



**Difference**  
Changing perceptions of disability

January 2025

---

## Mission Statement & Strategic Objectives, 2024 to 2028

### Mission Statement

Our mission statement is to end discrimination, increase equality and change perceptions of disability, in the North East of England.

### Objectives

Our key objectives and how we will achieve these are below.

#### End Discrimination

We will achieve this by:

- campaigning
- influencing policy changes
- Improve public awareness in the North East.

## Increase Equality

We will achieve this by:

- improving accessibility of services via training
- changing practices via training, information resources from our website and by sharing real time examples from disabled people
- engaging with our Allies Network to ensure widespread community support..

## Strengthen Voice & Representation

We will do this by:

- Create opportunities for disabled people to share their voice and experiences
- Represent our members views at events, meetings and consultation.
- Maintaining an active Member's Network of disabled people and share opportunities or events where our members can influence local policy and strategy

## Change Perceptions of Disability

We will do this by:

- Delivering training
- Increasing the visibility of disabled people through our work
- Expanding our influence by contacting and engaging with organisations from across the public, private and voluntary sector.