

To provide a holistic service responsive to the individual needs of women

- To provide high quality courses, including accredited educational courses and personal development programmes
- To increase health promotion and emotional well-being programmes
- To facilitate access to professional support services (e.g. EGSA) and counselling services
- To develop volunteering opportunities

To provide a high quality childcare service to support service users and to improve the educational and social development of children

- To provide a high quality childcare service to support service users
- To improve the educational and social development of children

To maintain a welcoming, safe and accessible centre

- To promote our ethos to all stakeholders
- To maximise usage of our centre

To maintain an effective and robust organisation

- To strengthen the Board of Directors
- To implement strategic and operational plans
- To measure our performance against agreed targets
- To ensure our staff feel valued and respected
- To achieve multi-directional organisational communication
- To review and update all the First Steps policies and procedures
- To hold regular staff meetings

To ensure financial sustainability

- To diversify and maximize income sources
- To implement efficiency measures
- To continue to provide accurate, timely financial information
- To consider social economy model(s)

To develop an innovative 'can do' culture

- To continue work towards liP renewal
- Enhance our community development role
- To develop social economy practices



**STRATEGIC & OPERATIONAL
OBJECTIVES 2011-2015**