



# Strategic Vision

July 2024



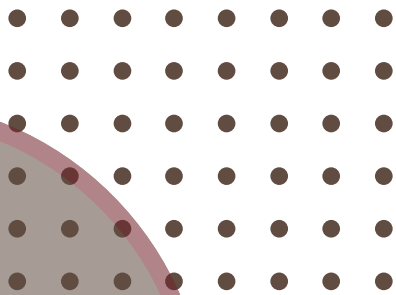


# Overview

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This document lays out our strategic vision giving an overview of our vision and mission, core values, strategic objectives and theory of change.

This document is our North Star that guides decisions we make on key operations and activities throughout the organisation.



# Vision

To create a thriving, independent community that continuously evolves and strengthens, with all needs being met for the BAME community and other disadvantaged individuals and families.

# Mission

Dedicated to building a resilient community organisation that excels in providing culturally sensitive services. We enhance education, health, and social well-being through collaboration, empowerment, and advocacy.



# Core Values

Alongside our vision and mission we hold three core values that run throughout the DNA of the organisation and act as our belief system. These core values enable us to measure all that we do against our purpose, making sure all activities align with these beliefs.

## Better Lives

Everyone deserves a good life with the means to support their family and grow.

## Better Opportunities

Everyone deserves opportunities to thrive and reach their full potential.

## Better Services

Everyone deserves quality and accessible services that support and enrich their lives.

# Strategic Objectives

Our strategic objectives enable our leadership to maintain focus and clarity, supporting us to achieve our vision and mission.

## Enhance Education

We will sustain adult learning and support for young BAME individuals, improve attendance and attainment in community language programmes, and reduce barriers to education.

## Improve Health and Wellbeing

We will provide culturally sensitive health services and education, implement the BAME Health Plan to reduce health disparities, and promote physical and mental well-being through sports and activities.

## Foster Community Engagement

We will operate a community cafe for social interaction, provide spaces for local activities and connections, and empower women and community members through events and training.

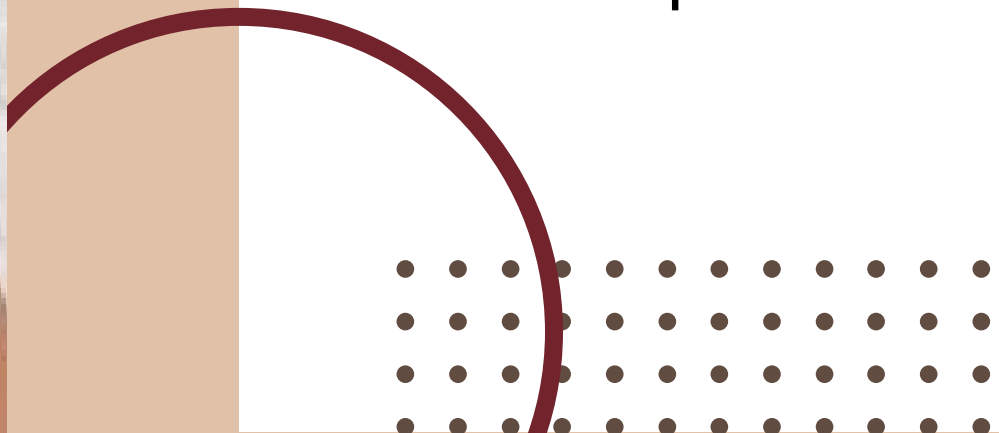
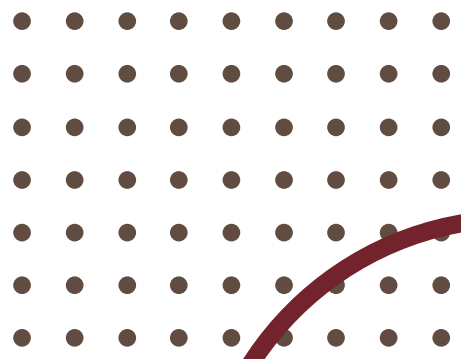
## Strengthen Organisational Capacity

We will ensure continuous professional development for staff, seek financial sustainability, and maintain transparent and accountable practices, whilst building collaborations and partnerships locally.

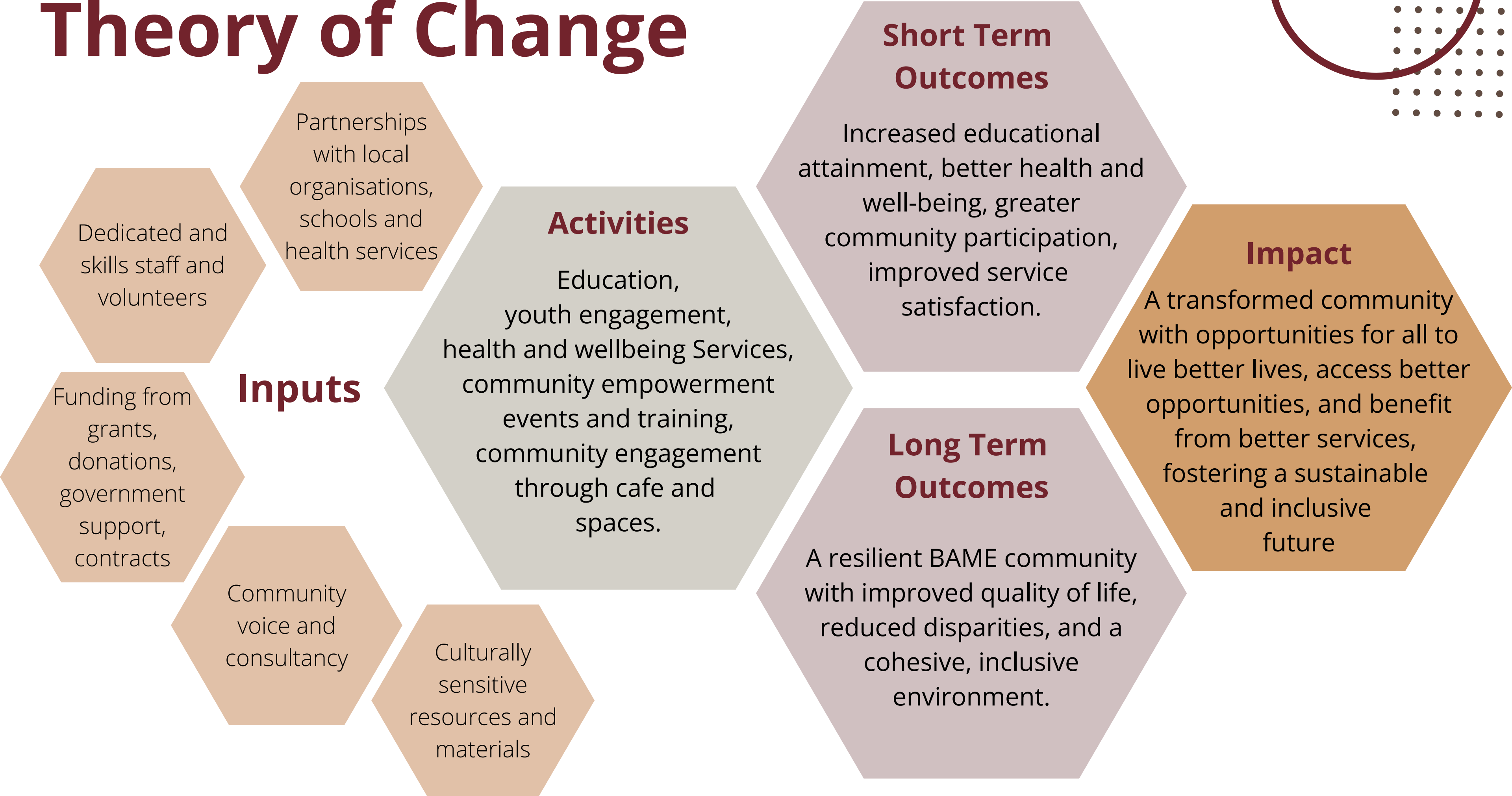
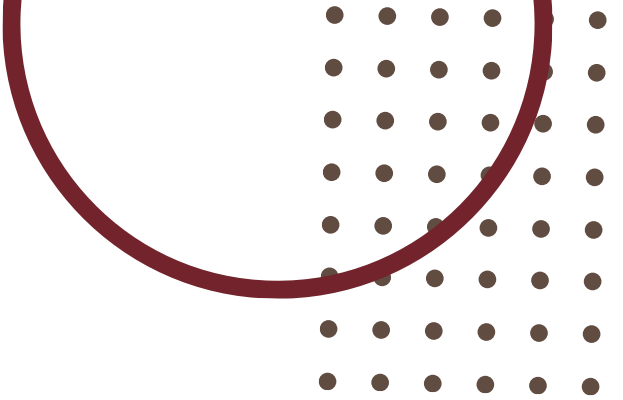


# Theory of Change

Our theory of change centres on developing a resilient, independent community organisation that provides high-quality, culturally sensitive services tailored to the educational, health, and social needs of the BAME community and other disadvantaged groups. By fostering strategic collaboration, empowering individuals, and advocating steadfastly, we aim to significantly enhance the quality of life for our members and support them in reaching their full potential.



# Theory of Change





# Summary

This Strategic Vision outlines our commitment to fostering a resilient and inclusive community. By focusing on enhancing education, improving health and wellbeing, fostering community engagement, and strengthening our organisational capacity, we are dedicated to making a significant, positive impact on the lives of the BAME community and other disadvantaged individuals and families.

Through our core values of **better lives, better opportunities**, and **better services**, we strive to create a thriving, independent community that continuously evolves and strengthens.

