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**LONDON  
GYPSIES &  
TRAVELLERS**

# Strategic Plan 2026-2029

[www.londongypsiesandtravellers.org.uk](http://www.londongypsiesandtravellers.org.uk)

# Vision

Vision: An inclusive London where Gypsy and Traveller cultures are celebrated, rights protected and communities thrive free from discrimination.

# Mission

To support and work with Gypsies and Travellers living in London as they seek greater control over their lives, more influence on the decisions that affect them, fairer access to opportunities and an end to the discrimination they experience every day.



**Strategic ambitions**  
We have four long-term ambitions which guide us in working towards our vision (see page 4).

**Strategic goals**  
Each ambition has a series of targeted goals, which help us to focus our work and track our progress (see pages 5-8).



# Introduction



*“Over the past five years, LGT has experienced significant growth and built a strong foundation for the future. Our income has nearly doubled, while the number of people we have supported through community development, youth programmes, advice, and advocacy has almost tripled.”*

We are proud to introduce LGT’s new strategic plan, setting out what we aim to achieve with, and for, London’s Gypsy and Traveller communities over the next four years.

The development of this strategy has been a six-month journey of reflection, grounded in our longstanding relationships with the community. It has been enriched by the knowledge, experience and insights of our staff and trustees. Together, we have revisited our organisational values, articulated a clear vision and agreed on the strategic priorities that will shape our ambitions and goals for the years ahead.

Over the past five years, LGT has experienced significant growth and built a strong foundation for the future. Our income has nearly doubled, while the number of people we have supported through community development, youth programmes, advice and advocacy has almost tripled. Despite this progress for our organisation, Gypsy and Traveller communities in London continue to face systemic challenges – including the lack of affordable and culturally suitable accommodation, the cost-of-living crisis and discrimination experienced in daily life.

LGT growth in the past five years						
	2019	2020	2021	2022	2023	2024
People supported	229	303	379	554	665	641
Boroughs where active	22	25	21	29	31	31
People supported outside London	9	10	16	44	47	43



With this plan, we aim to go further in supporting those most affected by these challenges. We want to strengthen community leadership and the long-term capacity of Gypsy and Traveller communities to advocate for change, amplifying their voices to influence the systems that impact their lives. We recognise that we cannot achieve this alone and we are grateful for the collaboration and solidarity of the many allies and partners we work with.

We are also deeply grateful to the community members, funders, strategic partners and supporters who have been part of our journey so far. We invite you to join us in this next phase, as we work towards a truly inclusive London where Gypsy and Traveller communities can thrive.

**Debby Kennett**  
Chief Executive

# Our strategic ambitions

Our long-term ambitions  
for each strategic theme

Decent living  
conditions for  
Gypsies and  
Travellers in London



Homes

Inclusive systems and  
services for Gypsies  
and Travellers – in  
accommodation,  
social services and  
youth services



Equity and  
inclusion

Strong Gypsy  
and Traveller  
communities  
in London, able  
to shape the  
decisions that  
affect their lives

RIGHTS!

Community  
power



Organisational  
resilience

A thriving organisation  
with long-term financial  
sustainability and  
operational excellence



# Homes

## Strategic ambition

### Decent living conditions for Gypsies and Travellers in London

To achieve this ambition, we will campaign for culturally suitable accommodation and support those who are most impacted by the housing crisis.



### What is culturally suitable accommodation?

“Culturally suitable” accommodation reflects and preserves Gypsy and Traveller values, traditions and family structures. It can vary from family to family. Multi-generational living, regular or seasonal travel, well-maintained sites, bricks and mortar housing, community care and support structures can all be important.

Our approach seeks to reflect the diversity of need among London’s Gypsy and Traveller communities, while working within the practical constraints of London’s housing situation and legislation.

### Our work will focus on achieving these goals:

**1** Greater access to suitable accommodation – that reflects communities’ diverse culture, traditions and welfare.

**2** Improved living standards and wellbeing for those facing housing crisis and economic marginalisation.

**3** Gypsy and Traveller voices and needs are heard by decision makers in local and regional government.

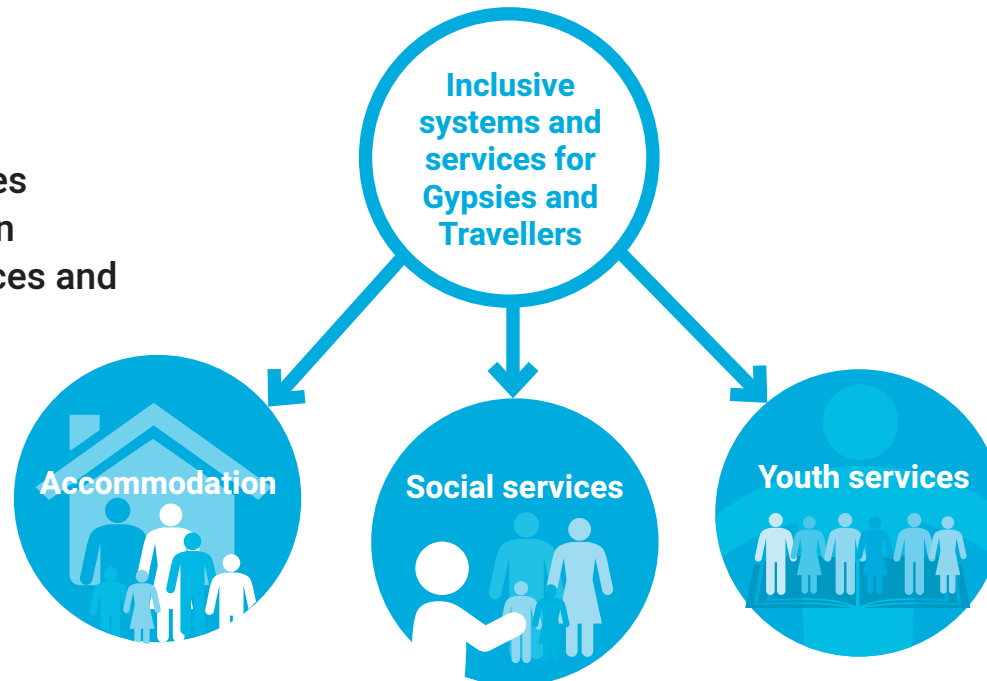
**4** Greater understanding and support for diverse nomadic and travelling cultures, histories and rights.

# Equity and inclusion

## Strategic ambition

**Inclusive systems and services for Gypsies and Travellers – in accommodation, social services and youth services**

To achieve this ambition, we will work collaboratively with strategic partners, influence policy and challenge discrimination.



## Our training and professional services

We use our experience and learning to support organisations working with Gypsies and Travellers to engage more effectively and inclusively with these communities. This work includes continuous professional development, workshops, bespoke consultancy, projects facilitating community engagement and more.

## Our work will focus on achieving these goals:

**1** Borough, London-wide and national policy are more inclusive of Gypsy and Traveller voices, rights and needs.

**2** More inclusive practices from service providers that bring real-world change for Gypsy and Traveller Londoners.

**3** Partnerships and training with local authorities and service providers which strengthen Gypsy and Traveller rights.

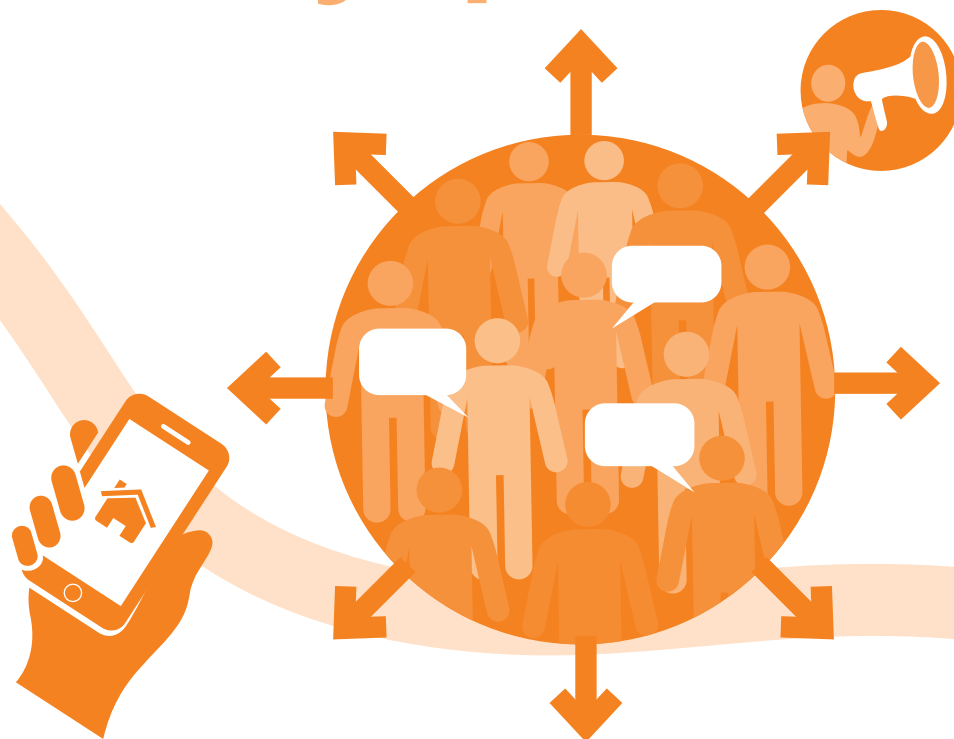
**4** Better outcomes for young Gypsies and Travellers in social services, youth support and skills development.

# Community power

## Strategic ambition

**Strong Gypsy and Traveller communities in London, able to shape the decisions that affect their lives**

To achieve this ambition we will invest in the skills, confidence and capacity of Gypsies and Travellers in London to access opportunities and influence decisions that affect them – both with and independently of LGT.



## Community representation and campaigning

We will build on our long track record of supporting community representation at borough- and London-wide levels with new approaches to campaigning with London's Gypsy and Traveller communities. We aim to co-design more varied options for community members to make their voices heard through impactful campaigns.

## Our work will focus on achieving these goals:

**1** Increased pride, confidence, and pathways into education and employment for young Gypsies and Travellers.

**2** More opportunities for community members to campaign and take activist action.

**3** Strengthened community skills and confidence to engage with services, decision-making and opportunities.

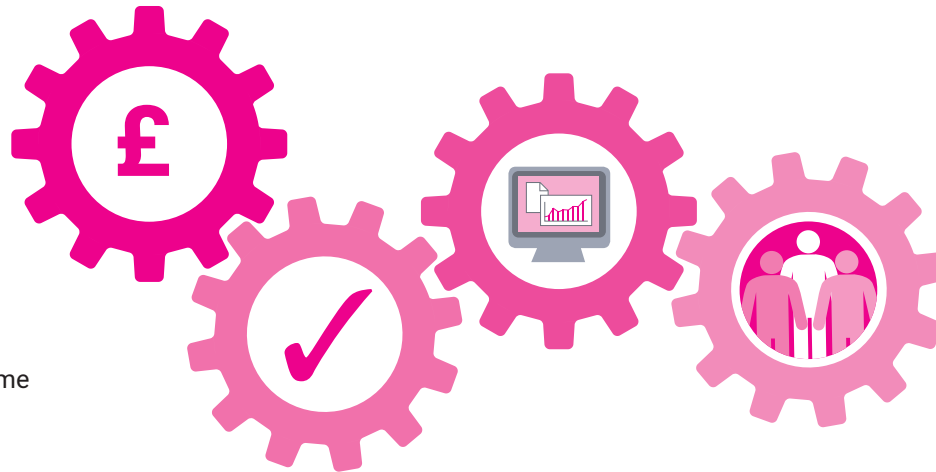
**4** Effective networking, mutual support and experience-sharing among London's Gypsy and Traveller communities.

# Organisational resilience

## Strategic ambition

**A thriving organisation with long-term financial sustainability and operational excellence**

To achieve this ambition we will diversify our income and develop the core organisational functions that support us to deliver our strategic ambitions effectively and efficiently.



## Gypsy and Traveller leadership

LGT is shaped and guided by Gypsy and Traveller voices at every level. Our governance, programmes and strategy are all rooted in lived experience. We aim to keep strengthening that leadership so that community members remain at the centre of decision-making.

## Our work will focus on achieving these goals:

**1** Income growth from our professional services, rooted in our strategic ambitions, community voice and lived experience.

**2** Well-supported staff wellbeing and development, strengthened diversity and Gypsy and Traveller leadership.

**3** Improved data systems, streamlined operations and strengthened knowledge management, supporting a robust evidence base for systemic change.

**4** Increased reach and profile through our online communication channels and the wider media.



# Our approach

*"Our approach to influencing policy and systems closely integrates with the lived experience of the Gypsy and Traveller Londoners we work with."*

The following principles will guide the way in which we approach and achieve our strategic goals and ambitions over the period 2026-2029.

## **Nurturing effective and trusting relationships**

We're proud of the connections and trust we have built with London's Gypsy and Traveller communities over more than 25 years. Nurturing these will remain a key building block for our work.

Effective, collaborative relationships with local authorities, service providers and civil society are crucial too, as we look to tackle the roots of systemic challenges and discrimination.



## **Innovative service delivery**

We provide direct support, advice and advocacy for Gypsies and Travellers facing homelessness, economic marginalisation, domestic violence and engaged with social services. We will be transparent and innovative in managing the ever-growing demand for these services, staying focused on those most in need and delivering the greatest impact.

## **Trauma-informed practice**

We take the time to understand how trauma can affect those we work with in order to achieve the best outcomes. This involves prioritising safety, dignity and choice and carefully adapting the pace and style of engagement according to the needs of each person, family or community.

## **Systems change**

We seek to challenge structures that drive discrimination and inequality. Our approach to influencing policy and systems closely integrates with the lived experience of the Gypsy and Traveller Londoners we work with. It is rooted in solid research, evidence and strategic partnerships.



## **Holistic approach to young people**

We use a holistic and person-centred approach as we support young people to take control of their futures. Our mentoring and wellbeing programme aims to open up pathways to education and employment for 15-25 year-olds. Our long-term aim is to foster future community leadership and empowerment.

## **A dynamic and resilient organisation**

We are determined to achieve real change for the communities we serve. We will stay determined and focused on that aim, but remain adaptable to the evolving landscape around us, focusing on continual organisational development to deliver in the most effective ways.

# Organisational values

*"We have the courage to speak up for what is right, challenge discrimination and handle difficult conversations with honesty and empathy."*

Below are the values that guide us in our day-to-day work – in our relationships with colleagues, community members and other stakeholders we interact with.

## Collaboration

We listen to and learn from each other and try to find common ground. We build partnerships and seek to persuade by appealing to evidence, fairness and social justice rather than through confrontation.



## Courage

We have the courage to speak up for what is right, challenge discrimination and handle difficult conversations with honesty and empathy. We navigate challenges with resilience and determination and are committed to continuous learning and self-reflection.

immediate outcomes to understanding and addressing underlying historic and systemic inequalities.

## Inclusivity

We are committed to developing a truly inclusive workplace and ensuring that all our public-facing work respects the diversity of the communities we work with.

## Empowerment

Our work is driven by empowering community members to claim their rights, have their voices heard and take control of their futures. Staff are encouraged to take initiative, develop their skills and grow.

## Community

The community's interests, priorities and perspectives shape everything we do. Seeking their views is just one way we stay connected and responsive so that our actions are rooted in their aspirations and challenges.

## Equity

We take a nuanced approach to achieving social justice which goes beyond



# Community outcomes

This strategic plan reflects and builds on our existing theory of change, developed for our last strategic plan (2021-24). It illustrates the change we aspire to make to systems, our organisation and crucially for the community. The community outcomes part of the theory of change are summarised here.

