

Strategy 2018 – 2020

At Community Impact Bucks our vision is ‘A better life for the people of Buckinghamshire’

- Community Impact Bucks is vital to the wellbeing of Buckinghamshire because we:
 - help charities and communities to better support their beneficiaries.
 - make volunteering easy

Our Mission:

- To enable charities to reach their full potential in improving the lives of others
- To inspire people to volunteer and make volunteering easy
- To support communities to be effective and resilient in enhancing the lives of people who live within them, especially the elderly and vulnerable.
- To be the voice and champion for the voluntary, community and charity sector in Buckinghamshire

CIB provides support in 4 areas:

- Charity leadership
- Funding
- Volunteering
- Community resilience

The main “pillars” of the CIB group of companies are:



Our Behaviour is to:

- put our beneficiaries first and challenge others in the sector to do so
- be supportive, enabling & empowering
- be cooperative & inclusive
- be impartial, frank & fair
- be entrepreneurial and innovative

We will know that we have been successful when:

- CIB is the first place people go to for charity support
- Charities that do good work thrive in Bucks.
- Every not for profit organisation knows what Community Impact Bucks does, knows how to contact us, and recognises Community Impact Bucks as a valuable support to them and the sector at large.
- Those that interact with Community Impact Bucks say that we have made a positive difference.
- Communities that we support become places of wellbeing for the elderly and vulnerable

The Challenges:

- Local and National Government funding will reduce to the sector
- Demand and expectations for our services will increase and we, as a sector, will be required to deliver more with less
- A challenging funding climate will see a surge in third sector trading and social entrepreneurship - CIB will need to offer support to enable voluntary organisations to compete in the marketplace
- Reduced funding in the sector will lead to greater competition for funds and both community groups and charities will need to be professional, marketing savvy, opportunistic and collaborative to thrive and CIB will need to help them
- Communities will become older in some areas and more diverse in others and people will seek more from within their communities to improve their lives
- There will be a continuing demand for volunteers
- The nature of volunteering is changing and volunteers will demand flexible opportunities to fit with their lives, alongside a continuing demand from the Sector for volunteers to lead organisations and support their beneficiaries.
- Funders, commissioners and clients will require greater evidence of our impact and our beneficiaries

During the next 3 years we will

- Increase the number of charities and communities we support each year, maintaining our focus on building resilience
- Maintain customer satisfaction of 88% and above
- Raise awareness of CIB and its good work
- Launch trading activities that generate income to fund activities that deliver our mission.
- Engage in new ways to increase the appeal and accessibility of volunteering and attract new audiences
- Monitor and report on the needs of the sector to advise funders, partners and design our offer accordingly.
- Maximise funding opportunities by aligning with key funders' priorities and ensuring the necessary structure and resources are in place to deliver
- Engage the business sector in supporting the voluntary and community sector in meaningful ways that benefit both

WORKING DRAFT

| Strategic Objective | Detail | Comment |
|---|--|---|
| Improving lives through supporting charities | Number of organisations supported | |
| | Number of interventions recorded. | |
| | Star measure the level of satisfaction with each CIB service moving to 1-5 | |
| | How likely are you to recommend the services of CIB moving to 1-5 | |
| | How much difference has the intervention made 1-5 measure | This is recorded 6 months after the intervention. |

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| Promote Volunteering | | We are unable to report on the full extent of volunteering in the county but through statistics from our partners Reach volunteering and Do-it, we have a clear indication of the demand for and interest in volunteering in Bucks and we hope to track increases against our volunteering promotion activity. |
| | Number of new opportunities (posted on <i>Do It</i> and <i>Reach Volunteering</i> web sites). | |
| | Number of applications made (<i>Do-it</i> and <i>Reach Volunteering</i>) | |
| | Number of people registering to be a volunteer (<i>Do-it</i> and <i>Reach Volunteering</i>) | |
| | Number of unique organisations posting roles (<i>Do-it</i> - not able to get from <i>Reach Volunteering</i>). | |

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|---|---|--|
| Be the advocate/Big Voice for the sector | CIB to target, report and “go to press” on 3 big concerns of the sector each year. E.g. Homelessness/Mental Health/Rural | |
| | Annual State of the Sector report | This will help secure the position of CIB as the go to place for information on charities. |

WORKING