

THE Pump

FILL YOUR POTENTIAL

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A Strategy for The Pump





Introduction

The Pump is a charity in the heart of East Birmingham set up to support the development of all young people, with a focus on supporting those young people who experience isolation and disadvantage. The project is housed in a 4 million pound prestigious building which was inspired by HRH Prince of Wales, designed by young people for young people and offers a range of inventive and creative solutions for young people.

Our organisation is a hub of youth work working closely with our partners to provide a holistic and integrated service to young people and provide opportunities that inspire and motivate them to be the best they can.

Our strategic plan sets out how we will resource, manage and continually improve our work over the coming years to ensure we build on our strengths, respond the challenges and opportunities we face and establish ourselves as a key deliverer of young peoples work.

Our vision, purpose and values

Our **vision** is to become a beacon and source of inspiration for the personal development of young people

We have agreed to carry out our work in accordance with a set of core **values**:

Inspiration – stimulating learning and encouraging creative thinking.

Participation – to encourage the active involvement of young people and work in partnership with our local community.

Equality and diversity – valuing difference and treating everyone with respect and challenging oppression and prejudice.

Raising aspiration – realising the potential and talents that exist within all young people

Quality - always looking for new and better ways of working

Empowerment - placing young people at the heart of decision making by increasing capacity to make informed choices.





What we are aiming to achieve

Our overarching aim is to **be recognised as an outstanding deliverer of work with young people.**

In order to achieve this we will need to:

Build a strong reputation for delivering high quality work with young people.

Listen to young people the community and our partners requirements and adapt our programme to ensure that we are being responsive to changing needs.

Prove that our work is effective so that our projects are seen as models for excellence.

Work closely with a range of partners that subscribe to our vision and add value to our work.

How will we achieve our aim?

In order to be where we want to be we have set ourselves three strategic objectives:

Objective 1 **Engage with and inspire young people to succeed.**

We will increase the numbers of disadvantaged and marginalised young people using our service.

To help us do this we will:

Work creatively and collaboratively with a range of organisations with similar aims to ours, to maximise the potential for resourcing work with young people.

Develop our marketing activity to attract young people to use our services to the most marginalised young people.

Continue to increase the capacity and skills in our workforce in order to offer as wider range of quality activity and interventions as possible.

Continue to attract a diverse range of partners to offer a relevant range of high quality service.

Actively involve young people in the organisation and enable them to take decisions about how we operate and grow.

Objective 2

To be recognised as a centre of excellence in delivering integrated young peoples work.

We will increase our profile and develop our reputation as a quality provider.

To help us do this we will:

Promote our service to a wider audience and be known as a leader in integrated young peoples work

Pioneer and innovate new models and ways of working.

Introduce a set of common measures so we can monitor our progress and produce clear impact of our projects.

Learn by our mistakes and celebrate our successes.

Make sure we operate specified minimum standards



Objective 3

To create and manage an effective and sustainable organisation.

We will reduce wastage and generate enterprise in response to changing demands

To help us achieve this we will:

Plan our growth in a steady and sustainable way.

Attract resources from a range of sources to develop our work and improve outcomes for young people.

Streamline our operations to be cost effective and ecologically minded.

Increase our capacity through staff training and workforce development

Strengthen our governance.

Adapt our structure to encourage commerciality