

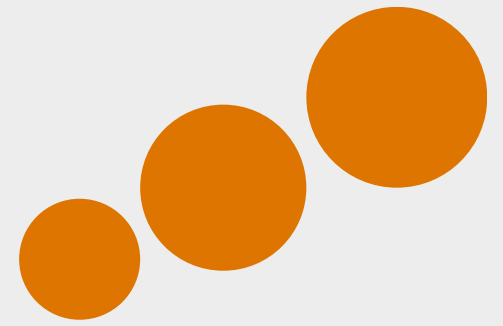
ActivLives

Changes Lives ●●●



Strategy 2024 - 2026

FOREWORD



In this document we have outlined our ambitions and plan of action at ActivLives for the coming 2 years.

We are keen to continue to offer the same high quality services to members of our local community and respond to local need in the geographical area we cover and the changing context of the society we currently live in. We are mindful of the financial pressures placed upon all of us due to the fluctuating funding landscape, the emerging needs of our communities, and the reduction in services as a result of the challenges around national, regional and local funding and resourcing.

We aim to take every step plausible to improve our sustainability and financial diversity to plan for the future of our services, staff and members, continuing to provide services that our members want and need, and work in partnership with other organisations and services in our communities to increase the offering we can provide to our different population groups and adapt and react to the needs that may occur.

I hope that when reading this strategy, you feel the passion, enthusiasm, and motivation we all have at ActivLives to make these plans a reality and to continue building the strength of our organisation for now and in the future.

Many Thanks,

Rachael Scott
Chair of Trustees

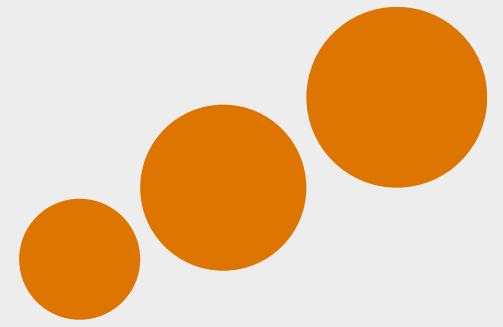


Our Vision

Create stronger, healthier communities, reduce health inequalities, and provide new learning to enable people to live full and active lives.



Photo by John Ferguson



To develop services that engage, support and empower people to improve their health & well-being, create & connect people in their community & provide opportunities for new learning & volunteering.



Our Mission



Our Values

Our Values run throughout the organisation and are incorporated into everyone's role at ActivLives.

The process of decision making, recruitment, delivery of services & development of the organisation is strongly influenced by these core values and reflected in our overall performance.



Innovative - Developing services that help reduce health inequalities, enabling people to improve their own health & well-being and develop knowledge and skills that enhance the quality of their lives.



Honest & Open - Creating trust through taking responsibility, acting ethically, encouraging involvement and open debate.



Community Focused - Connecting and empowering people to make positive changes to their own lives and the lives of others in their community.



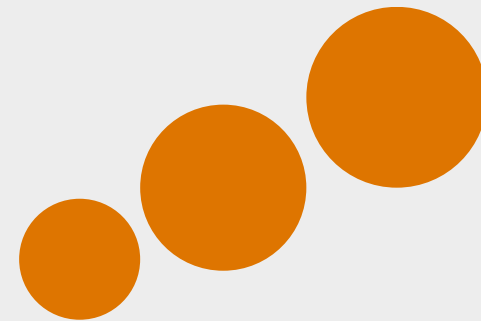
Professional & Accountable - Delivering high quality, effective, safe and reliable services to our members, partners, the community and our stakeholders.



Respect and Value – Developing a committed and caring organisation that supports the personal development of volunteers, staff and members, promotes working together as a team, and with partners and key stakeholders.



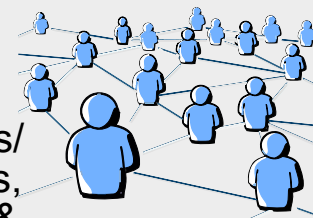
Our Strategic Themes



Our strategy is about bringing communities together and reducing loneliness and social isolation, empowering and motivating people to improve their health and well-being, and giving people skills and the opportunities to build their confidence, gain qualifications and/or employment, or to become a volunteer helping the local community.

Creating & Connecting Communities

We will encourage community cohesion by enabling and supporting people to develop social networks and build social capital within and between communities, working in partnership with different organisations and community groups. This will include employment agencies, minority groups, schools/colleges, Local Authorities, Suffolk Police, GPs, CONNECT/Social Prescribing Teams, Health & Social Care, and the Voluntary, Community, Faith and Social Enterprise sector.



Improving Health and Well-being

We will respond to local health priorities by building our services and developing initiatives that challenge and reduce health inequalities and support people to make positive lifestyle changes to improve their health, including mental health and well-being.



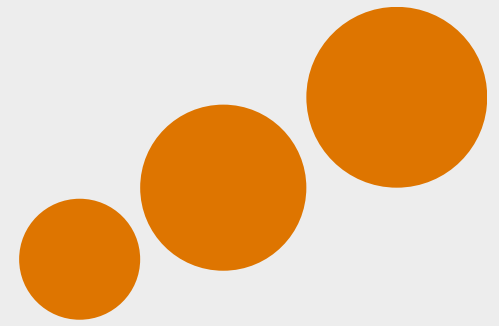
Providing New Learning & Volunteering Opportunities

We will increase opportunities for volunteering to enable people to improve life and employment skills, gain contacts and references for work, and work towards accredited learning and gaining employment.





Our Strategic Aims



We have five strategic aims which will determine our direction and programmes of work and development over the next two years.

We will measure our success against these aims.

1. Creating & Connecting Communities

2. Improving Health & Well-being

3. Providing opportunities for Learning, Volunteering & Developing Skills

4. Creating Strong Financial Sustainability

5. Strengthening the way we work at ActivLives



1. Creating and Connecting Communities



What:

ActivLives aims to grow strong resilient communities in Ipswich and across Suffolk, by providing opportunities for people to participate in its health and well-being programmes, fitness activities, social events, well-being walks, horticultural and gardening projects, carers and cared for hubs or singing groups. We aim to enrich the individual's experience by connecting people across ActivLives activity groups, to empower and enable them to rediscover or develop new interests, be part of cross-generational, mixed-ability groups and become integrated into a supported framework of activities.

We believe this will bring people and groups together and build an infrastructure that supports people of all abilities, particularly disadvantaged and vulnerable members of our society. Engagement in our support offer will enable our members to become more resilient and better equipped to achieve self-management and self-care, as well as making their experience with ActivLives more interesting and varied.

How:

- We will use our community development expertise to work with people to maintain and develop a portfolio of inclusive services that enriches individual's lives
- We will identify and target the needs of the diverse groups that make up our communities
- We will develop and deliver services that promote a healthy lifestyle including prevention, intervention, support and self-care
- We will promote a culture of enterprise within ActivLives and among its members by creating opportunities for income generation (e.g. hiring the Pavilion, sale of produce and flowers, session fees etc)
- We will bring people and organisations together through Competitions/Tournaments and community events
- We will provide information and onward signposting to empower our members and build resilient communities
- We will develop our outreach services across the organisation
- We will publish a calendar of events to create networking, socialising and support opportunities for our members



2. Improving Health and Well-being



What:

We will maintain, and where appropriate, expand existing services and continue to develop new initiatives that challenge and reduce health inequalities, focusing on prevention, intervention and self-care. We will support people to make positive lifestyle changes to improve their own health and mental well-being by providing access to various activities and events, with the purpose of reaching and enriching members' lives.

All our activities are designed to improve physical, mental and emotional health.

How:

We will improve people's physical, emotional and mental health, reduce social isolation and loneliness by encouraging people to engage in positive activity, enabling people to meet and make new friends - connecting and reconnecting communities:

We will deliver social activities:

- A Lunch Club
- Community Singing
- Community Gardens/Horticulture /ActivSheds
- Nature and Conservation Activities
- Peer Support, Information Sessions and Social Networking
- Specialist Support Hubs, including for carers, former carers and people living with Dementia

We will raise awareness in the following areas:

- Healthy Eating and Lifestyle
- Horticulture/Field to Fork
- Environment/Conservation
- Falls & Fractures/Exercise

We will promote physical and mental health and focus on prevention:

- Provide access to a variety of inclusive sport activities
- Provide seated/standing OTAGO exercise sessions
- Encourage an active lifestyle and physical activity
- Gardening, nature and mindfulness



2.Improving Health and Well-being continued



How:

We will signpost and make referrals to other support services.

-Local, regional and national services and organisations

We will secure funding to develop our activities.

-Apply for relevant grants, tenders and commissions to support and increase the services we offer

We will help people gain skills.

-Provide information and activities that help people up-skill through specific activities e.g. ActivSheds, Gardening and Bee Keeping or self-care through healthy eating, exercise and social interaction

We will create volunteering opportunities across ActivLives

-Provide meaningful ways to connect with and support the organisation and utilise skills, knowledge and experience to add value

3. Providing opportunities for Learning, Volunteering and Developing skills



What:

Continue to provide programmes and projects to enable people to gain skills at their own pace in a welcoming, low-pressure environment.

Enable people to feel valued in their roles and work towards further learning, training and employment.

Support members and volunteers to develop their life skills, communication skills and contribute to the development of ActivLives.

How:

We will provide a wide range of opportunities to members and volunteers to learn and develop new skills, achieve qualifications and enhance life skills.

We will provide members with the opportunity to develop existing skills, share skills and use their skills, knowledge and abilities to contribute value to ActivLives, through volunteering opportunities and taking on responsibility within our services.

We will do this through:

- Encouraging Independent Living
- Falls Prevention activities
- Gardening and Horticulture activities and services
- Specialist support hubs for carers, former carers and people living with Dementia
- Inclusive sports activities, coaching and leadership
- Delivering learning and skills programmes to develop employability
- Outreach activities, services and events
- Developing Volunteers and Members to take up leadership and trainer roles within activities
- Social activities and peer support
- Increase people's confidence, self-esteem and feeling of being a valued member of society



4. Create strong Financial Sustainability



What:

Diversify and develop services that will create a financially sustainable and robust organisation that provides quality services.

Develop a funding and fundraising strategy for growth and diversification of ActivLives income, ensuring that income is obtained from sustainable sources, such as grants, long-term commissions and tenders; generated income and fundraising.

Strengthen and increase our generated and unrestricted income, with the aim that it covers all core management costs and overheads in the future.

How:

- We will proactively target local, regional, national funding opportunities to attract funding to support existing and new services/projects
- We will develop a refreshed finance strategy for the organisation in light of changes to the charity sector and its financial stability
- We will develop a fundraising post to increase our unrestricted income (donations) over the next 2 years, currently £11,466 to year 1 – £30,000 and year 2 - £60,000, so that we can re-invest in the organisation to make it more sustainable and incorporate this in our business planning processes and approach across the organisation.
- We will aim to increase our generated income from 29% to over 30%, increasing each year.
- We will build relationships with larger organisations and develop partnerships with influential stakeholders and commissioners to secure longer-term contracts through meaningful communication and activity to raise their awareness of ActivLives and the services we provide.
- We will develop our Marketing & Communications and Fundraising Strategies to promote ActivLives services, to grow our networks and build strong relationships with corporate/local business to increase our presence, exposure, sponsorship, fundraising opportunities, donations and local support.
- We will review the allocation of resources to support our fundraising and income generation work streams within our organisational infrastructure.



5. Strengthen the way we work at ActivLives



What:

Maintain, develop, enhance and improve the way we operate as an organisation, including:

Creating a positive work environment that will continue to attract and grow a flexible, inspired and highly motivated team of people with the enthusiasm, knowledge, and experience to deliver our vision.

Ensuring ActivLives is well led and governed, and our resources are deployed to deliver maximum value to the communities we serve, and we are transparent and accountable to funders and customers.

Amplifying the voice of ActivLives and enhance the brand across Ipswich and Suffolk to attract attention from funders, commissioners, future members, supporters, staff and volunteers.

Reduce our reliance on annual grant funding to enable the organisation to grow and flourish.

How:

We will create a positive workplace culture by:

- Following open and transparent recruitment practices and retention strategies to attract candidates with the skills and experience that we need.
- Ensuring that new staff/volunteers/trustees are fully inducted into the organisation, understand the requirements and boundaries of their role, are aware of the organisation's Policies & Procedures, have access to quality training and development programmes to address mandatory and specialist skills needed to develop their role, and receive regular SMART support/supervision sessions.
- Ensuring staff/volunteers and trustees feel respected and involved in the development of the organisation and valued for their time, dedication, knowledge, lived experience and commitment that they give to ActivLives, and recognise and celebrate their success.
- Developing and implementing strategies for succession planning for staff and key volunteers, Emergency and Recovery Action Plans, and Digital, IT and data systems.
- Encouraging staff to work in a flexible way that suits their role and work life balance.
- Ensuring the Trustee Board has a broad range of relevant experience and skills and develops a governance programme for reviewing, auditing and identifying risk across the organisation.

We will increase our presence by:

- Developing ActivLives Marketing and Communications Strategy and Action Plan to identify social media and other platforms that will increase awareness and enhance the reach of the organisation through regular updates, stories, case studies and articles about what we do and how we support our members and volunteers.



5. Strengthen the way we work at ActivLives continued



- Sharing, promoting and celebrating the successes of the organisation internally and externally.
- Creating a new website for ActivLives to ensure it provides an accurate, up-to-date and comprehensive message to raise awareness about ActivLives, promote our portfolio of services and inform people about our events/training courses.
- Building robust partnerships with Corporate/ local businesses and other organisations to enhance the brand across Ipswich & East Suffolk.

How: We will reach a wider audience of support

- Creating a new fundraising role to work with our members, their friends and families, corporate / local business and partner organisations to increase unrestricted funds to ensure the sustainability of the organisation.
- Developing a creative Fundraising Strategy and Action Plan to encourage more donations, increase our unrestricted funding and raise awareness about the Charity.

- Planning donation campaigns, attending local events to help promote the organisation and organising fundraising activities.
- Engaging local people to raise funds for the Charity such as Marathons, Walks, Parachute Jumps, Coffee mornings etc
- Recruiting fundraising volunteers within and outside the organisation and facilitating fundraising working groups to help them organise fundraising activities.
- Working closely with corporate/local business to promote ActivLives as their Charity of the Year and support their fundraising events.
- Ensuring good communications with our supporters and donors, and making sure funders are kept informed about how their money is being used.
- Reporting on funding and donation income at team meetings/trustee meetings, our AGM and to Charity supporters.
- Looking at new ways to acquire funding – through events, on-line, celebrity promotions and legacy-giving campaigns



Picture by
John Ferguson



Measuring our Success



We have created an ambitious Strategy for ActivLives that will strengthen where we are as an organisation and will put us in the best possible place to grow and develop our services in the future.

In a time where transparency and accountability are paramount, and resources and funding opportunities are reducing, we must make every action count. Therefore, it is important that we monitor and evaluate our services and activities, support and develop our workforce and volunteers, and ensure that we communicate our successes and failures to our staff, members, funders and key stakeholders.

We will measure our success against:

- Our five aims set out in the Strategy
- Performance indicators, targets and outcomes agreed with our funders/commissioners
- Financial sustainability – increasing our unrestricted funding each year
- Performance of our staff, freelance staff, trustees and volunteers
- Participation and membership: the reach and diversity of our staff, trustees, volunteers and members
- Organisational development
- The positive impact that we make to people's lives
- Satisfaction surveys, case studies, focus groups and general feedback
- Quarterly monitoring of our wide range of projects/ services and progress made, for example, in the number of new members' attendance at sessions, and the impact we achieve

We will continue to publish information about our performance and achievements through our Annual Report, in our quarterly Newsletter and on our website, Facebook, LinkedIn and Instagram accounts.

Ultimately, our vision is to have a vibrant and healthy organisation that is open and transparent and improves the health and well-being of people living in Ipswich and across Suffolk for many years to come.



Contact us

activlives.org.uk

Main Office Address
ActivLives, Brightspace,
160 Hadleigh Rd,
Ipswich IP2 0HH

Telephone No: 01473 345350
Email: julie@activlives.org.uk



ActivLives. A Company
Limited by Guarantee,
registered in England and
Wales No.7672809
Registered Charity No.
1147615

