

Strategic Direction 2017 - 2020

Our Challenges

Organisation structure that allows us to meet community needs

Protecting and sustaining a safe, homely environment for clients and staff

Staying relevant and responsive in a rapidly changing community

Identifying and sustaining on-going funding sources

By 2020 the Trust will be

Supporting the needs of a larger group of clients
 Providing a greater range of services
 More flexible in its organisational structure
 Working in appropriate buildings
 Using more sustainable resourcing
 Maintaining its special character

Our Mission

Supporting the people of Cambridge to make positive changes in their own lives by providing support, education and resources

HOW ? Our Strategic Plan has four linked themes

Organisation structure

Relevance

Property

Resourcing

Organisation Structure

Operational priorities 2017 - 2018

We will:

Implement a staffing model based on good practice, that meets client needs.
 Ensure staff are well supported with physical and mental well-being a priority.
 Review, clarify and implement changes to the Manager and Office Manager roles

Property

Operational priorities 2017 -2018

We will:

Meet the rapidly increasing demand for counselling and administration spaces by obtaining a 120m² – 150m² building by December 2018.
 Continue to develop and refine a longer-term plan for building development.

Relevance

Operational priorities 2017 -2018

We will:

Compare our services with those offered in similar communities.
 Using tracking statistics to inform the identification and development of new programmes

Resourcing

Operational priorities 2017 -2018

We will:

Continue to seek new sources of income, using expert support where available.
 Identify resourcing that will make the Trust sustainable in the long term.

OUR VISION
 A strong,
 connected community
 of empowered people