

# Hampstead Wells & Campden Trust

## Strategic Plan 2021-25

### Vision, Mission and Values

**Vision:** To work to reduce poverty and improve physical and mental health and secure greater equality of access to services and support.

**Mission:** To fulfil its objective of reducing poverty and ill health in its area of benefit, the Trust will maximise the effective use of its resources to offer grant support for local voluntary and community activity and direct financial support to individuals in greatest need.

**Values:** accessibility, transparency, equity, collaboration, effectiveness, equality and diversity.

### Strategic Goals 2021-25

- First class governance.
- Reduce the Trust's cost base to increase and sustain levels of income to offer greater grant support.
- Grant-making which has a measurable impact on poverty, debt and ill health (physical and mental).
- High level of knowledge about the AoB, its challenges and its strategic assets. In particular develop awareness of aggravated problems caused by COVID-19 and withdrawal from the EU.
- Effective use the Trust's knowledge and experience as a grant-maker to influence and inform local policy and the future work of the Trust.
- Seek partners and collaborators to achieve the Trust's goals.

### How can we achieve our goals? How prepared are we to take the steps to make change happen?

Having agreed the Trust's vision, mission and values and set out strategic goals, Trustees have worked to analyse the Trust's strengths and weaknesses and have agreed detailed aims and an implementation timetable to achieve their goals over the life of the plan.

### Current environment

**To inform their thinking Trustees started the whole planning process with a review of data on the area of benefit, summarised here:**

Marked inequality between parts of our area, with high levels of poverty and poor health outcomes in specific wards. The English Indices of Deprivation 2015 identifies the most deprived lower geographic level at which the census extracts are provided in England, Lower Layer Super Output Areas (LSOAs). When applied to the priority areas for the Trust the following picture emerges:

**Kilburn.** Parts of the Kilburn ward are within the 10-20% of the most deprived LSOAs in England.

**Gospel Oak.** Parts of the Gospel Oak ward are within 10% of the most deprived LSOAs in England.

**Haverstock.** Parts of the Haverstock ward are within 10-20% of the most deprived LSOAs in England.

A more granular picture can be accessed at <https://datashine.org.uk>. This site provides details down to street level in the Borough.

Overall today people and groups involved in voluntary and community activity are struggling to meet the needs of their communities in a context of increasing poverty and shrinking income (austerity policies, low pay, shrinking local authority services) now overlaid with the impact of COVID-19, along with rising demand for support from people with more complex needs – impact which we believe will continue to challenge communities for some years.