

Mission

Provide a safe, welcoming and inspiring environment where the whole community is encouraged and enabled to thrive.

Vision

Creating lasting positive change

Strategic Objectives

We aim to:

- Keep the building available, accessible and safe for the use of local people and others.
- Be financially sustainable and continue to strengthen the management of the Centre.
- Be a trusted and valued contributor within our community with other local partners
- Signpost to advice and information for all sections of the community.
- Provide and enable a range of opportunities and activities which respond to the needs of local people and where all are made to feel valued and safe.

In coming to agree the above we discussed:

Who we are

- A group of people involved in running a community centre for the benefit of the local community
- Combination of those from the local community and from outside of it – paid and voluntary
- Total commitment from all

Why we are here

- To enable
- To be an advocate
- To facilitate
- To provide complementary services
- Because there are unmet needs within the local community
- We want to make a difference
- We want to play a part in the levelling up agenda
- To provide facilities for external groups

Who are our key stakeholders

- Local residents
- Local schools
- Funders
- Individual donors
- Farnham Health & Inequalities Forum
- Policy makers
- Police
- Hirers
- Local Authorities

What outcomes/differences are we looking for?

- Reduction in social isolation
- Improved confidence and self-reliance/esteem
- Higher aspirations
- Improved literacy levels
- Surviving to thriving

Our Values/ways of working

- Community led
- Respect – for all
- Inclusivity
- Integrity – honesty, openness, transparency, fairness
- Excellence
- Agility

Major Achievements

- Meeting needs of local community, particularly during pandemic
- Being visible to bigger players and therefore ‘invited to the table’, more recognition and respect - reference visit by Deputy Lord Lieutenant
- Delivering in a professional manner
- Impact beyond our resources
- Unique as a community centre in inputting into local policy making eg member of Farnham Health & Inequalities Forum which has been identified as an exemplar of co-production by the CCG and will be written up as a case study by Civica.

NC

7.02.22

SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> • Attractive centre with good facilities • Commitment from staff and volunteers (including trustees) • Good working relationships with other local organisations within North Farnham and beyond • Good relationships with our local authorities • Improved connection with Sandy Hill residents • Wide range of activities on offer • Good level of reserves • Only organisation in North Farnham providing as we do, in particular for youth 	<ul style="list-style-type: none"> • Identified serious challenges to increasing level of earned income: <ul style="list-style-type: none"> • Restricted/ limited parking options for centre visitors • Hall space too small for many • Minimal infrastructure
Opportunities (including political, economic, social, technological, legal and environmental)	Threats (including political, economic, social, technological, legal and environmental)
<ul style="list-style-type: none"> • Increase earned income • To obtain company sponsorship • To identify activities of interest to the local community and so increase and improve local engagement • To re-develop working partnership working with Hale School • Levelling up agenda • Crowdfunding/individual donations • Better use of IT • Can promote environmental good practices 	<ul style="list-style-type: none"> • Increased competition from other organisations for hired space • We fail to increase earned income sufficiently to cover costs • We fail to attract sponsorship • Lack of local authority funds • Our 'consumers' can't afford to pay for our services and don't have disposable income • Numerous legal requirements to meet