

JustRight Scotland

Strategic Plan 2017-2020

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| <p>Our Vision</p> | <p>Collaborative Social Justice</p> <p>By 2020, JustRight Scotland is an active and collaborative participant in civil society working towards the goal of ensuring that individuals in Scotland are able to access justice and realise their human rights thus contributing to a fairer Scotland with reduced inequality.</p> |
| <p>Our Mission</p> | <p>A targeted approach to early and accessible information and advice within the social justice and rights sector recognising limited budgets require fresh thinking together with innovative solutions. Strategic collaborations with the legal and non-legal sector at a local, national and international level to ensure meaningful social, economic and structural change.</p> |
| <p>Our Values</p> | <ul style="list-style-type: none"> • Collaboration • Social Justice • Inclusion • Empowerment • Innovation |
| <p>Our Services</p> | <ul style="list-style-type: none"> • Provision of specialist and collaborative legal solutions • Widening access to early legal advice through helplines, surgeries, casework and advocacy • Dissemination of rights based information through public legal education and professional training • Contribution to policy, research and innovation at a local, national and international level |
| <p>Our Strategic Aims</p> | <ul style="list-style-type: none"> • Develop the JustRight Scotland brand • Embed an inclusive organisational culture • Identify gaps in the justice and human rights sector in Scotland and deliver specialist legal solutions • Build sustainable models of collaborative social justice • Empower individuals and organisations to promote and protect human rights through innovative and inclusive education, communication and digital media strategies |

Strategic Aims and Objectives

Strategic Aim 1: Develop the JustRight Scotland Brand

Objectives

- (a) Create identifiable brand within Scotland with clarity of vision and objectives.
- (b) Integrate core organisational values in all aspects of JustRight Scotland.
- (c) Implement and integrate an effective and resourced communications and marketing strategy.

Strategic Aim 2: Embed an Inclusive Organisational Culture

Objectives

- (a) Create governance and management structures providing stability and autonomy to deliver innovation.
- (b) Ensure a flexible, respectful and inclusive working environment.
- (c) Integrate meaningful participation of individuals and organisations.

Strategic Aim 3: Identify gaps in the justice and human rights sector in Scotland and deliver specialist legal solutions

Objectives

- (a) Deliver targeted specialist legal advice and representation where there are identified equality and social justice gaps utilising a collaborative mixed model of outreach, casework, advocacy and strategic litigation.
- (b) Maximise and complement legal service provision through policy, research and dissemination of information at a local, national and international level.
- (c) Ensure planned and sufficient management and operational resource in order to effectively target areas of strategic importance and develop innovative projects.

Strategic Aim 4: Build sustainable models of collaborative social justice

Objectives

- (a) Commit to the exploration, development and evaluation of innovative collaborations with government, academia, private sector and civil society organisations.
- (b) Ensure sufficient and diverse expertise and resource within the organisation in order to develop and maintain collaborative models of working.
- (c) Network and share learning at a local, national and international level.

Strategic Aim 5: Empower individuals and organisations to promote and protect human rights through innovative and inclusive education, communication and digital media strategies

Objectives

- (a) Implement and integrate an effective and resourced strategy for the dissemination of rights based information.
- (b) Harness technology in an efficient and innovative manner in order to widen access to social justice.
- (c) Embed a targeted and inclusive approach to all external communications and digital media.