canterbury, Swale, Shepway and Dover
- Our biennial event, Winter Wonderland in December 2021
- Local communities more aware of SNAAP's existence, and wishing to partner with or support SNAAP's work
- Located at Windchimes, Reynolds Close, Herne Bay – a purpose built building for disabled children





## Strategic goals

Four key goals that  
Represent our plan for the  
next five years

# Goal 1

## Strengthen our current services

To continue to provide services to disabled children and their families, responding to needs as they arise.

We will keep the financial contribution required from families affordable, as well as recognize and help those who may be experiencing financial hardship ensuring no family with a disabled child or young person loses out.

### Activities

- 1 Provide a range of suitable activities for all ages and abilities during all school holidays including *Buzz*, *Chill Youth* and *Family Days out*
- 2 Continue to run clubs and activities for children and young people with severe, complex and profound needs aged 8-19 on Saturdays and Easter and summer school holidays
- 3 To offer regular clubs during term time for children of all ages, including *SNAAP-EY's*, *Stay & Play* and *Zone Out*
- 4 Provide impartial support, information and advice via telephone, email, text and drop in.
- 5 To continue to provide *Confident Me*, a safe space for children to talk about their feelings, build confidence and try different strategies to help better manage their emotions and behaviours
- 6 To make every effort for families who are experiencing financial hardship have access to essential items such as food, toiletries, sanitary products and clothes

*"A fantastic service that has supported not only my son with additional needs, but also an older sibling and myself. SNAAP has become a massive part of our lives and we are only here today because of ongoing support we have received"*

# Expand and develop services in the Canterbury District

## Goal 2

In the Canterbury district, to continue to assess the needs of our current families, seek young people funding to develop new services and reach out to new families with disabled children and

### Activities

- 1 Develop *Our Voice Matters*, our new disabled children's participation service, ensuring children's views are sought and inputted into SNAAP
- 2 Regularly, carry out targeted surveys for all services, ensuring we are meeting families' needs and that our services are high quality
- 3 To provide our NSPCC accredited safeguard training – generic or bespoke – on a consultancy basis to organisations and interested parties
- 4 To continue to develop our new service aimed at families whose children and young people have Tics and Tourette's including offering school holiday activities and support, information and training
- 5 To support parents and carers when their disabled children reach a transitional stage of their lives (aged 19+) by providing advice and information sheets
- 6 To work in partnership with local authorities, relevant local organisations and other agencies, ensuring the needs of our families are being considered.



## Goal 3

# Expand our services to other districts in need of our work

To identify areas of East Kent where there are no or few activities and support available for disabled children, young people and their families and to work to plug those gaps

### Activities

- 1 We will identify areas of East Kent where there is a lack of support, advice and leisure activities for disabled children and their families
- 2 We will seek funding from local authorities and other charitable funders to introduce services in the area or where practicable to open up the services provided in the Canterbury district to people outside the area

*"All staff and volunteers are so kind and knowledgeable.*

*SNAAP gives us the confidence to try new places and activities knowing there will be supportive and friendly faces when we get there"*

# Build and maintain a strong organisation

## Goal 4

With the constant challenge of securing core funding streams, especially as the economic impacts of government cuts are felt, it is essential for SNAAP to raise its profile with potential funders and proactively seek out funding opportunities.

### Activities

- 1 To build reserves by fundraising in the community and maximizing income opportunities at routine events
- 2 Increase the profile and coverage of SNAAP via social media platforms and the website
- 3 To ensure sound Governance of SNAAP by Trustees with a diverse mix of skills who meet regularly to receive reports on the project and finances and annually review services
- 4 To ensure the charity is governed in line with Charity Commission good practice guidelines
- 5 To ensure we use the charity's resources effectively and appropriately
- 6 To demonstrate effectively the impact of the charity's the work
- 7 To train and support our staff and volunteers to provide the best services and for them to remain highly motivated and engaged
- 8 Demonstrate partnership working with professional bodies and like-minded organisations to make sure the disabled community is better represented.
- 9 To recruit, train, support and maintain a strong group of volunteers

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# KEEP IN TOUCH



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