

## The Welcome Centre Strategy 2016-17 to 2018-19

**Our Vision:** To be a **caring, progressive** food bank and more with **local and regional** perspectives

**Our Mission:** To improve the quality of life of individuals experiencing extreme disadvantage in our local community by providing practical support

**Our Values:** Collaborative, Accessible, Resourceful, Independent, Non-judgmental, Genuine (CARING)

What our stakeholders can expect:	Our service users can expect	Our partners can expect:	Our supporters can expect:
	<ul style="list-style-type: none"> <li>• A warm welcome</li> </ul>	<ul style="list-style-type: none"> <li>• A confidential and positive response</li> </ul>	<ul style="list-style-type: none"> <li>• Careful stewardship of their financial gifts</li> </ul>
	<ul style="list-style-type: none"> <li>• A nutritious food pack/other items</li> </ul>	<ul style="list-style-type: none"> <li>• Suitable provision of goods to service users</li> </ul>	<ul style="list-style-type: none"> <li>• Wise use of their donations of food/other items</li> </ul>
	<ul style="list-style-type: none"> <li>• Advice, guidance and signposting</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback on outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Regular information on what we are doing</li> </ul>

		AIMS	KEY PERFORMANCE INDICATORS	
<b>VISION</b>	Our <b>caring</b> aims:	1. To make our service users feel at home and valued 2. To interact with all people in a responsive manner 3. To treat all donations responsibly	1. Positive feedback in annual reviews of service user experience 2. No evidence of frustration or dissatisfaction from those we interact with 3. Minimal waste	
	Being <b>progressive</b> commits us:	1. To challenge the forces that lead to food poverty 2. To look for ways to improve the situation of service users 3. To seek constantly to improve our offer	1. Occasional articles and presentations; a clear message on our website 2. Acquisition of resources to appoint a Development Worker 3. Evidence of being responsive to service user feedback	
	Being <b>local and regional</b> requires us:	1. To remain aware of national and regional developments 2. To contribute to regional planning and co-operation 3. To ensure that our local service reflects best practice	1. Information and contacts available to all staff, volunteers and trustees 2. Membership of relevant bodies locally and regionally 3. Regular reviews of our practice in the light of feedback	
	<b>UNDERPINNING</b>	Developing our workforce aims:	1. To create a culture in which staff and volunteers feel valued 2. To identify and develop talent 3. To keep staff and volunteers well informed	1. Good outcomes in annual surveys of satisfaction 2. Training plan in existence and implemented 3. Regular staff and volunteer meetings
		Achieving sustainability commits us:	1. To seek to broaden our funding base 2. To seek more donations from food businesses 3. To run a tight ship through resourceful decision-making	1. Regular brainstorming of ideas by the Marketing subgroup 2. Activity by Marketing Worker leading to increased donations 3. Evidence of scrutiny of expenditure by Finance and Operations subgroup
		Becoming more effective requires us to:	1. To seek continually to improve our processes 2. To measure performance against targets via the database 3. To encourage staff and volunteers to innovate	1. Regular review of all processes (annually) by relevant subgroups 2. Improvement year-on-year in 75% of our measured activities 3. Evidence of staff and volunteer suggestions/proposals