

Location: North Lanarkshire

Hope for Autism

Impact: Growing an Inclusive Economy



Background

Hope for Autism is a charity based in North Lanarkshire. Its mission is dedicated to supporting and empowering autistic people and their families.

Hope for Autism's activities are driven by the people it supports. It provides a safe, neuro-affirming space where people can be themselves and develop the confidence to live the life that they choose. It offers support and advice to help autistic people and their families navigate life.

Hope for Autism applied to the Accelerate Programme with a view to developing its training model and, in turn, contributing to its longer-term sustainability.

What did the Accelerate Support help you achieve?

Accelerate's initial support focused on product development and pricing for their training programme. This involved examining opportunities/need/demand, design/structure, customer/market analyses, competition, and pricing. It then examined a marketing strategy in terms of platforms and planning.

This support has helped Hope for Autism better understand the existing landscape, identify gaps and opportunities, and gain greater clarity on its pricing strategy.

The Marketing Strategy and Digital Marketing Audit gave ideas on how to improve its online presence and use analytics to track the success of its marketing activities.

Where would you be if you hadn't received the support?

Capacity has been extremely tight, so without the guidance and support of the Accelerate Programme, it would not have made the progress it has made.

The economic and social impact of the Support

Since accessing Accelerate support, Hope for Autism has delivered multiple training sessions to the public, private, and third sectors. Its marketing and pricing guidance has really helped it make progress in this area. Providing training to the private sector has been a big step, and it is now supporting businesses in making their processes more accessible for autistic people and their employees.

Hope for Autism believes this will have a big social impact on autistic people, make the organisation more sustainable, and allow it to reinvest in its training materials/resources without relying on external funding.

