

YMCA  
NORTH TYNESIDE



Here for young people  
Here for communities  
Here for you

# A STRATEGY FOR 2025 & BEYOND

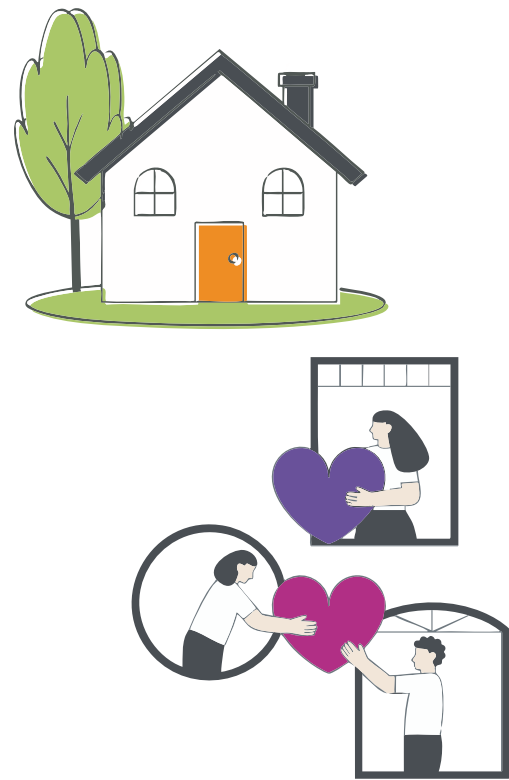




# OUR STRATEGIC PRIORITIES

**OFFER MORE HOMES:** We will work with partners, funders and social housing regulators to increase the number of homes for vulnerable people that we are able to support across centres of community in our target areas by:

- ▶ *Increasing our Offer* - to move towards 1,000 accommodation units by partnering with landlords and local authorities to more than double our current housing income.
- ▶ *Prioritising Standards* - via a quality provision that meets the required standards of the Regulator of Social Housing, Housing Ombudsman and Ofsted.
- ▶ *Support our Tenants & Residents* - to continue engaging with our tenants, residents and service users to ensure a high level of satisfaction of our homes and services.



**HELP MORE PEOPLE:** We will deliver a wide range of opportunities for our service users, promoting a holistic approach to community support and development across early years, families, adults and older individuals by:

- ▶ *Providing more Youth & Community Engagement* - increase local activities by 5% to deliver community outreach support via centre based and mobile provisions.
- ▶ *Developing our 'Fee-for-Service' and Bursary Scheme* - increase our fee-for-service income model by 50% to compliment our new robust bursary scheme.
- ▶ *Addressing Poverty, Education & Employment* - breaking the cycling of poverty by providing access to education, skills development and employment opportunities.



**SHOUT LOUDER:** We aim to enhance our trusted brand, improve communication about our activities, and raise awareness of the needs of young people and communities to better understand who we are and what we offer by:

- ▶ *Raising our Profile* - we'll implement targeted marketing campaigns and new systems to better understand and track our return on investment and brand awareness.
- ▶ *Better Engagement* - through traditional and digital channels we'll enhance comms and engagement with stakeholders, beneficiaries, new supporters and customers.
- ▶ *Fundraising* - we'll increase fundraising efforts by 10% year-on-year through clear communications, hosting innovative events and enhancing donor engagement.

**DRIVE ENTERPRISE & SUSTAINABILITY:** We aim to improve society by using our sustainable social enterprise businesses to meet needs, revive communities and create a lasting positive impact for future generations by:

- ▶ *Creating Thriving Communities* - we'll expand our sustainable mission-driven business units, and address community and customer needs to grow by 5-10% yearly.
- ▶ *Developing Innovative Enterprise* - we'll develop need-driven enterprise solutions and introduce new products or services that align with our cause and mission.
- ▶ *Delivering a Positive Impact* - we'll ensure all our social enterprise and income-generation services align with our values and cause.

**OUR CAUSE**

We are an inclusive community where we support people to be healthy, happy and connected.

- ▶ We **believe** that everyone has potential.
- ▶ We look to **inspire** each person we meet to nurture them in Body, Mind and Spirit.
- ▶ We empower our communities so all can Hope, Belong, Contribute and **Thrive**.
- ▶ We exist to **serve** and show love to our communities and those we come in contact with.

**OUR ENABLERS**

To help us deliver our priorities and goals, these nine enablers will underpin and help us focus and facilitate our ambition:

▶ Compliance	▶ Investing in People
▶ Culture & Diversity	▶ Data Driven
▶ Financial Security	▶ Collaboration
▶ Going Green	▶ Health & Wellbeing
	▶ Greater Reach & Impact

**VIEW OUR FULL STRATEGY HERE**

ymcanorthtyneside.org/strategic-plan