

The Welcome Centre Strategic Plan 2022 – 2025

As a board of Trustees, our ultimate ambition is to see an end to food poverty and therefore the need for our foodbank to exist.

Our Mission

The relief of persons suffering from poverty, sickness, disadvantage and the distress therefrom, by providing support, guidance and advice.

Our Ambition

The Welcome Centre is a well-established and highly respected organisation with a growing reputation, both locally and regionally, for providing high quality support for those in crisis in South Kirklees.

Over the next 3 years we are seeking to build upon our strengths, with the continued input and support of our stakeholders, to expand and improve the service we provide and to use our influence to improve the life chances of those we support.

In practical terms this means:

- Improvements to the support we offer, providing greater choice, quality and flexibility to clients delivered in an efficient and sustainable way.
- Expansion of our advice service to support clients at risk of food poverty and food insecurity to make a successful transition to independence
- Expansion of our partnerships and networking to improve our own delivery, to support other organisations in their work and to use our influence to bring about change.

Our Strategic Priorities

To provide a high quality, flexible service to those experiencing food poverty in our area.

This service will:

- guarantee high quality provision which meet the needs and preferences of clients
- boost the dignity, self-esteem and independence of clients by means of offering greater choice and flexibility
- offer place-based support to those in crisis, in food insecurity, or transitioning out of food poverty
- develop across all areas of South Kirklees where there is unmet need.

To provide a first class AGS service to meet the widest range of need.

This will involve:

- developing a highly trained team of staff and volunteers
- offering bespoke advice, guidance and support to clients that are:
 - in crisis
 - in food insecurity and at risk of falling into food poverty
 - transitioning out of poverty.

To expand and enhance our partnership working

- to improve the quality and range of our service
- to support the work of other organisations
- to actively engage in awareness raising, campaigning and lobbying to bring about change in social provision in the UK