

# STRATEGIC OBJECTIVES

In achieving our vision and mission we will focus on 4 strategic objectives

**VISION**  
Inspire people,  
Change  
communities

**MISSION**  
To be firmly  
rooted in the  
community and  
inspire change for  
the betterment  
of society

**VALUES**  
Understanding  
Respect  
Dedication

## Health & Wellbeing

Build a healthy community by promoting healthy lifestyles and supporting people to make healthier life choices

**Health & Wellbeing** is a programme which engages different age and gender groups on an array of physical activities and educative workshops.

The programme teaches and raises awareness, through theory and practice how individuals are to live healthier lifestyles and become physically active. These form as strategies to tackle the increasing rate of child obesity and health deterioration of adults and the elderly due to detrimental effects of poor choices. Additionally the programme focuses on mental health & wellbeing through addressing concerns of social isolation.

## Education, Employment & Training

Make those who are the furthest away from the labour market motivated, job ready and closer to employment

Tower Hamlets has one of highest rates of unemployment in England. With the impacts of recent and proposed welfare reform those long-term unemployed or economically inactive will require particular assist return to work.

**Road 2 Work** is a project which engages with the long-term unemployed those who are the 'hard to reach' which includes ex-offenders, single mothers (lone parents), Not In Education Employment or Training (NEET young people) and BME women who have limited English. The project works with these clients to supporting them in their journey attaining sustained employment through means of advice, guidance and training.

## Youth Development

Unlock the potential of young people to become the next generation of positive role models, leaders and entrepreneurs

**Shadwell Youth Club** engages with 'hard to reach' marginalised young people to engage them in positive diversionary activities

**Intervention Without Borders** is a intermediary resolution service that utilises innovative means of role modelling, mentoring and restorative justice to offer offenders/ ex-offenders pathways that reduce territorialism, avert antisocial behaviour (ASB) and deglamourises gang culture with associated conflict and criminality. In turn transforming them in to future community leaders.

**East Girls Project** ensures equality of service provision and integrated female empowerment initiatives that address the needs of young women.

**Study Support** is a preventative provision to help support young people achieve higher grades bolstering their educational attainment and widening opportunities in the long-term.

## Community Resilience

Build a united community who pro-actively engage and shape society by narrowing the divide between diverse segments of the community

**Bridging the Gap** is an intergenerational project that forges mentoring and befriending relationships between the young and old through the medium of teaching of IT.

**Annual Fun Day** illustrates vibrant cross-cultural collaborations and our ingrained community spirit as all sections of society enjoy together to celebrates diversity.

**Annual Award Ceremony** enables beneficiaries, stakeholders and the wider community to appreciate the achievements and accomplishments of all.

**Shadwell Community Forum** provides a platform to enable localised strategic partnership and dialogue to reach understandings, facilitating local decision-making, the articulation of shared values and common purpose to address localised concerns and tensions.

**Twilight Youth Club** is a month long daily intervention outreach and youth club sessions. To tackle and reduce antisocial behaviour (ASB) and unrest within the Shadwell area during late nights of Ramadan.

**THE WAY FORWARD**

**BY 2018 WE WILL**

- Become specialists in supporting vulnerable groups into employment
- Create a health programme which has a successful formula to tackle obesity among children
- Become established as the lead service provider in youth intervention work across the Borough
- Increase stakeholder activity and contribution to the Shadwell Community Forum, to pool resources and expertise in common interest, tackling arising problems and addressing needs
- Secure long-term sustainability of the organisation through self-sufficient projects and means of social enterprises