**Strategy 2018 to 2021**



Our new vision and mission have informed the 3 year

Humber and Wolds Rural Action (HWRA) strategy

underpinned by our organisational values.

**Vision**

Strong and resilient rural communities providing healthy, safe and thriving places where people want to live and work

**Mission**

We support, empower and represent rural communities, building capacity, improving connectivity, developing healthier lifestyles and increasing economic activity, by building on existing resources and assets and delivering quality services which meet the needs of people, places and partners

**Values**

Passionate

We are passionate in our commitment to support, develop and represent rural communities

Collaborative

We are committed to working in partnership with rural communities and other organisations to achieve our shared vision

Ambitious

We challenge ourselves and our partners to continuously develop and improve, being dynamic and innovative in our approach

Responsible

We are professional and transparent, working efficiently and flexibly with honesty and integrity, making the most effective use of resources and assets

**Our Strategy**

Our strategy is clear and based upon working with people and communities to co-design and deliver locally led solutions in response to local needs. Helping communities create stronger, healthier, happier, greener and economically vibrant places to live, work and visit.

We will grow as an organisation by strengthening partnerships at local, regional and national level for the benefit of our communities. In order to achieve this, we will support and engage with the rural development strategies of our partners and continue to take an active role in support of ACRE (Action with Communities in Rural England) and as a member of the ACRE Network of Rural Community Councils.

**Our Approach**

Over the next three years we will continue to design, develop and deliver services in partnership with communities across the area that we serve.

We will invest in those services that bring us into direct contact with people to ensure that we are truly responding to local needs, facilitating and creating proactive and solution focussed responses.

We recognise the importance of working with our members, communities, voluntary and community sector organisations, public sector commissioners and providers and the private sector making the best use of the skills, knowledge, experience, resources and assets available.

Our primary delivery area remains the Humber region however we will use our national partnership to continue to represent our local communities at a strategic and government level.

To achieve our strategy, we will diversify our income streams to include commissioned services, fee paying activities, increased membership, corporate sponsorship and appropriate commercial opportunities thus creating a sustainable organisation which will continue to support people, services, projects and communities well into the future.

**Our Strategic Aims**

**1. Improve the health, security and wellbeing of communities**

Strengthening and increasing the range of community services and projects that have a direct positive impact on people

Develop and deliver community wellbeing services which will reduce the pressure on health and social care commissioners and providers and meet the needs of local people

Proactively work to connect people to their communities who otherwise, due to age, mobility, health, ethnicity, gender, sexual orientation or financial issues would be lonely and isolated

Work with partners to improve the safety and security of rural communities and their citizens

**2. Support the growth of the rural economy**

Provide services which enable people to increase their household or business income and contribute to the local economy

Create opportunities to strengthen rural businesses through the promotion of volunteering, skills development, access solutions and opportunities for employment

Facilitate innovation and development of local services that positively impact on people, businesses and rural communities

**3. Strengthen and represent our partnerships**

Raise our profile and increase our offer to grow, strengthen and value our relationship with members and partners across the East Riding, North Lincolnshire and North East Lincolnshire

Play a lead role in the development of partnership opportunities and activities with voluntary and community sector organisations locally and nationally

Improve communication and engagement with partners to facilitate and shape our work, individually and together, to better serve our communities

Better understand the needs and priorities of our communities, members and partners in order to act as a credible voice at all levels of engagement and influence

**4. Sustain and develop community facilities, assets and services**

Provide a bespoke support service to village halls and community buildings responding to local need, facilitating peer support and strengthening these vital community assets

Increase our ability to respond when rural services are under threat through engagement with local and national research, resources and organisations

Encourage and enable community initiatives to develop, manage and run local facilities and services including asset transfer

**5. Assist communities to influence, plan and develop resources and assets that respond to local needs**

Encourage and assist communities to identify local needs and develop appropriate responses though Neighbourhood Planning, Community Led Planning and Community Review

Work in partnership to increase the availability of affordable, quality, economic, efficient, greener homes which meet local need and contribute to the health and wellbeing of the people who live there

Strengthen the voice of our communities, members and partners at local, regional and national level

**6. Be a strong, healthy, respected and responsive organisation**

Assist our staff, volunteers, associates, members and partners to adopt healthy lifestyles and build upon the culture of support and encouragement for individuals, organisations and communities with whom we engage

Raise our profile, attracting a range of voluntary, public and private sector organisations and individuals to join us in developing responses to our communities

Develop the organisation in such a way that it can continue to flexibly respond to market forces, local community demand and national initiatives

Embrace change and embed a culture of continuous improvement through good organisational governance