

Strategy 2022-2025

Strategy Consultation

In January/February 2022 we asked over 200 stakeholders about the needs of East Belfast, feedback on our current work and suggestions for our top priorities for the next three years:

- 75 local residents in the streets on the Lower Newtownards Rd completed our door-to-door survey. An additional 8 residents completed a community survey online.
- 25 users of our services completed an online survey and 14 users participated in focus groups.
- 13 external stakeholders (including local community organisations) participated in telephone consultation interviews.
- 30 staff and volunteers participated in a series of focus groups.
- 22 Board and staff members participated in consultation interviews and 5 responded to the questions online.
- 17 members of the East Belfast Mission Congregation participated in a survey and focus group.

What we heard

East Belfast Mission is a friendly and welcoming hub in the heart of the community with a cohesive range of services that meet the needs of the community and supports those who are the most vulnerable.

'It cares for those who are vulnerable and on the edge of society.' (External Stakeholder)

'It's an absolute lifeline.' (User Focus Group)

'It's a great resource to people living in East Belfast.' (User Focus Group)

We need to continue to improve our community engagement and get better at collaborating and communicating what we do.

In the next three years we need to prioritise:

- Young People
- Mental Health
- Homelessness
- Employability
- Poverty
- Reconciliation

Following a detailed report on these consultations we had a series of strategy development workshops with our staff and Board where we discussed the findings and developed our new strategy for the next three years.

East Belfast Mission

Strategy April 2022 - December 2025

Vision

A thriving, inclusive and confident East Belfast

Mission

We share hope, love and leadership in East Belfast

Strategic Aims

1. Education and Employment

To grow the educational achievement and employability of people in East Belfast.

2. Crisis Support, Poverty and Homelessness

To provide crisis support, tackle poverty, prevent and address homelessness.

3. Faith and Wellbeing

To provide opportunities to explore and grow in faith and offer projects which enhance wellbeing.

4. Development and Innovation

To develop innovative projects that measurably address the social needs identified by the East Belfast community.

5. Social Economy Business

To develop social enterprises that fund growing services and build social wealth in East Belfast.

6. Organisational Development

To build a strong and sustainable organisation that delivers for the local community.

Cross Cutting Themes

- Collaboration
- Promotion