



About Parenting Across Scotland

Parenting Across Scotland is a membership organisation. We began life over 20 years ago as a place where organisations working with parents and carers could come together to improve the lives of families, through changing policy and practice. And we've been focused on that goal ever since. We've always been a small organisation, but it's amazing what small organisations can do. We can confidently articulate what families need and should expect. We can provide space for collaboration. We can identify gaps and seek solutions to problems. We can amplify and support others' work. For us, small does not mean niche. Small means nimble and responsive.

This Strategic Plan sets out Parenting Across Scotland's direction of travel over the next five years. We've picked that timescale because we want to practice what we preach and commit to long term change. And we want to be ambitious for ourselves and for parents, carers and families across Scotland.

The plan has been developed with support and input from our Board of Trustees and our Membership, and as always, is grounded in the lived experience of parents and carers across Scotland. We thank everyone involved for their support in developing this plan.





Vision

Our vision is:

‘A Scotland where every parent, carer and family thrives’

For us this means that:

- Families live free from poverty and systemic inequalities. They are protected from the causes of poverty, and the negative consequences poverty can have on their lives.
- Families have the support they need when they need it to help them get through the challenging times.
- Systems and structures support families in the best ways possible. This includes things like work, benefits, housing, leisure, childcare and transport.
- The human rights of all family members are upheld. This includes parents / carers, babies, children and young people.
- Parents and carers can share their views and experiences with services and decision makers, and their needs are listened to and acted on.



Values

Our values energise us, focus us and inform how we work

Collaboration

We work with others, including parents and carers, professionals and decision makers. We value different perspectives and love collaborating to find solutions to problems.

Inclusion

We include and endeavour to represent all family structures and characteristics. We go out of our way to understand the needs and perspectives of different types of families and are committed to ensuring our membership reflects families facing particular disadvantages and inequalities.

Compassion

We do not judge. We work with kindness and care. Our compassion fuels our determination to make a difference for families.

Evidence-based

We value evidence, particularly lived experience. There will always be a solid rationale for what we do. We play our part in contributing our own high quality evidence to improve decision making.



Our focus for 2026-2031

Our focus for the next five years is to strengthen and grow our work and our impact. The table below outlines what this means to us

Our outcomes ▶▶▶	What success will look like ▶▶▶	What we will do to achieve our outcomes
<p>Parents and carers views and experiences inform and influence legislation, policy and practice</p>	<ul style="list-style-type: none"> • We understand the needs and priorities of parents and carers across Scotland • We engage regularly with diverse groups of parents and carers • Parents and carers views are evident in national policy 	<ul style="list-style-type: none"> • Undertake research with parents / carers to better understand their needs and priorities • Promote parenting perspectives through our policy and comms activity • Work with parents and carers to co-produce solutions to their needs
<p>The workforce is better informed and skilled to support families.</p>	<p>Our projects:</p> <ul style="list-style-type: none"> • Make a positive difference to families • Produce training, resources and learning that supports workforce skills and knowledge • Roll out across Scotland • Our events receive positive evaluation • We have high levels of engagement with our website, newsletter, resources and communication 	<ul style="list-style-type: none"> • Develop and deliver demonstration projects to produce evidence about what works for families • Build practitioner skills and capacity through events and resources • Provide opportunities for our members to come together to share their challenges and successes • Learn and share evidence about services and organisations working with different groups of parents / carers

Our outcomes 	What success will look like 	What we will do to achieve our outcomes
<p>Legislation, policy and practice improves the lives of families in Scotland</p>	<ul style="list-style-type: none"> • We see progress in our manifesto calls and our other policy priorities. • We have strengthened our reputation with decision makers, as a source of credible and reliable evidence relating to families • We have increased and deepened our connections with members, partners and decision makers 	<ul style="list-style-type: none"> • Gather evidence to inform our policy positions • Influence the development and implementation of national policy • Support our members and wider networks' understanding of current policy developments
<p>PAS is a resilient, sustainable and value driven organisation</p>	<ul style="list-style-type: none"> • We have long term sustainable funding • We have strong and effective governance • Our membership is diverse and engaged • Our staff team feel valued and supported • Our external reputation is highly positive • We work towards a net zero carbon footprint 	<ul style="list-style-type: none"> • Deliver good organisational governance and financial management • Support PAS staff through good terms and conditions, support and supervision and staff development • Support and strengthen our membership • Develop our brand • Take measures to become environmentally sustainable