

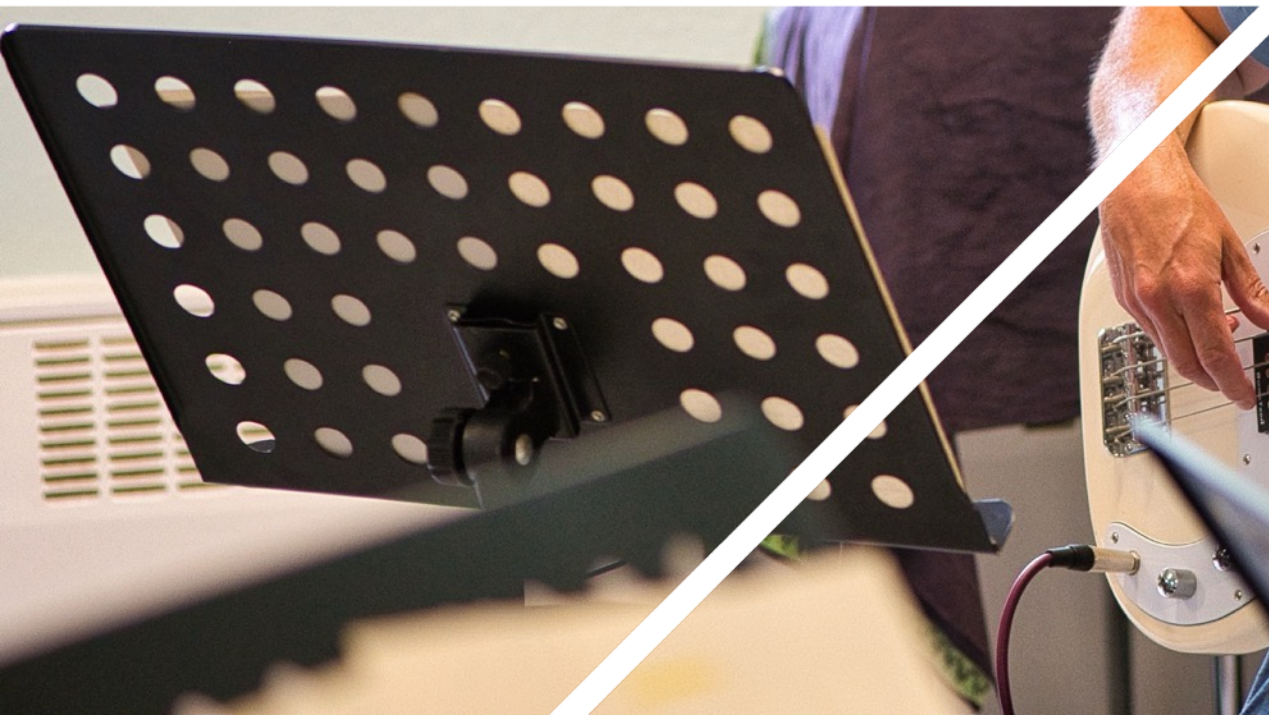


2024-2026 Trajectory and Strategic Plan

Published.



June 2024



About

As we look towards the future, Common Wheel's 3-year trajectory and strategy will enable us to make informed decisions about our growth in key areas. This includes our activity models, income sources, system requirements, and future responsibilities. Our goal is to ensure a bright future for Common Wheel, and this strategy will help guide us towards achieving that goal.

While this document provides a high-level overview of our strategy, we have taken care to incorporate the insights and feedback of our Board, staff, and volunteers. This ensures that our short and long-term goals are well-informed and aligned with our vision for the future.

We view this strategy as a roadmap that will help us clarify our direction as a charity. With the guidance and support of our Board, we trust our staff and volunteers to define the details and deliver on the goals outlined in this document. Together, we can ensure a successful and fulfilling future for Common Wheel.





**A short
introduction...**



Introduction

Common Wheel has a local, 22-year reputation as a Glasgow charity that provides meaningful activities to support people managing or recovering from mental illness and dementia.

Our 2024-2026 strategy will enable us to build on this good legacy. It will re-energise Common Wheel with a clear trajectory to becoming a modern, sustainable, thriving charity.

Our strategy, guided by our four core values – Care, Equality, Positivity, and Partnership – is a testament to our commitment to our participants. It marks a new chapter for Common Wheel that aims to modernise and increase relevance while keeping the needs and wellbeing of our participants at the forefront of everything we do.

Vision / Mission

Our Vision

All people with mental illness can live meaningful and fulfilling lives which contribute positively to society.

Our Mission

To make a difference to the lives of people with mental illness and dementia in Glasgow by providing meaningful activities and a safe space to participate in society.

Our Work

We make a difference in participants' lives by:

- Improving Mental Wellbeing
- Increasing Skills
- Reducing Isolation
- Challenging Stigma

Our Values

Care

We make a difference. We focus on the needs of each of our participants and strive to support them in achieving the best life they can.

Equality

We value and respect everyone equally, fostering an environment where everyone's voice is heard and respected.

Positivity

We celebrate strengths, nurture creativity and enjoy what we do.

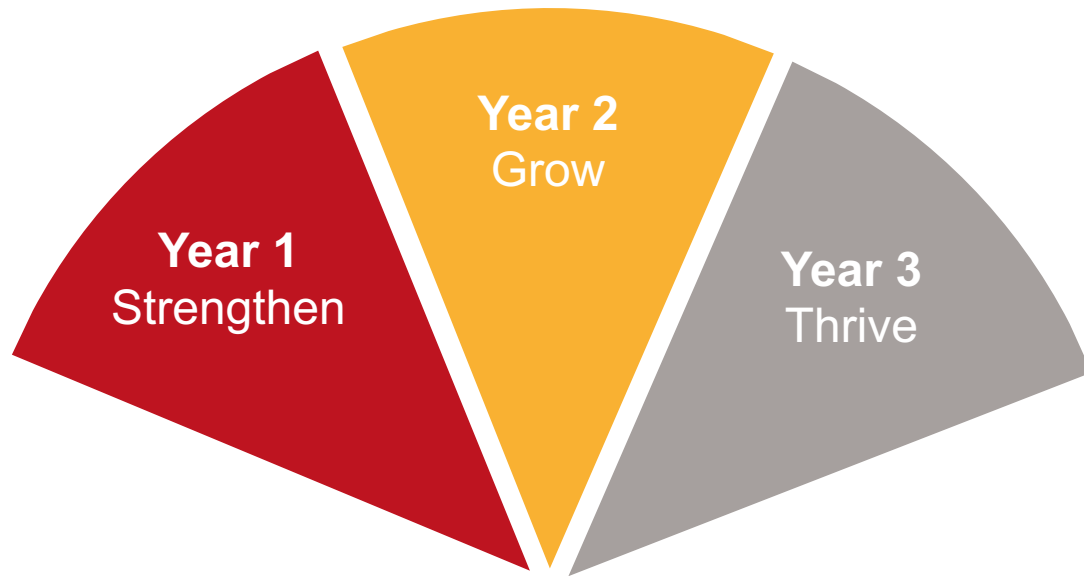
Partnership

We are committed and reliable partners who value the power of collaboration with participants and related organisations.

Our 3-year trajectory and six strategic themes



Our 3-year trajectory



All charities face an uncertain future in the context of recent socio-economic turbulence. COVID, Brexit, cost of living crisis, cuts to funding, looming general elections – all create barriers to much-needed funding and growth.

To ensure we continue to provide our much-needed activities long into the future, we need to reset Common Wheel's trajectory—modernising our delivery models and systems, strengthening our partnerships and networks, and investing in income diversification and new ways of fundraising.

This change must start and has indeed already started to take place in 2024. Other changes must be planned on a phased basis. However, to allow time for scoping, planning, funding and additional resource, these will be detailed further in the corresponding Work Plan being developed for 2024-2026.

Six strategic themes



1. MEANINGFUL ACTIVITY

Ensuring Common Wheel has a suite of relevant, creative, meaningful and high-quality activities for local participants.

Our 2024-2026 strategy will see us develop and refine our current activities through feedback and story gathering in the short term. In the longer term, we will gather meaningful data and conduct research to scope new services and ensure they are feasible and financially viable.



3. ENABLING SYSTEMS

Ensuring Common Wheel has systems and processes that are fit for purpose and befitting a modern, established charity.

Our 2024-2026 strategy will see us review all systems and processes for efficiency and purpose in the short term and work to deliver a best-practice CRM system and systems improvement programme with robust monitoring in the long term.



5. EMPOWER PEOPLE

Ensuring Common Wheel attracts, invests in and supports an inclusive membership of staff, volunteers, participants and Board members reflective of Glasgow's diverse communities.

Our 2024-2026 strategy will see us in the short-term improving communications with staff, volunteers and participants - identifying relevant learning, development and feedback opportunities. Over the long term, we will seek to improve our diversity through recruitment, networking, and partner relationships to enrich our activities and services.



2. DIVERSIFY INCOME

Ensuring Common Wheel has a portfolio of income streams by diversifying our approach to fundraising and income generation.

Our 2024-2026 strategy will see us explore more proactive ways of fundraising and generating commercial income through bike repairs and sales in the short term, while maturing sustainable income capabilities and developing our approach to partnerships and patronage in the longer term.



4. POSITIVE PARTNERSHIPS

Ensuring Common Wheel has strong partnership links by widening our reach and co-service capabilities.

Our 2024-2026 strategy will see us strengthen existing partnerships in the short term while scoping and working with new agencies and stakeholders in the longer term to generate new ways of working, new funding streams, and potentially new activity offerings.



6. SUSTAINABLE FUTURE

Ensuring Common Wheel contributes positively to tackling climate change within the environments and communities in which we provide activities and services.

Our 2024-2026 strategy will see us engage with current staff, volunteers, participants, and Board members in the short term to develop a climate change commitment and plan. Over the long term, we will refine and deliver on that plan as we work towards Net Zero as an organisation. Delivering on our Net Zero plans and commitment gives us a funding, competitive advantage.

ALL PEOPLE WITH MENTAL ILLNESS CAN LIVE MEANINGFUL AND FULFILLING LIVES WHICH CONTRIBUTE POSITIVELY TO SOCIETY.



OUR VALUES:

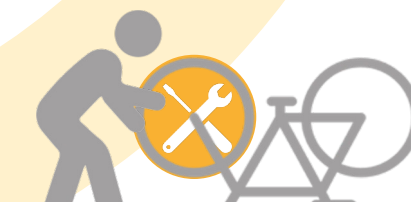
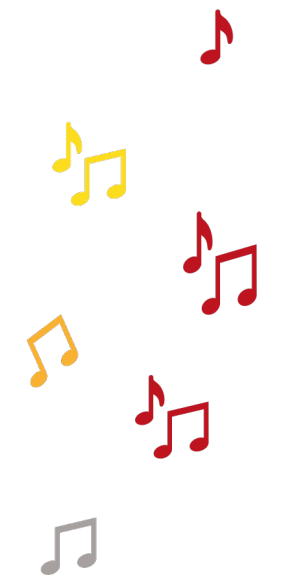
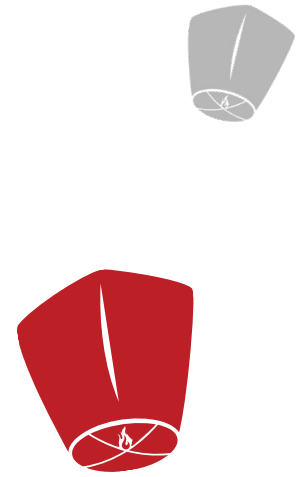
OUR 3 YEAR STRATEGY TO HELP US STRENGTHEN, GROW AND THRIVE

PARTNERSHIP

CARE

EQUALITY

POSITIVITY



Goals for each of our six strategic themes

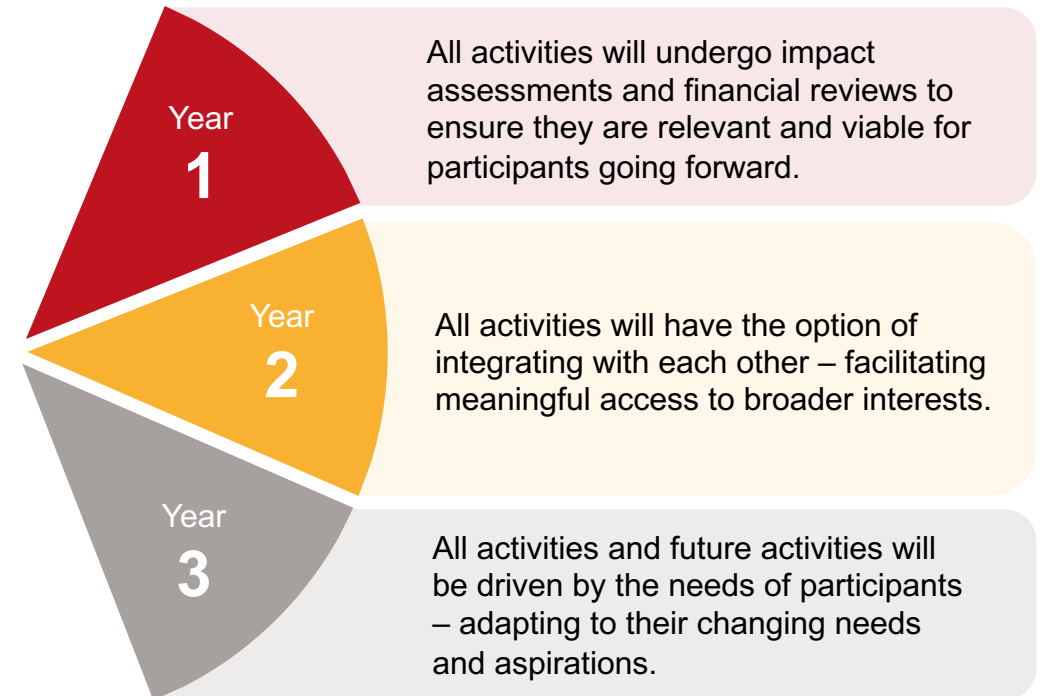




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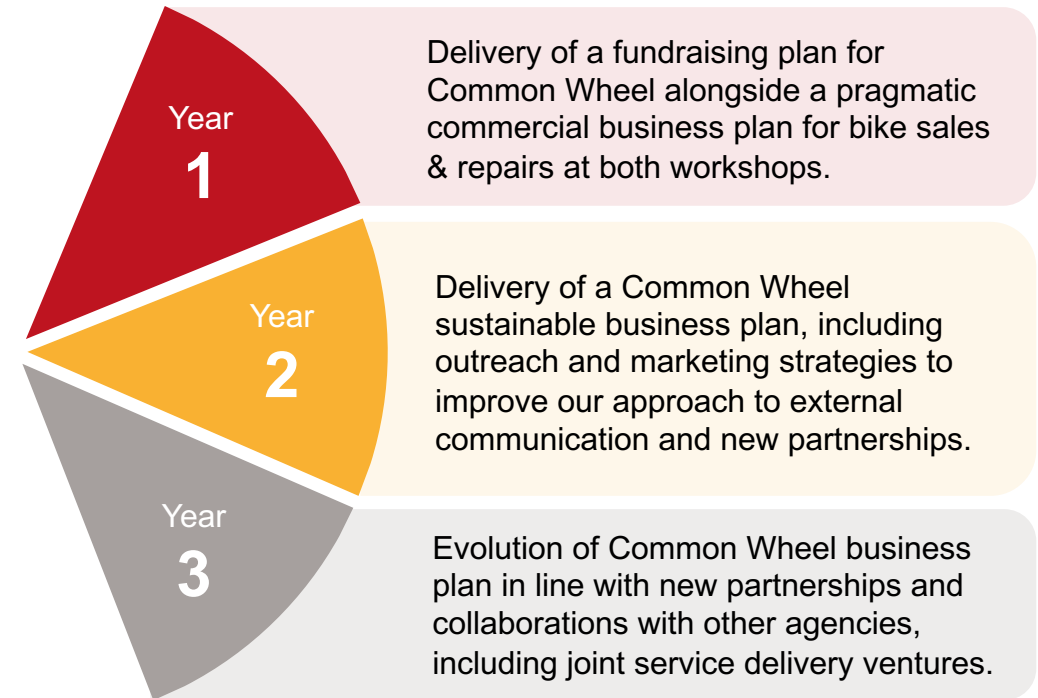




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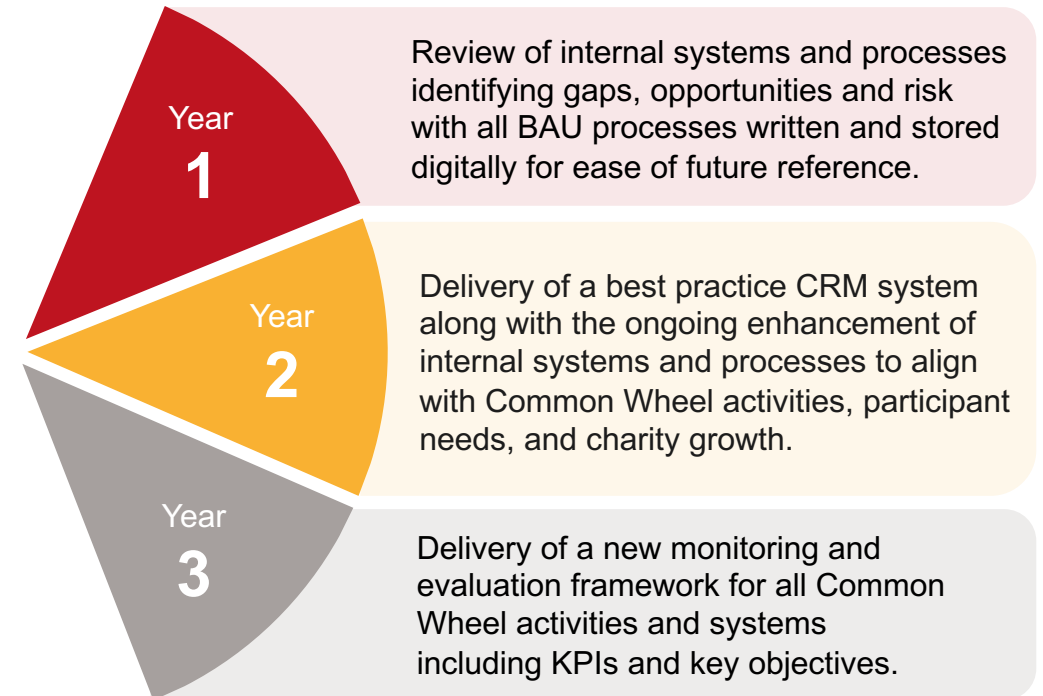




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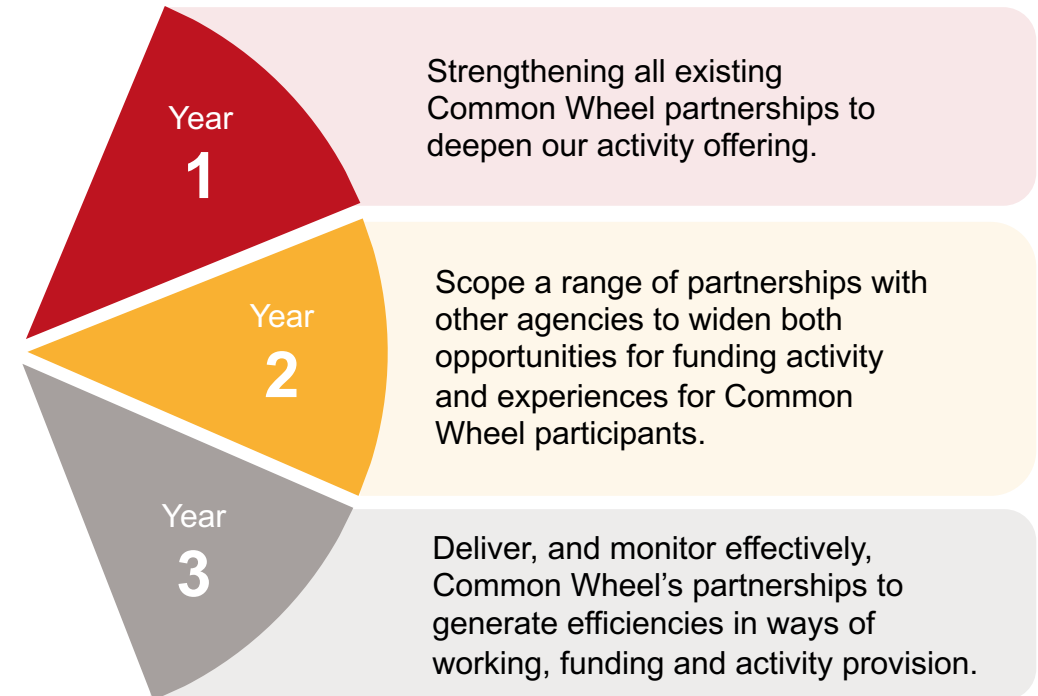




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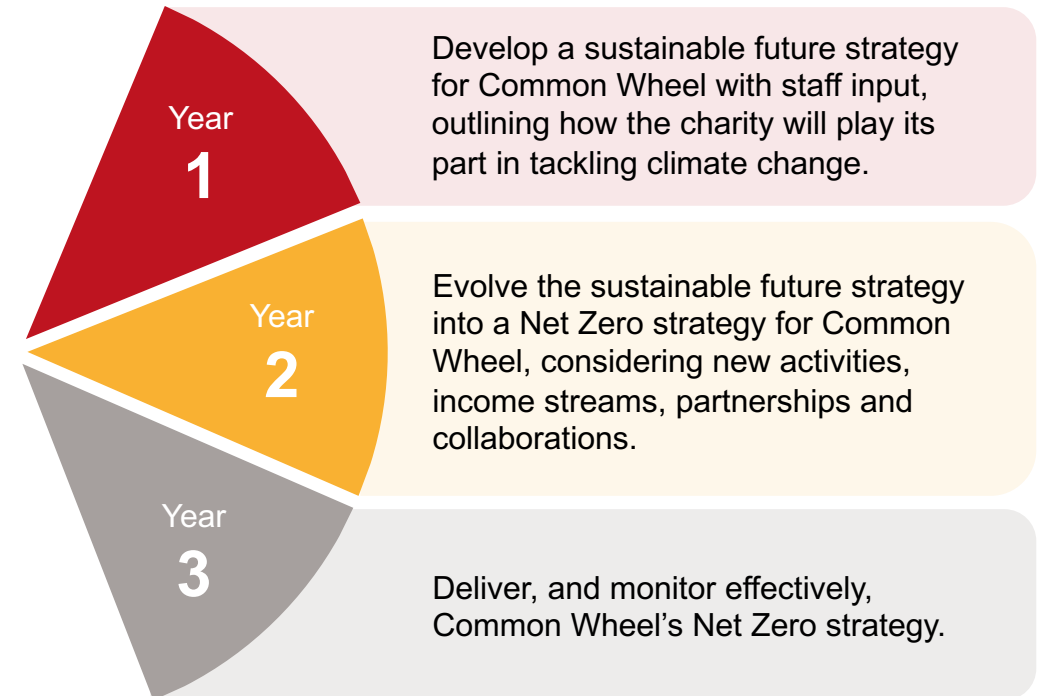




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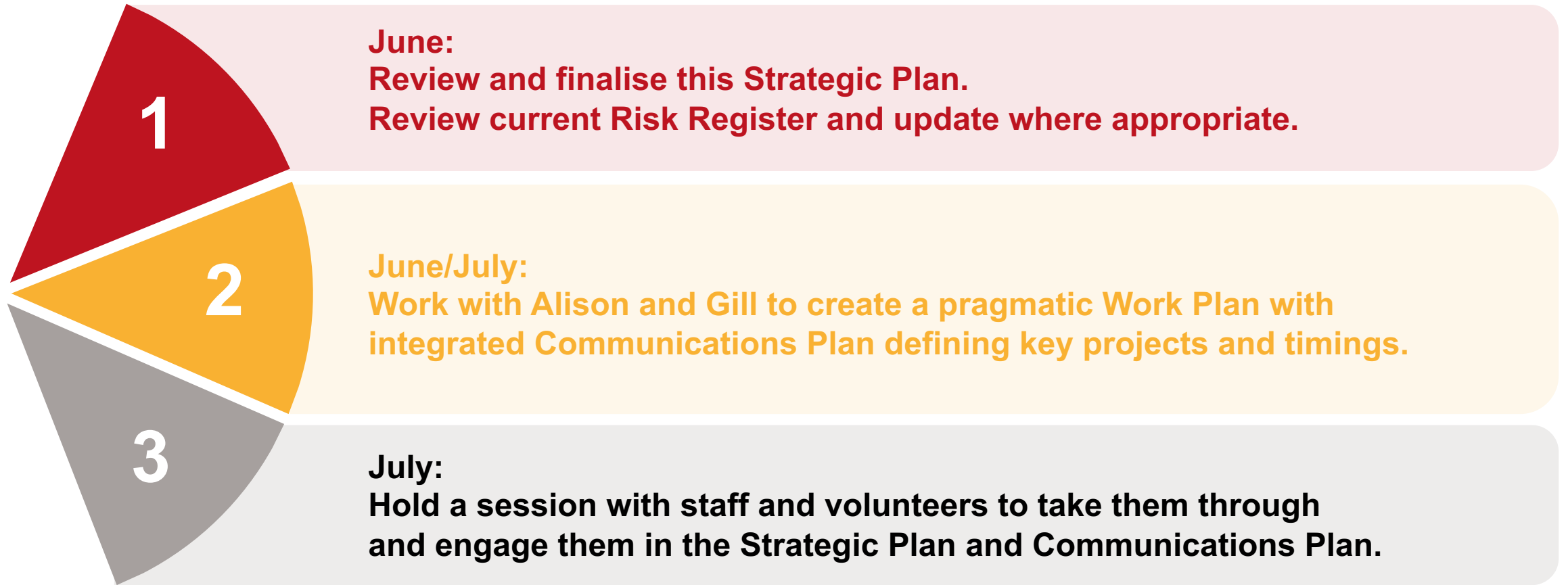
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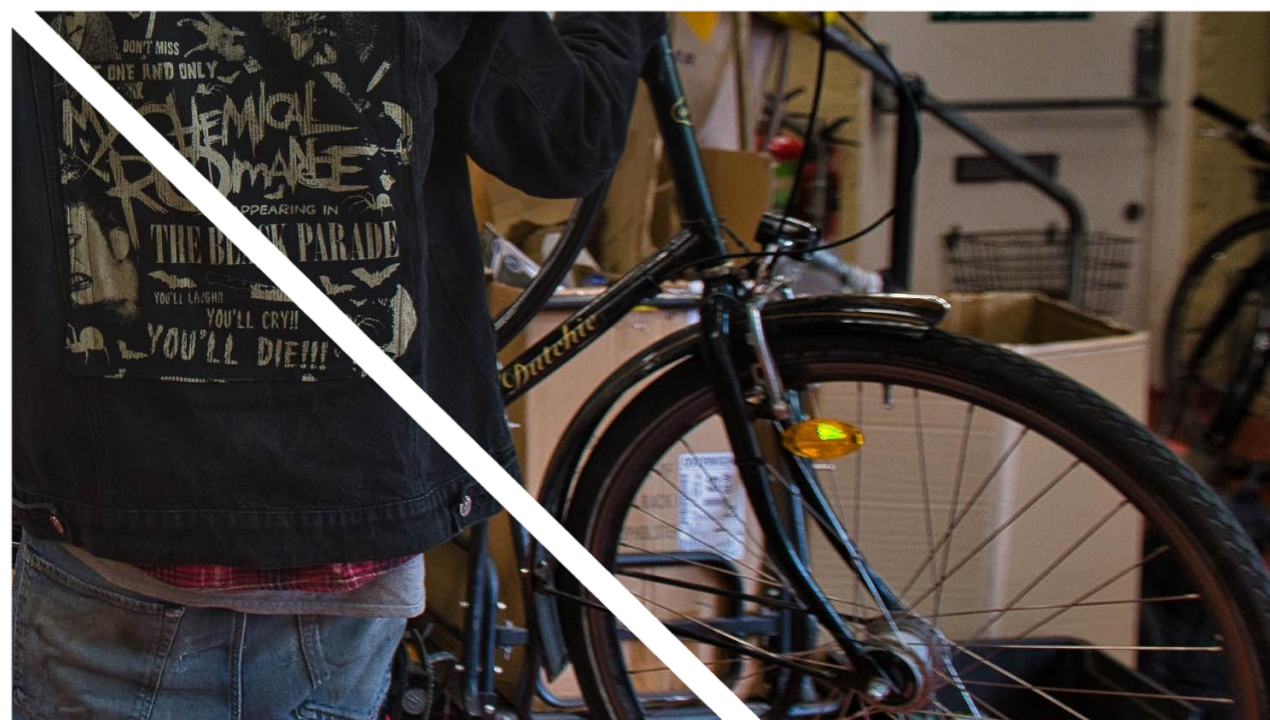




**Next steps
for the
strategy...**

Next steps





Thank you

For more info or to give feedback,
please contact:
alison@commonwheel.org.uk

