What do we want to see?
A world where people with a learning disability are valued equally, listened to and included.
We are determined to achieve this by changing attitudes, providing services and influencing those who can help us change the lives of people with a learning disability.

Our BIG plan

Our five priorities for the next five years

- **Raising awareness and changing attitudes**
  Within five years we want to have made a significant and measurable improvement to peoples’ attitudes towards people with a learning disability.

- **Making a difference to the lives of people with a learning disability here and now**
  In five years we want to have contributed to improving the quality of life of people with a learning disability receiving social care services.

- **Supporting friendships and relationships**
  Within the next five years we want more people with a learning disability to have stronger friendships and relationships, and be better connected to their communities.

- **Improving health for people with learning disabilities**
  In five years we want to see an increase in the skills and understanding of healthcare professionals, so that health outcomes for people with a learning disability improve.

- **Giving children the best start in life**
  Within five years we want more children aged 0-5 with a learning disability and their families to receive the right early support.

What makes us who we are

- **INCLUSIVE**
  We are Inclusive. People with a learning disability are at the heart of everything we do.

- **TRUSTWORTHY**
  We are Trustworthy. When we promise something, we don’t let people down.

- **Caring**
  We are Caring. We treat everyone with respect and kindness.

- **CHALLENGING**
  We are Challenging. When we see things that aren’t fair we will campaign until we see real change.

- **POSITIVE**
  We are Positive. We never stop believing in a better future and we celebrate what we are proud of now.

1946
We are founded by Judy Fryd, whose daughter was born with a learning disability.

1966
We start offering sports and leisure opportunities for people with a learning disability.

1970
A new law gives children in England and Wales with a learning disability the right to a school education - before that many thought they couldn’t be educated.

1998
We launch a housing project to allow more people with a learning disability to live independently.

2011
Thanks to one of our campaigns, regulations for increased short breaks for parents and carers are approved.

2014
We persuade the government to make changes to the Children and Families Bill, meaning better health and care support for children with a learning disability in England.

2020

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