



Midlothian
Sure Start



Strategic Plan
2025 - 2030



Building Best
Beginnings

We will value the uniqueness and contribution of every child and adult who uses our service by putting them, first and foremost at the centre of everything we do.

We will recognise equality of opportunity for all, understanding it can be reduced by the effects of discrimination and therefore are committed to challenging this in all its forms.

We will work diligently to make sure our services are flexible, creative and innovative in response to changing need.

person
centred

fair

innovative

Our Values

inclusive

sustainable

professional

We will promote the full involvement and participation of children and adults using our service in ways that enable them to empower themselves in all aspects of actions that affect their lives.

We will establish and maintain appropriate boundaries in our relationships with service users and colleagues based on peoples' rights to respect, privacy, dignity and reliability.

We will work to ensure that resources available to us are distributed fairly and according to need.



Our Vision

To support every infant, child and family in our community to thrive.

Our Mission

To help each child and family achieve their full potential by having valued, confident and collaborative staff who will work with each other and other agencies to provide best quality services to them.

Foreword

It is with great pride and optimism that we present our Strategic Plan for 2025-2030. This plan encapsulates our commitment to creating a brighter future for the children and families we serve, setting forth a clear vision and strategic priorities that will guide our actions over the next five years.

Since our inception we have been dedicated to enhancing the lives of families in our community. Over the years, we have achieved significant milestones, working tirelessly to reduce social isolation and empower our community through a strengths-based approach. Our evidence-based models have demonstrated tangible results, particularly in addressing the impacts of adverse childhood experiences and poverty. We remain steadfast in our mission to build resilience and provide the best possible beginnings for every child Midlothian.

Looking ahead, we are excited about our plans for expansion into East Lothian and West Lothian, allowing us to extend our reach and deepen our impact.

Our vision for the future is not without its challenges, particularly in the face of current economic uncertainties and the rising cost of living. However, we believe that through collaboration with our stakeholders, we can navigate these obstacles together and continue to support our communities.

The development of this strategic plan has been a collective effort, involving consultations with a wide range of stakeholders who share our commitment to the wellbeing of families in our region. Their insights have shaped our priorities and reinforced the belief that together, we can create a supportive environment for our children to thrive.

As we launch this strategic plan, we invite everyone in our network to join us in this vital work. Together, we can build a brighter, more resilient future for our children and families, ensuring that they have the best beginnings possible.

Let us embark on this journey with hope, determination, and a shared commitment to making a difference.

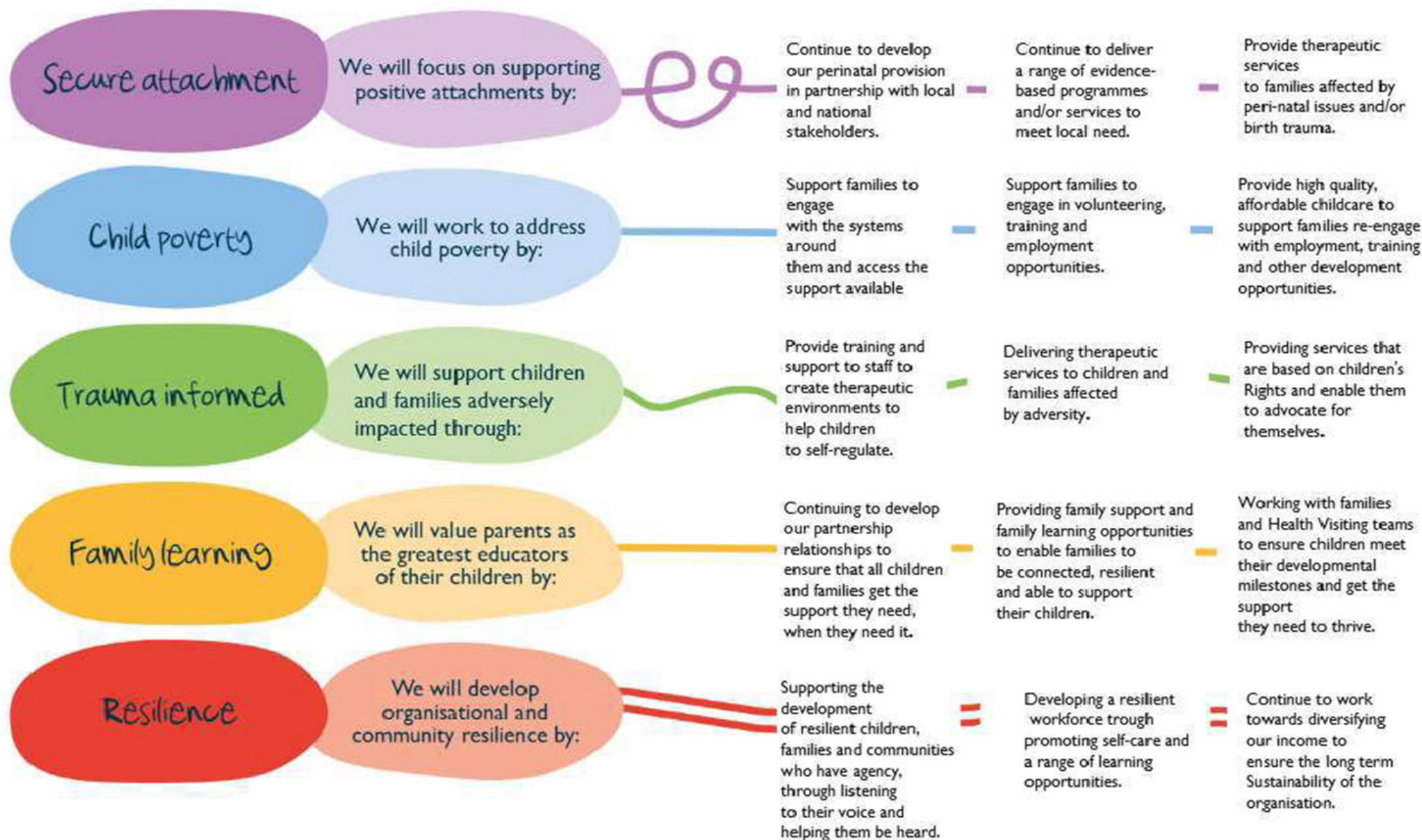
Cheryl Brown

Chief Executive

Arlene Stokes

Chair

Strategic Priorities 2025-2030





www.midlothiansurestart.org.uk



@MidSureStart



Midlothian Sure Start

Scottish Registered Charity Number: SCO031038
Company Number: 215330
Tax Number: 50620