



# BOOTH CENTRE'S AIMS

## 2020-2023

# BOOTH CENTRE'S AIMS 2020-2023

WE HAVE AMBITIOUS  
NEW AIMS FOR OUR  
2020 - 2023 STRATEGY:

1.

MAKE THE BOOTH CENTRE A GREAT PLACE TO VISIT,  
VOLUNTEER AND WORK



ENABLE PEOPLE WHO ARE OR HAVE BEEN HOMELESS TO TAKE A  
LEADING ROLE IN WHAT WE DO

2.

3.

TAKE SPECIFIC STEPS TO SUPPORT PEOPLE WHO ARE OR HAVE  
BEEN HOMELESS TO SECURE A SAFE HOME AND HAVE A  
GOOD QUALITY OF LIFE



INFLUENCE LOCAL AND NATIONAL POLICY FOR THE  
BENEFIT OF PEOPLE WHO ARE OR HAVE BEEN HOMELESS

4.

5.

INCREASE PUBLIC AWARENESS ABOUT HOMELESSNESS



**For 25 years, the Booth Centre has been on a mission to bring about the positive change that people who are homeless need to realise a better future. We are hugely proud of the life changing support that we have been able to provide to thousands of people affected by homelessness.**

We work with the people attending the Centre to provide activities which help to rebuild their confidence and learn something new, whilst having fun and building social connections. We run arts, employment and skills sessions daily and offer everyone a healthy, free breakfast and lunch. Advice and support is available to help people find accommodation, access healthcare and overcome the practical difficulties they are facing.

This year, the Covid-19 pandemic has presented us all with new challenges, and we are expecting to see a sharp rise in homelessness. However, a bright spot in this difficult situation is that change is happening more quickly in the homelessness sector than it ever has before. We now have an opportunity to do things differently, and we look forward to working with our partners in the statutory and voluntary sector to reimagine services and direct new models of working.

In addition, working with people coming to the Centre will be central in achieving this meaningful change. Partnership working underpins everything we do at the Booth Centre. We give everyone the opportunity to contribute towards every element of evaluation, planning and delivery of our services, as well as get involved in shaping local policy.

Our aims for 2020 – 2023 detail what we plan to achieve over the next three years. Having exceeded the targets for our last three-year strategy, we have set ambitious new goals for 2020 – 2023. These goals have been developed with people who come to the Centre, as well as our staff, volunteers and trustees. Each aim has been informed by our experience over the past 25 years and the pressing need for systemic change.

We look forward to continuing to deliver the holistic support we are known for, whilst amplifying our efforts to influence local and national policy aimed at ending homelessness. Together, with our partners and people coming to the Centre, we will achieve lasting change for people affected by homelessness.



Amanda Croome, CEO

# Vision, Mission & Values

Our vision is for everyone to have a secure home and the opportunity to have a good quality of life.

## INSPIRING

We all inspire one another to discover our purpose and reach our full potential, celebrating our achievements and positive steps forward.

## EMPOWERING

We encourage people to take personal responsibility for making positive changes in their lives by providing opportunities to develop talents and build confidence and self-esteem.

## INCLUSIVE

We are welcoming and supportive. We provide the opportunity for people to socialise, share their experiences and learn from one another. We have an open door policy and all our services are provided free of charge. We don't judge people and we never give up on anyone.

## PARTNERSHIP

We recognise the importance of working collaboratively with people who come to the Centre to design, deliver and evaluate our services. We work jointly with other organisations to achieve the best outcomes.

## RESPECTFUL

We respect each other and celebrate diversity so that everyone can give their best. We recognise the importance of providing a friendly environment where people can feel safe.



**OUR MISSION**  
IS TO BRING ABOUT  
**POSITIVE** CHANGE  
IN THE LIVES OF PEOPLE

WHO ARE **HOMELESS**  
OR AT RISK OF HOMELESSNESS,  
AND HELP THEM PLAN FOR  
AND REALISE A **BETTER**  
**FUTURE**



# The Booth Centre at 25

**MAY 1ST 1995**

The Booth Centre opened in rooms at Manchester Cathedral

**2003**

Manchester in Bloom Award for the Booth Centre's first garden

**2006**

Amanda Croome, Booth Centre Founder and CEO, awarded the MBE for services to homeless people

**2013**

Spirit of Manchester Award for Best Volunteer Involving Organisation

**2014**

Opened our new dedicated Centre -Edward Holt House on Pimblett Street

**2015**

The Queen's Award for Voluntary Service

**2015**

Spirit of Manchester Award for Best Service User Involving Organisation

**2018**

Spirit of Manchester Award for Volunteering Team of the Year

**2018**

National Homeless Link Award for Excellence in Co-Production

**2015-20**

RHS Outstanding Award for our Community Garden – won five years in a row!



## WHAT WE ACHIEVED IN OUR LAST 3 YEAR PLAN

	2017-18	2018-19	2019-20
People moving into safe homes	425	406	440
People securing employment	92	104	133
People gaining qualifications	79	91	96
People taking part in meaningful activities	500	628	516
People given a voice to influence strategic change	37	31	33

# STRATEGIC AIMS FOR 2020-2023

## AIM 1

**Make the Booth Centre a great place to  
visit, volunteer and work.**

What we will achieve:

**We will ensure the Booth Centre is...**

### A SAFE PLACE

Where everyone is  
treated with respect.



### A WELCOMING PLACE

Where people can  
socialise and feel a  
sense of belonging.



### A POSITIVE PLACE

Which encourages  
people to move  
forward in their lives.



### A HIGH QUALITY PLACE

Reflecting the  
importance of the  
people who use the  
building.



### A SHARED PLACE

Where everyone can  
contribute their ideas.







# STRATEGIC AIMS FOR 2020-2023

## AIM 2

**Continue working with people affected by homelessness to take a leading role in everything we do.**

What we will achieve:

**People from the Centre will be centrally involved in evaluation, planning and delivery.**

How will we do this:

### INCLUSIVE RECRUITMENT

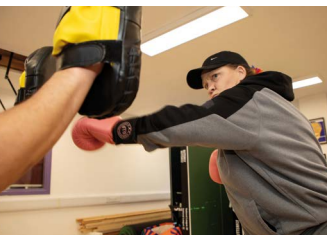
of staff and trustees  
increasing representation  
of people who are or  
have been homeless.

### SUPPORTED VOLUNTEERING PROGRAMME

to enable everyone  
in the Centre to help  
run the Centre.

### INCLUSIVE PLANNING

and evaluation  
meetings for every  
area of the Centre.



We will continue to support people who come to the Centre to volunteer and help deliver the service. We understand how beneficial this programme is for all involved and it will continue to be a central part of the day to day running of the Booth Centre.



We aim to increase the representation of people who are homeless on our board and within our staff team by strengthening our inclusive recruitment processes.



“THIS IS OUR BOOTH CENTRE AND WE  
WORK TOGETHER TO MAKE IT THE BEST  
IT CAN BE”

*John, ex-serviceman & Booth Centre volunteer.*

# STRATEGIC AIMS FOR 2020-2023

## AIM 3

**Take specific steps to support people affected by homelessness to secure a safe home and have a good quality of life.**

All of our aims are important, but this is the one we're asked about most. We've broken it down into smaller steps to show you exactly how we'll do it.

### A. SAFE AND SECURE HOMES

We will support everyone who comes to the Centre to resolve their housing issues and address any barriers they may face.

By 2023:

**150 PEOPLE WILL HAVE MOVED INTO THEIR OWN SECURE HOME**



**750 PEOPLE**

WILL HAVE MOVED INTO  
TEMPORARY AND/OR SUPPORTED  
ACCOMMODATION



**360 PEOPLE**

WILL HAVE FOUND  
A SAFE PLACE TO STAY  
WITH FRIENDS/FAMILY



STRATEGIC AIMS FOR  
**2020-2023**

# AIM 3

## B. EMPLOYMENT AND QUALIFICATIONS

We'll work in partnership to deliver a Job Club, training, work placements and other into work support.

By 2023:



**300 PEOPLE**

WILL HAVE SECURED  
EMPLOYMENT



**300 PEOPLE**

WILL HAVE GAINED  
A NATIONALLY  
RECOGNISED  
QUALIFICATION





SUPPORT OVER  
100 PEOPLE

A YEAR TO GET  
GET INTO WORK

ENABLE OVER  
100 PEOPLE A  
YEAR

TO  
GAIN NATIONALLY  
RECOGNISED  
QUALIFICATIONS



# STRATEGIC AIMS FOR 2020-2023

## AIM 3

### C. HEALTH

We will continue to provide high quality, free food in our café and work with people to access a range of health professionals.

By 2023:

WE WILL HAVE IMPROVED

OUR **NUTRITIONALLY**  
**BALANCED**  
BREAKFASTS AND LUNCHES  
PROVIDING **AT LEAST**  
**3 OF** PEOPLE'S **5 A DAY**

300 PEOPLE WILL HAVE

ACCESSED **HEALTH**  
PROFESSIONALS SUCH AS:  
NURSES, **MENTAL HEALTH** WORKERS,  
**DENTISTS**, CHIROPODISTS &  
DRUG & ALCOHOL **WORKERS**



STRATEGIC AIMS FOR  
**2020-2023**

# AIM 3

## D. PURPOSE, POSITIVE RELATIONSHIPS AND WELLBEING

We will continue to provide a positive space that encourages people to socialise and build relationships. We will enable people to connect with friends and family through offering free computer and internet access. We will also run a high quality Activities Programme including: arts, sports, wellbeing sessions and our Supported Volunteering Programme.

By 2023:

**OVER 1000 PEOPLE**

WILL HAVE JOINED OUR ACTIVITIES  
PROGRAMME HELPING TO INCREASE  
THEIR SKILLS, CONFIDENCE,  
SELF-ESTEEM AND WELLBEING

**240 PEOPLE**

WILL HAVE COMPLETED  
SUPPORTED VOLUNTEER  
PLACEMENTS WITH US







# STRATEGIC AIMS FOR 2020-2023

## AIM 4

**Influence local and national policy to affect positive and lasting change for people affected by homelessness.**

We believe that people who are or have been homeless should play a central role in the development of strategies, policies and services to improve their effectiveness. Therefore, we will build on our previous work, strengthening our approach to enable and support people to be involved in strategic work locally, nationally and internationally. We will develop and share our best practice approach to partnership working with others across our sector.

We will continue to ensure people are

represented at relevant meetings across the region.

We will also establish a new commissioning model enabling people who are or have been homeless to be centrally involved in making decisions about the funding of new services. Working together through this model, we will fund and enable other organisations to develop and run services that help to achieve our vision of everyone having a secure home and a good quality of life.

**POSITIVE  
CHANGE**

**CAN HAPPEN FOR  
MORE PEOPLE**

**WE WILL  
COMMISSION  
AND FUND**

**AT LEAST ONE  
NEW PROJECT PER YEAR**



# STRATEGIC AIMS FOR 2020-2023

## AIM 5

**Increase public awareness about homelessness.**

**It is only by increasing public awareness that changes will be made at a national level; changes that are vital in ending homelessness. We aim to contribute towards a greater understanding of both the issues and solutions.**

What we will achieve:

### IMPROVED MEDIA COVERAGE

We will contribute to informative features in local or national media which will increase people's understanding of the issues around homelessness.

### GREATER UNDERSTANDING

We will invite people to The Manchester Sleepout and other events which will inform and raise awareness of the issues and how people can take positive action to affect change.

### NEW PUBLIC PERSPECTIVES

We will provide opportunities for people to showcase their skills and talents challenging stereotypes about people who are homeless.







**Booth Centre**

**Manchester  
Sleepout**  
Manchester Cathedral

**Register at**  
[boothcentre.org.uk](http://boothcentre.org.uk)

**#McrSleepout**



**Want to support  
our aims?**

[boothcentre.org.uk](http://boothcentre.org.uk)

**DONATE  
FOLLOW  
VOLUNTEER**

@boothcentre



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Registered Charity No. 1062674

 **Booth Centre**

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