



# Strategy 2025-2028

February 2025



**Our vision is to have a  
competent, confident and  
accredited workforce in the  
addictions sector**



**Our mission is:**

**To develop, support, and provide training, education, and accreditation to those working and volunteering in the addiction sector with the aim of raising standards for the benefit of those accessing services and their communities**

**To promote the positive contributions the addiction sector makes to the wider public**

**Our values: Ambitious for change, inclusive, resilient, pragmatic, responsive**



# Strategic aim 1

**Providing a home for  
networking and continuing  
professional development  
in the addiction sector**



## We do this by:

- supporting networks of professionals include the non-medical prescribers, GPs and social workers
- providing a range of education and news via our website, conferences, webinars, and educational events
- sharing best practices, and promoting high standards of practice and conduct
- providing accreditation for individuals working in the addictions sector as well as for educational providers.

## Key achievements in '24-'25

- strengthening of GP and non-medical prescribing networks
- strengthening accreditation function with a pilot project with Inclusion that supports supervisors to assess practitioners against National Occupational Standards

## In '25-'26 we will:

- update our practitioner accreditations in line with the new Capabilities Framework that are due to be published by Office for Health Improvement and Disparities
- review our networks to consider include new ways to support professional and sector groups
- evaluate our pilot accreditation scheme

# Strategic aim 2

**Ensuring the sustainable development of the organisation and its membership**



## We do this by:

- continually improving member-focused systems and processes, while offering good value and high-quality services
- providing free resources to the field
- attracting membership from a wide range of organisations and individuals
- striving for good governance through the organisation
- listening to our membership through surveys and regular feedback

## Key achievements in '24-'25

- the launch of our new website with a member specific log on. This has led to an increase in communication with members, and we have also seen an increase in membership applications

## In '25-'26 we will:

- continue to enhance membership experience, including improving the website experience
- conduct a review of our governance arrangements to ensure the best possible governance throughout the organisation
- enhance member opportunities to be involved in the development of the organisation
- better understand the demographics of our members in order to tailor services towards them
- seek stakeholder views, and work together where there are opportunities that further our aims

# Strategic aim 3

## Informing and protecting the public



### We do this by:

- providing information to the public about addictions and where to get help on our website
- providing a voluntary register for practitioners working in the field, which includes adherence to Standards of Conduct and Ethics
- conducting audits of continuing professional development of our members

### Key achievements in '24-'25

- the launch of our new website has seen the addition of more information for the public
- our new directory makes it easier to search for our members
- our Naloxone Saves Lives e-module has reached over 9000 successful completions

### In '25-'26 we will:

- continue to add to the information for the public on our website
- continue to improve our governance to ensure safety for the public
- provide a free webinar which focuses on the new NHS gambling clinics

# Strategic aim 4

**Championing good quality  
addiction treatment and  
support**



## **We do this by:**

- participating in relevant government and health and social care consultations and policy initiatives
- our involvement in the Advisory Council of Misuse of Drugs committees, and research committees
- our involvement in the OHID workforce transformation programme
- providing examples of best practice
- Working with partners and policymakers to advocate for good policy and practice in addiction treatment

## **Key achievements in '24-'25**

- our 2-day joint conference with the RCGP was held in Manchester in January '25 with contributions from a range of professionals
- ongoing support to the workforce transformation programme

## **In '25-'26 we will:**

- participate in relevant government and health and social care consultations and policy initiatives
- provide a webinar on gambling to the public
- continue to provide examples of good practice to our members and the public