



Strategy 2021-2024

Our Mission

“Enriching our neighbourhood”



Strategy 2021-2024

Our Vision

By 2024, be recognised as the first point of contact for emerging or escalating neighbourhood concerns



**Strategy
2021-2024**

Objectives

- **Retain the character of the neighbourhood**
- **Resist significant increases in housing density**
- **Promote safety in the home and outdoors**
- **Improve engagement with the community**

Extract from constitution below

(2) OBJECTS

(a) The Association is established to promote, for the benefit of the inhabitants of Cherryvalley, Kensington Road and Shandon Park and its environs (hereinafter described as 'the area of benefit'), without distinction of age, sex, race, political, religious or other opinion, by associating with statutory authorities, voluntary organisations and inhabitants in a common effort to advance and to provide facilities in the interests of social welfare, for health, recreation, education and leisure time occupation, with the object of improving the conditions of life for the said inhabitants.



Strategy 2021-2024

Success Criteria

- **By 2024, one in three households are members**
- **Contact with members at least four times p.a. by mechanism other than mail-drop)**
- **Mail-drop twice p.a. (reflecting IT literacy in the neighbourhood)**



Strategy 2021-2024

Events

Promote and publicise local events run by other organisations that meet the aspirations of our members



Strategy 2021-2024

Funding

- **Secure grant aid to fund our operation**
- **Charge a small annual fee for membership (to emphasise the value of membership)**



Strategy 2021-2024

Governance

- **Maintain existing committee structure**
- **Consider merits of charitable status**