

Home-Start Cymru Strategy Summary (2026 -2030)

OUR CORE PRINCIPLES

Purpose

To build the skills and confidence of families so children can develop positively and thrive.

Vision

A Wales where every family feels confident, connected and supported to ensure every child has the best start in life

Mission

To offer trusted, volunteer-led early support that nurtures confidence and whole-family wellbeing. We work alongside families and partners to reduce isolation, build resilience and create strong foundations for children's futures.

EXTERNAL CONTEXT

Families across Wales face rising living costs, mental health challenges, isolation, and increasingly complex needs. At the same time, statutory services are under strain and thresholds for support are rising. Home-Start Cymru provides vital early support to families before difficulties escalate.

STRATEGIC PRIORITIES

Amplifying Family & Volunteer Voice

- Co-production embedded so families shape services and influence policy
- Strong advocacy, storytelling and influencing to raise awareness and drive change
- Partnerships across sectors to maximise reach and impact

Building Financial, Digital & Organisational Resilience

- Diversified income, including unrestricted and trading income growth
- Expanded and supported volunteer workforce
- Digital systems that improve efficiency, strengthen data and evidence, and enable insight-led decisions

Embedding Quality, Consistency & Trusted Standard

- Achieve and maintain Trusted Standard Quality Assurance
- Consistent, trauma-informed, non-judgemental support across Wales
- Investment in training, wellbeing and development for staff and volunteers
- Strong use of data, research and evaluation to drive continuous improvement

FOUNDATIONS

Workforce and Volunteers

- Recruitment, training, supervision and wellbeing
- Leadership development and succession planning

Digital Transformation

- Modern systems to reduce administrative burden
- Stronger data capture and insight

Governance and Leadership

- Strengthened Board capacity and oversight
- Strategic decision making and organisational learning

Partnerships and Influence

- Collaboration with statutory and voluntary partners
- Increased national voice for early intervention

IMPACT FOR FAMILIES AND CHILDREN

- Families are confident, connected and able to thrive
- Children have stronger foundations for healthy development
- Reduced isolation and stronger community connections
- Earlier support prevents crisis and improves long-term outcomes