

# Strengthening Connections SPACE Strategic Plan

2016 - 2020



## Where are we going?

### Strategic Aims

#### Strategic Aim 1:

##### **Develop innovative person centred family support services and opportunities:**

- 1.1 Co-ordinate, promote and expand the FSH model of work
- 1.2 React to the emerging needs of individuals, families and communities through the creation and delivery of programmes and 1-1 work (For example Bounce, Spacewalk, Sure Start etc)
- 1.3 Embed an evidence and outcomes based approach to all of our work



#### Strategic Aim 2:

##### **Develop enhanced marketing, promotion and understanding of SPACE as a local charity supporting local families (Marketing, promotion and fundraising)**

- 2.1 Develop a clearly defined understanding of the role of SPACE in supporting families and individuals through early intervention approaches through the following:
  - On message engagement with and between SPACE Staff and partner agencies/ stakeholders, establish brand advocates/ brand champions
  - On message communication with and between beneficiaries, their families and support staff
  - Encourage staff/ volunteers to engage in regular contact with elected representatives, statutory representatives and ensure staff are represented on key fora
- 2.2 Maximise opportunity to increase generated income through a dedicated fundraising/ business development post, fundraising volunteers, fundraising strategy
- 2.3 To generate income from a diverse income base to ensure the delivery of appropriate services through the development of social enterprise, grants and community fundraising
- 2.4 Ensure strategic representation for SPACE board and management on various fora, boards and committee's



### *SPACE Vision*

*`A healthy and active population in which every person has access to services and opportunities to enable them to reach their full potential`*



Strategic Aim 3:

**To develop SPACE Staff, board, systems and resources to ensure continuous improvement and to enable SPACE staff and volunteers reach their full potential.**

3.1 To ensure all elements of SPACE are properly governed, and subject to review to ensure the organisation meets the needs of its users

- To ensure SPACE has the appropriate skills, resources and systems in place to operate efficiently and effectively
- To manage and maintain all physical premises SPACE has responsibility for in a cost effective way

3.2 Commit to achieving a quality standard over the next three years





## 10 Statements of Change

- Help our staff and volunteers achieve their potential, and become confident practitioners and leaders
- Develop staff/volunteer expertise on autism ADHD, Dyspraxia , managing challenging behaviours
- Actively encourage staff, volunteers board members and beneficiaries to get the message out that Space does early Intervention & Flexibility well
- Use current programme strengths to develop new opportunities – Space walk Space Family resource centre, Space day- opportunities
- Aim to demonstrate efficiency and value for money through social return on investment on all programmes & activities



- We will actively aim to provide more services for families through achieving 25% of turnover from fundraising/generated income
- Build fundraising and awareness raising into the responsibility of all Space staff, volunteers and board members- (What else can we help with?)
- Ensure all Space programmes & activities are connected to the Space brand ( for example comfort zone with Space, Mara with Space, EISS with Space etc)
- We will establish an intranet system for sharing best practice, policy briefings, etc. (suggested Hipchat or slack)
- Review our marketing strategy/PR strategy and establish a new Marketing strategy