

Mayfair's Five-Year Plan 2024 - 2029

A Summary

Mayfair has been constantly adapting and developing to meet the needs of the Strettons and surrounding areas since 1997. This summary sets out our ambitions for the next five years, considering the challenges and opportunities that the future presents. You can find a full copy of our 5 year Strategic Plan online here: www.mayfaircentre.org.uk/fiveyearplan2024 or ask for a hard copy from Mayfair reception.

Understanding what our community needs

To prepare this plan, we have considered the following:

- The views of hundreds of local people in groups and individual conversations.
- Responses to our Mayfair annual service-user and volunteer questionnaire, and a wider community survey.
- Detailed discussions and a survey with key local partners and stakeholders.
- Workshops with volunteers, trustees and staff.
- Key trends and feedback emerging through our services such as MAYSI and our Social Prescribing work.
- Analysis of local trends and demographic data.

Changes, challenges and opportunities

Here are just some of the key drivers for change which we have identified:

- Low population density in rural areas which limits access to services and increases isolation.
- A significantly older population than the national average. This is expected to increase.
- Pressure on local services such as public transport, high-street banking, and primary care health provision due to heavy demand, dwindling services and a poor outlook for their funding.
- Our communities' reliance on Mayfair is likely to increase, and the challenge will be generating the funds to meet that need.
- With access to every-day services increasingly moving online/digitising, levels of digital exclusion are high.
- An increase in the numbers of people seeking emotional support and social connection as well as physical wellbeing
- A need to provide more support and activities for young people and families – young people are also tomorrow's volunteers and staff and we want to make the most of their energy and creativity.
- Strong partnerships with local and regional organisations allow us to maximise our impact. For example, we believe we can be a key player in Shropshire Council's

preventative programme, supporting the availability of joined up, efficient local services which reduce inequalities and develop strong communities.

- MAYSI (Mayfair Supporting Independence) and Social Prescribing have shown the benefits to health of non-medical support and involvement in community activities. Our wide range of services and links means we are a key local partner in this work.
- We have the invaluable support of 290 volunteers. We need to sustain volunteer numbers, which may become more challenging due to later retirement, and other pressures on people's ability to volunteer.
- Mayfair must always provide support, development opportunities, training and recognition to our volunteers and staff. They help to make Mayfair the warm, caring and friendly place that it is.
- Our buildings are a great asset for the community. With running costs increasing, and for environmental reasons, we wish to make our buildings more efficient and 'green' to run.
- Whilst total income has increased since 2021, Mayfair's expenditure has increased by even more. Mayfair must control costs, pursue new areas for income generation, increase income from existing sources, and manage reserves to ensure we can continue to support the community.

Our plans for the future

Three overarching themes emerged from our engagement activities. We are referring to these as our strategic aims.

1. INCLUSION – Everyone can participate in what is important for them, and in the way that they want.
2. ACCESSIBILITY – Everything in the community is accessible to all.
3. CONNECTION – Everyone has connection with their community, and in the way that they want it.

To help us achieve our strategic aims, there are four 'pillars' that will be the basis of our work for the next five years:

Social opportunities

Providing a broad range of social opportunities for all

Physical and mental wellbeing

Providing and arranging activities, facilities and support to improve physical and mental wellbeing

Enabling Independence

Enabling people with support and care needs to live independently

Understanding and responding

Understanding, and responding to, what people in the community need

To strengthen and underpin our pillars we will continue to:

- Be a strong and sustainable organisation maintaining and developing quality services with a focus on our people, our buildings and our finances.
- Work in partnership to ensure that our communities' needs are met.

The following objectives will deliver 'Inclusion', 'Accessibility', and 'Connection'. They can be split into two dimensions: the services that we provide and ensuring that Mayfair is equipped to deliver.

The services we plan to provide

- Supporting digital inclusion by making it 'easy', delivering information, training and support.
- Making Mayfair services more flexible, for example extending opening times and developing outreach.
- Develop new activities and services to keep people well and active.
- Providing social opportunities and activities to reduce isolation and foster friendships.
- Enhance our arts and culture opportunities.
- Ensuring that we offer opportunities that are attractive and relevant to families, and younger people.
- Continuing to understand the needs of the whole community and provide services that meet local needs and improve quality of life, wherever people are in life.
- Providing a warm welcoming space for individuals, and also organisations, clubs and groups that support the community.
- Continuing to build on MAYSI, Social Prescribing and Healthy Living Advice to deliver a joined up, person-centred experience that responds to people's needs.
- Extending community transport, making it more flexible and working with partners across the county.
- Promoting self-help.

How we will ensure Mayfair is fit for purpose

- Investment in our volunteers and staff through training and development.
- Reduce the carbon footprint of Mayfair's buildings in terms of energy efficiency, waste reduction and recycling.
- Increase our capacity to adapt and adjust what we do to meet needs, whilst continuing to grow.
- Raise more money, keep an eye on costs and be financially prudent.
- Continue to improve IT systems and data collection.
- Evaluate the impact, and effectiveness of our services.
- Enhance perception and awareness of the breadth of Mayfair's services.
- Listen to and stay connected to our communities and stakeholders.
- Continue to improve internal communication within the organisation.
- Make volunteering for Mayfair life and career enhancing.

Next steps

A delivery plan will be developed setting our SMART objectives – specific, measurable, achievable, realistic and time-bound. Trustees and Senior Management will decide priorities and identify resources to help phase the work ahead.

The plan will be kept fresh and adjusted and adapted so it remains relevant should the needs of the community shift, or external services and funding streams change.

We will continue to gather views from the community, through our annual Mayfair Questionnaire and speaking to the wider community. This will help to ensure that what Mayfair delivers is having the beneficial effects that we intend. Understanding the needs of the community, and providing services to meet them, is what Mayfair is all about.