In Control
Scotland
Choice. Control. **Community.** Change.

Our Strategic Plan
2025-2028

OUR PURPOSE STATEMENT

What we exist
to do

In Control Scotland believes everyone should have the freedom to live the life they choose.

We know that many people face barriers to this every day. We work to build a fairer and more inclusive system of health and social care support that champions people throughout their lives.

We do this by creating spaces for choice, control, and change. We walk alongside people, communities, staff, and leaders to challenge unfair systems, break down barriers, and build better solutions together. We help people speak up, grow in confidence, and influence decisions that affect their lives.

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OUR GUIDING PRINCIPLES

These principles describe
how we work

We turn practice and evidence into action

We learn from real experiences, build evidence from what works (and what doesn't), and use it to drive change across the system.

We are curious, honest, inclusive, and relentless

We ask bold questions, speak truthfully, include diverse voices, and never give up on making things better.

We connect and we challenge

We open doors and build bridges between people, organisations, and ideas. We work in partnership, but we're not afraid to challenge when things need to change.

We listen and amplify

We listen deeply to people whose voices are often ignored, and we use our platform to turn up the volume and make sure they're heard.

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OUR STRATEGIC PRIORITIES

Strategic priorities:
the headlines

Priority 1

Redistributing power to enable change

Priority 2

Driving innovation through coproduction

Priority 3

Strengthening our organisation for impact

Priority 4

Influencing policy, practice, and public understanding

Priority 5

Standing up for equity, inclusion, and the planet

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PRIORITY 1

Redistributing power
to enable change

We believe in the power of people to lead change. We will build platforms of freedom, choice, and control that enable individuals and communities to influence the health and social care system.

We will:

•Amplify and act on the insights of disabled people and unpaid carers to drive radical change.

•Develop ground-up approaches alongside frontline workers, recognising their practical knowledge as essential to inclusive systems.

•Build and connect communities and networks of changemakers, equipping them with the tools and confidence to influence the system.

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PRIORITY 2

Driving innovation
through coproduction

We will disrupt ineffective systems and practices, coproducing new models that prioritise rights, dignity, and equity.

We will:

- Call out what's not working and coproduce better alternatives with disabled people, unpaid carers, and practitioners.
- Pilot approaches that promote autonomy, prevention and early intervention, and human rights.
- Champion a learning culture across the system, sharing what works (and what doesn't) to help others adopt and adapt.

PRIORITY 3

Strengthening our organisation
for impact

We will secure the resources, relationships, and infrastructure needed to deliver our vision and support our team.

We will:

- Diversify and grow our funding base to sustain and scale our work
- Invest in our team, wellbeing, and infrastructure, including communications and hybrid working.
- Use resources wisely and ethically, and build strategic partnerships that amplify our impact and align with our values.

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PRIORITY 4

Influencing policy, practice, and public understanding

We will ensure that lived experience shapes policy and practice, and secure the public's engagement with this.

We will:

- Engage with decision-makers and leaders at all levels to shape inclusive, rights-based policy and practice.
- Translate grassroots insights into bold, actionable recommendations and campaigns.
- Build alliances with grassroots movements and national organisations to advocate for systemic change.

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PRIORITY 5

Standing up for equity, inclusion, and the planet

We believe in a fairer society where inclusion, equality, and care for the planet go hand in hand. We challenge discrimination, stand up for human rights, and take action to support a more sustainable future.

We will:

•Tackle unfairness in health and social care, including poverty, gender, race, rural access, and the lack of disabled people in leadership.

•Make sure our work is shaped and led by people with lived experience from diverse backgrounds.

•Promote and defend rights-based practices, challenging where rights are being eroded or dismissed.

•Take practical steps on climate change, using the six pillars of climate justice, to show how environmental and social justice are connected.

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