

Strategic Plan:

*Sept 2021-
Sept 2024*



Three Year Strategic Plan: 2021 - 2024

The Vision: To be a cultural, social and educational charity and community hub, that is accessible and inclusive.

Strategic Objective: To develop our vision of providing a welcoming and supportive space and an engaging offer of cultural, educational and social activities to enhance the lives of our community of users.

To be achieved by focusing on our:



OFFER



SPACE



PEOPLE



IMAGE

Supported by the following functions:



HR



**Finance/
Fundraising**



**Governance and
Risk Management**



IT/Tech Systems

Our Offer

The Guildford Institute as a Community, Social and Cultural Hub

- Provide a flexible, high quality and diverse range of activities for the local community that are educational, cultural and social.
- Deliver accessible and inclusive activities through a blend of online and face-to-face, during the day, evenings and weekends.
- Be a community hub providing space to support a variety of local and regional groups and activities.



Our Offer

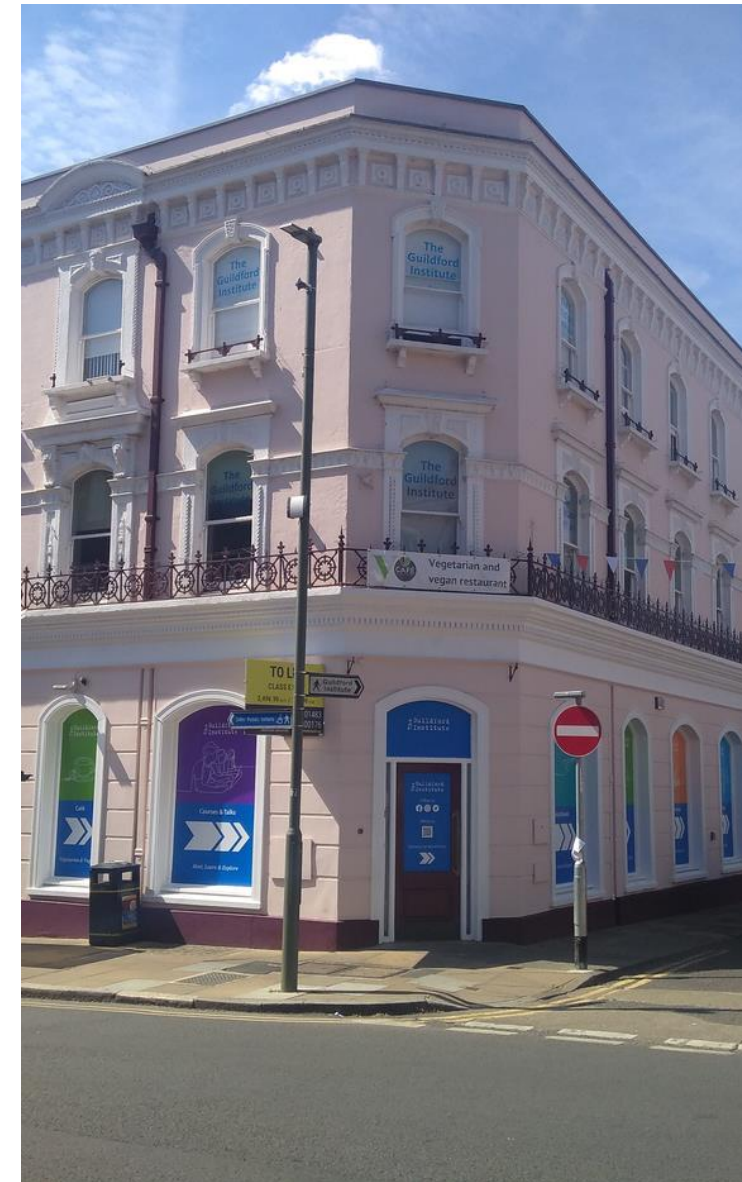
The Guildford Institute as a Community, Social and Cultural Hub

- Extend a warm welcome to our accessible community café, open to all.
- Provide a high standard of healthy and nourishing refreshments and lunches.
- Offer a comfortable, welcoming and attractive space in which local people and organisations can meet, learn and socialise.
- Benefit and enhance the lives of all people within our community.



Our Space

- Offer a range of flexible and affordable room hire opportunities to the community.
- Review and adapt the building to enable greater accessibility and develop new spaces for the future with this at the forefront.
- Maintain, conserve and develop our Grade II listed building in Ward Street.
- Provide a positive working environment for staff and volunteers.



Our People

- Retain and nurture our current users whilst increasing their number and diversity.
- Maintain and support an effective, well-trained and motivated staff and volunteer team.
- Provide an outreach service and offer activities that are available to all in the community.
- Continue and further develop online opportunities to include vulnerable and isolated members of our community.



Our People

- Provide volunteering opportunities and internships for local people of all ages.
- Maintain and increase a dynamic Board of Trustees while seeking to improve diversity.
- Constantly seek to improve the quality and diversity of activity facilitators.
- Support the counsellors and wellbeing therapists that operate from our building.



Our Image

- Maintain our coherent and contemporary marketing, communications and PR strategy, with the website as a key platform.
- Promote and develop our building's accessibility and user-friendly designed spaces.
- Ensure a warm welcome is given to all.
- Continually evolve our brand to ensure it supports our vision and objectives.

