



SPELTHORNE RENTSTART LIMITED STRATEGIC REVIEW
JUNE 2012 UPDATED JANUARY 2016

Document Owner	Secretary of Spelthorne Rentstart
Date	30 th June 2012

Review is conducted periodically		
Date last reviewed	Reviewed by	Next review due
28 June 2012	Secretary and Board Members	July 2013
3 July 2013	As above	July 2014
11 August 2014	As above	July 2015
16 January 2016	As above	July 2016

VISION STATEMENT

Rebuilding Lives in Our Community

PRIMARY STRATEGIC OBJECTIVES

To alleviate homelessness amongst single people and childless couples on low income and to offer them support.

Spelthorne Rentstart Limited is a Charitable Industrial Provident Society (Registration number 28593R) its charitable aim is as above and it does this by:

- Helping those who are entitled to benefit from its services.
- Making sure sufficient funding is available for the deposit guarantee scheme and offering on-going tenancy support services.
- Sourcing where possible an on-going and adequate supply of private rented accommodation
- Ensuring sufficient funds are secured from a wide variety of sources, including grants, to enable the service to operate in the future
- To mitigate the risk of failure to provide adequate service levels by adherence to a policy of continuous self-improvement and preparedness

SECONDARY STRATEGIC OBJECTIVES

To provide a platform for our clients' self-improvement when needed.

The organisation aims to achieve this by:

- Reintroducing stability to clients' everyday life
- Enabling our clients to increase their self esteem
- Responding to the needs of our community
- Working pro-actively with other stake-holder organisations to achieve the best possible outcome for our clients
- Ensuring tenants have the best chance of having a trouble free tenancy
- Having the correct staff, both paid and volunteers, with the skills to do the job.

CORE VALUES

Underpinning the objectives are the core values of the organisation and the expectations of the stakeholder organisations and clients. These values include:

- Acting openly and honestly in all dealings both inside and outside the organisation
- Not discriminating on any grounds in relation to our clients, stakeholder organisations or workers or members of the charity.
- Recognising our obligations to be accountable to our charitable aims as a Charitable Industrial and Provident Society.

KEY STRATEGIES TO MEET OBJECTIVES

- Fund raising strategy - Ensure sustainability through development of a diversified funding base, including:
 - Private Sector Funding
 - Council Funding
 - Other similar organisations and Charities / Faith Groups / Other Not-For-Profit Organisations Funding
 - Project Funding for specific initiatives which support the Objectives. -
- Improve and develop effective marketing and publicity to raise the profile of the organisation - including the production of associated materials
- Continue to strengthen the organisation financially and operationally.
- Continue to build up relationships with main stakeholder organisations and making contact with potential new stakeholder organisations in the future.
- Build up numbers of referrals by considering potential new sources of homeless clients
- Meet targets set by funders and the Committee and ensure sufficient systems in place to monitor performance and demonstrate successful outcomes e.g.
 - Management Information Systems
 - Budget
 - Monitor client and landlord feedback
- Continue to build up tenancy and pre-tenancy support, including help and advice with money management.
- Develop the supply of accommodation available to us, in particular exploring the possibility of emergency housing.
- Continue to resource appropriately and effectively to realise the organisation's aims.