

# Strategy

2016-2021

**we build / we train / we support : we are aspire**

# Introduction

**This Realise charity strategy is one of three strategies that underpin the Aspire Corporate Plan for the period 2016-2021. Together, our three businesses blend commercial expertise with social purpose, to revitalise communities by providing homes, training, employment and support.**

**They each contribute towards our 2021 vision, 'Building Better Futures'.**

The Realise charity is the Aspire Charity. With gift aid from PM Training, donations from local people and businesses, Realise provides essential support to help people in Staffordshire to progress in their education and gain employment.

We also support a number of progressive initiatives to improve neighbourhoods and disadvantaged communities; help people overcome barriers to skills, support people into employment, tackle health inequalities, and assist in the development of people's confidence, independence and self-reliance.

The essential support we provide includes the provision of work wear, tool-kits, lap tops, driving lessons, personal development training, creative artwork and environmental improvements.

# Realise charity Vision 2021

## ‘Building Better Futures’

By 2021 we will be:

- Increasing the number of people we support into work and training
- Helping local people overcome barriers, in particular, hard to reach school leavers, to become more confident, independent and self-reliant
- Enabling people to access digital services
- Improving neighbourhoods through creative artwork and environmental improvement
- A smarter, slicker, simpler business and exemplar of best practice
- Delivering approaches to improving health and wellbeing in our communities
- Working as one with Aspire Housing and PM Training to maximise opportunities for income generation and local impact

## **We will deliver excellent services by:**

- Creating high quality projects that support local people
- Collaborating with other providers to increase our impact
- Ensuring our resource is focussed and targeted at key projects

## **We will grow our business by:**

- Delivering on a new fundraising strategy that maximises opportunities for match funding, grants and corporate support via local partners and our supply chain
- Expanding our activities into the health and wellbeing agenda and seeking out further opportunities
- Working as one with Aspire Housing and PM Training to maximise opportunities for match funding and sponsorship

## **We will maximise our impact by:**

- Ensuring that Realise investments complement the wider objectives of Aspire, in addressing disadvantage within key groups, neighbourhoods and communities
- Working with partners to revitalise neighbourhoods by targeting our services to priority areas

# What will success look like in **2021**?

## Delivering excellent services:

- 95% beneficiaries satisfaction
- 70% of beneficiaries positively progress
- 10 neighbourhood improvements

## Growing our business:

- 4,000 people supported
- £0.5m external funding leveraged
- 20 corporate partners supporting Realise

## Maximising our impact:

- 85% positive progression of apprentices
- 80% of funding to 25% most deprived neighbourhoods

# Our Promises

**In the lifetime of this plan we will be judged by the manner in which we deliver on our promises.**

In order to build better futures we will have been ambitious and creative and we will have done so with the needs of our current and future customers in mind, whose feedback and engagement with us is central to our actions.

we are  
**aspire**



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