



TRADE

Strategy

(2024 – 2028)

Trade Sexual Health
Sex. Love. Life.





Introduction

From its inception as an informal, gay community response to HIV in Leicester, in the late 1980s, Trade has always been innovative in attempting to provide appropriate health advice to the most under-served sections of the community. We led the way in tailored outreach to South Asian men who have sex with men, and working in partnership with local clinical providers to deliver sexual health services in gay saunas.

Since Trade became a registered charity in 2000, our impact has grown. For a small, local charity, we have been nationally recognised for the range of services we provide to support the mental wellbeing and sexual health of gay, bisexual, and other men who have sex with men in Leicester, Leicestershire, and Rutland.

Although sexual health and HIV prevention work has always been the core of our services, we have never limited ourselves to this, and have always tackled the barriers to health and wellbeing experienced by the diverse communities we serve. Those communities are changing and evolving, and so is Trade.

As Chair of the Board of Trustees I am extremely proud of all that Trade has achieved over nearly a quarter of a century. Now we need to evolve to meet the needs of the whole LGBTQ+ community locally, as well as all those impacted by HIV. I am very excited by the ambitious plans that are outlined in this document for the future of Trade as it enters its second quarter century.

Kenneth Coney

Chair of Trustees, September 2024

A photograph of a person in a dark jacket and hood lighting tealight candles on a sidewalk at night. The candles are arranged in a line, and the scene is illuminated by the warm glow of the lights. The background is dark, suggesting an outdoor setting at night.

TRADE

Our mission

Trade provides a high quality, person-centred, health and well-being service to the LGBTQ+ community and people living with HIV (PLHIV)

Our vision

LGBTQ+ identity and/or HIV status will no longer be a source of health inequality or a barrier to wellbeing

Our values

Compassionate: We take care of our staff, volunteers and service users. We meet people where they are at (in terms of their physical and mental health, and how they identify) and design how we work to be welcoming, so that people are valued and have their needs met.

Community-led: We value the experience, passion and knowledge of our communities which informs how, where and when we deliver services. We respond to the changing needs of our communities and provide creative solutions to meet them.

Authenticity: Everything we do is authentically and visibly queer. We create safe and radically inclusive services that meet the needs of the full range of the LGBTQ+ and HIV communities.

Courageous: We push boundaries of what safe spaces look like and lobby mainstream services to go beyond rainbow flags and performative allyship.

Affirming: We are radically inclusive. We model and lobby for services and support that meet the needs of the full diversity of the communities we serve

What we do

Health empowerment

Strengthening our communities, and providing high-quality information and advice, so people feel they belong and can look after their health and each other.

Online and in-person information, advice and guidance

Online and in-person information, advice and guidance

Leicester Pride health & wellbeing marquee

Delivery of service

Providing community-based, affirming, essential health & wellbeing services for LGBTQ+ people and people living with HIV.

Community sexual health testing (Clinic xtra)

Rapid HIV testing

Approach Counselling service

1-2-1 casework

Lobby and advocacy

Moving mainstream healthcare beyond inclusion to deliver services that recognise and affirm the intersectional lived experience of LGBTQ+ people and PLHIV.

Hate crime monitoring

Improving trans* access to healthcare

Influencing the ICB and other statutory health providers

TRADE





Our goals

We understand and meet the needs of our service users

- Transition to LGBTQ+ charity
- We signpost people to appropriate services where it is not within our remit
- We use our expertise to lobby institutions to be more inclusive
- Gather information about unmet need where no alternative provision is available and advocate for change
- Work in partnership with organisations to find collaborative solutions to meet unmet needs

We are financially secure and self-sustaining

- Diversify grant and contract income so we are not reliant on a single contract for our money
- Secure multi-year income
- Develop income generating services
- Grow our corporate support and fundraising

We can evidence and tell the stories of the change we make

- Capturing and sharing stories of the difference we make to people's lives- using creative ways of gathering information
- Refresh our brand identity, including imagery, language and our assets so we can describe clearly what we do as well as why and how- why things matter

We are affirming, authentic, and radically inclusive

- Develop our digital infrastructure so we are able to record and report on our activity, keep relevant with service user needs and our internal activities e.g. accounting
- Our staff team play an active role in the future of the organisation and achievement of our vision
- Everyone in the organisation has and works within clear roles, responsibilities and boundaries
- We draw on the lived experience of our people to give us insights into the needs of the communities we serve and how best to meet them
- We have robust systems of governance, policies and procedures in place throughout the organisation

We have the right people in the right roles delivering excellent services

- Fully costed and recruited staffing structure to support our work
- Develop staff through supporting professional development so they can develop as the charity grows
- Increase the number of trustees to cover succession planning and invest in their development
- Improve the quality of the volunteer experience to deliver value to service users
- Create the infrastructure and opportunities for volunteers to set up their own projects to the benefit of our community

Trade Sexual Health

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