



ORGANISATIONAL & GROWTH STRATEGY



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FOREWORD

Change is indeed a challenge, and LonGBoaT Wakefield's transition to a Charity Incorporated Organisation (CIO) in April 2024 marks a significant milestone.

This transformation has opened up both challenges and opportunities, placing LonGBoaT Wakefield in a pivotal position to enhance its support for the LGBT+ community in Wakefield. With a solid foundation of events, the organisation is now poised to expand its services and offer comprehensive support to ensure that the community not only feels included but can also thrive. This evolution enables LonGBoaT Wakefield to be a beacon of hope and empowerment, fostering an environment where every individual and our community can flourish.

I have always thought LonGBoaT Wakefield could be more than it was set out to be. Now with the fantastic support from the board of Trustees and our brilliant volunteers we are able to do this.

I am excited to see where LonGBoaT Wakefield will be in 5 years time and the work that we detail in this strategy.

I would like to thank everyone for work to get us to here and for all of the hard work that is to come.



GROWTH STRATEGY

LonGBoaT Wakefield is embarking on a strategic journey. The division of our strategy into five foundational pillars indicates a thoughtful approach aimed at ensuring sustainable growth and development.

These foundational elements will serve as the bedrock for all our initiatives and decisions, providing clear guidance and direction. By aligning our strategic aims with key themes, we are setting a focused path towards achieving our goals.

The acknowledgment that this strategy will require time to mature reflects a realistic and patient approach, which is crucial for long-term success. As we develop detailed plans to support this strategy, it will be important to remain adaptable and open to feedback, ensuring that LonGBoaT Wakefield can navigate challenges and seize opportunities effectively.



Events & Activities Development

Building on the strong foundation of events we've established over the years, our focus now shifts towards innovation and inclusivity in supporting the LGBT+ community.

We aim to introduce new and exciting activities that resonate with our core themes of diversity, acceptance, and celebration.

By actively engaging with community members and stakeholders, we will ensure that these events are not only entertaining but also empowering and educational.

Our goal is to create safe spaces where individuals can express themselves freely, connect with others, and foster a sense of belonging. Through continuous improvement and creativity, we aspire to enhance the vibrancy and impact of our events and activities, making them more inclusive and reflective of the diverse experiences within the LGBT+ community.





To achieve our goal of increasing turnover to £200,000, we will implement a plan centred on boosting our profile and community engagement.

By enhancing our visibility and fostering stronger relationships with community members, we aim to increase donations and gift aid substantially. This will not only support our current objectives but also lay a foundation for future growth.

Additionally, we will actively seek funding opportunities to support key projects and business as usual, ensuring they are sustainable over multiple years. This approach will provide the stability necessary for our organisation to thrive and continue delivering on its broader aims and objectives. Through these concerted efforts, we aspire to strengthen our financial health and expand our impact within the community.





To effectively raise our profile while collaborating with multiple organisation's across Wakefield, it's crucial to establish clear communication channels and shared objectives.

We will identify organisation's whose missions align closely with our aim of supporting the LGBT+ community. Initiate partnerships through networking events, joint workshops, or shared campaigns that emphasise inclusivity and community support.

By leveraging each organisation's strengths and resources, we can create impactful projects that resonate with the community.

Additionally, consider utilising social media platforms and local media to highlight these collaborative efforts, thereby expanding our reach and demonstrating our commitment to the LGBT+ community.

We will engage in continuous dialogue and feedback with partners and the community to ensure the sustainability and effectiveness of your collaborations.





Trustees & Volunteers

To enhance our volunteer program, we are committed to creating a supportive and welcoming environment that encourages personal growth and skill development. By offering diverse training and development opportunities, we aim to ensure that all volunteers are well-prepared and motivated to contribute effectively while pursuing their own learning goals.

Additionally, our Trustees will be expected to engage in ongoing training to maintain their leadership capabilities. We will provide them with ample opportunities to enhance their skills and knowledge, ensuring they are equipped to guide the organisation successfully. This comprehensive approach will help us build a strong, skilled, and committed team dedicated to our mission.

We will actively seek opportunities for volunteers and Trustees to develop in their chosen field or interest.





To effectively support the LGBT+ community, it is essential to provide services that are truly needed and beneficial.

This involves actively seeking feedback from community members to understand their unique challenges and priorities. By analysing data and insights, we can identify gaps in existing services and develop targeted initiatives that address these needs.

Collaborating with local and national programs and policies further ensures that our efforts align with broader goals of equality and inclusion.

We will foster an environment where the LGBT+ community feels heard and supported, we can contribute to a society where everyone has the opportunity to thrive. Ultimately, these efforts aim to create a more inclusive and equitable community for all.



Summary Plan

Our primary goal is to elevate LonGBoaT Wakefield to its highest potential, which will enable us to better support the LGBT+ community's needs.

By establishing a clear vision and strategic objectives, we not only grow and mature as a charity, but also position ourselves as a key organisation for LGBT+ advocacy and support within the Wakefield District. This approach ensures that we remain a reliable and vital resource for the community, fostering inclusivity, understanding, and empowerment for all.

Below are some of the areas where plans will be developed to further the strategic aims.





KEY THEMES

All of our work will have key themes to provide a rationale of why we are doing the work we are doing which will all link to our charity objects. Along with these themes are pieces of work on how we will achieve or develop these themes for the betterment of the LGBT+ community.



- Safe Spaces
- Hate crime reporting
- Neighbourhood policing
- Education

- Health checks
- End of life support
- Health system working
- Healthy living

- Inclusive events & activities
- Organisation links
- 1-1 support
- Group Support
- Parent Groups
- Training & Development
- Employment

- Community art projects
- Art showcasing
- Events
- Performing arts
- Graphic Design
- Photography & Video

- Kirkgate Station
- Urban developments
- Collaboration
- Network meetings
- The Hub
- Policy Support
- Support Groups
- Housing support

Thank You



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