

OUR STRATEGIC OBJECTIVES 2016/2021

1. We will develop our prevention and wellbeing offer

- We will create a theory of change methodology across all service areas
- We will develop our housing offer to health and wellbeing
- We will explore, with clients and funders, the needs gap to innovate our service delivery
- We will adopt a strengths based approach

2. We will build resilience within communities and in individuals

- We will adopt a strengths based approach
- We will work with communities to combat loneliness, isolation and stigma
- We will strengthen our approach to social policy to effect positive change within our communities

3. We will maintain and enhance our reputation

- We will ensure we are strategically relevant
- We will ensure we are a high quality and competitively priced organisation
- We will ensure that the organisation achieves high levels of compliance against external audit standards

4. We will strengthen and improve our systems and processes

- We will understand our impact and have a sound evidence base
- We will strengthen our approach to good governance
- We will maintain and strengthen our robust approach to financial management

5. We will ensure the organisation has a fit for purpose working environment

- We will develop a medium to long term premises strategy
- We will plan (for) our short-term accommodation options

6. We will develop a creative and effective approach to communications, marketing and PR

- We will create and implement a robust marketing strategy
- We will increase our social media presence
- We will ensure that The Bridge is a recognised brand across the East Midlands

7. We will review, reflect and improve upon everything we do

- We will cultivate a high performing Board of Trustees
- We will cultivate a high performing workforce

8. We will develop an effective and sustainable funding model

- We will increase our community fundraising income
- We will explore the organisation's options for social investment
- We will determine all viable business and trading opportunities
- We will increase our level of grant and trust fund income
- We will develop our 'spot purchase' and personal budget offer



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