

Preston Muslim Forum

Business Plan

2012 – 2014



Registered Charity Number: 1064609

Company registration number: 3054937

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1. Executive Summary

Preston Muslim Forum (PMF) is a registered charity and established as a company limited by guarantee. Established in 1991, it operates in the inner deprived wards of Preston.

The current economic climate, uncertainty regarding VCF funding, changes in management board and inability to employ quality staff has all contributed in reducing PMF's capacity to deliver core services and the combination of above factors has also made it extremely difficult for PMF to expand in order to meet the new challenges.

PMF's current operational team consist of co-opted director, two part time sessional workers and six volunteers who provide variety of local services and high-level advocacy functions. At a local level we have a drop in centre, which provides Information, Advice and Guidance on the issues such as forms filling, welfare rights, benefits, immigration, social and personal issues, housing queries and so on.

We successfully delivered PVE project and employment/mentoring project funded by City and County Councils respectively.

The capacity to deliver education and learning initiatives from Hamaara Centre has also been adversely affected due to lack of funding and resources required to carry out essential repairs at the centre.

PMF's board members play an active role in aiding and guiding the policies of local statutory providers and ensure that the needs of the community are met. PMF has evolved into partner organisation and is recognised as a significant and valuable partner at strategic, tactical and operational level.

The plan puts forward 11 strategic aims. The objectives may be over-lapping and most of them reflect what we already do. The core theme however remains 'moving-on', a combination of expansion and diversification. We recognise that whole of the VCF sector is facing severe hardship in the current economic climate and PMF's situation is no different.

The plan heavily relies on continued support from our current partners and forging new alliances. The strategy to enhance the current staffing profile echoes our commitment to achieve the aims, as set out in this plan.

The organisation has been positively changing the lives of ethnic minorities in Preston for the past 20 years.

2.0 Vision, Mission and Aims

2.1 Our Vision

A striving, healthy and prosperous community actively contributing to the benefit of society as a whole.

2.2 Our Mission

To ensure that the local community actively contribute to, and benefit from regeneration and community development programmes by enabling people to engage, inform and participate through various learning initiatives. PMF strives to foster understanding between communities by developing community led solutions and advocating fair, effective and culturally sensitive public policies.

2.3 Our Strategic Aims:

2.3.1 Advocacy

- A pro-active advocacy tool for community development and regeneration

2.3.2 Health

- To work with other mainstream and strategic agencies to improve the health of the community and strive for health equality

2.3.3 Information, Advice & Guidance (IAG)

- To strengthen the current provision of IAG and to develop IAG network partnership with other community organisations.

2.3.4 Employment

- To build on strong foundation already laid in assisting unemployed into the labour market in partnership with relevant agencies.

2.3.5 Women Development

- To empower women who are at the margins of society and encouraging their participation at all levels of community life through lifelong learning initiatives.

2.3.6 Youth Development

- Develop youth centred policies with the view to enhance their attainment and personal development

2.3.7 Volunteer Development

- To actively recruit, support and train volunteers

2.3.8 Environment

- Partnership working with statutory and voluntary organisations to develop and deliver projects related to environment and neighbourhood

2.3.9 Capacity Building

- To work with individuals and community groups to develop their potential and capacity in self empowerment

2.3.11 Inter-Faith

- To work with religious establishments and be pro-active in multi-faith activities with emphasis on raising awareness of social cohesion.

3.0 Management Board

Board members:

Iqbal Patel

Mehmud Amirat

Ibrahim Member

Ismail Rawat

Ismail Dawood

Noorjahan Amla

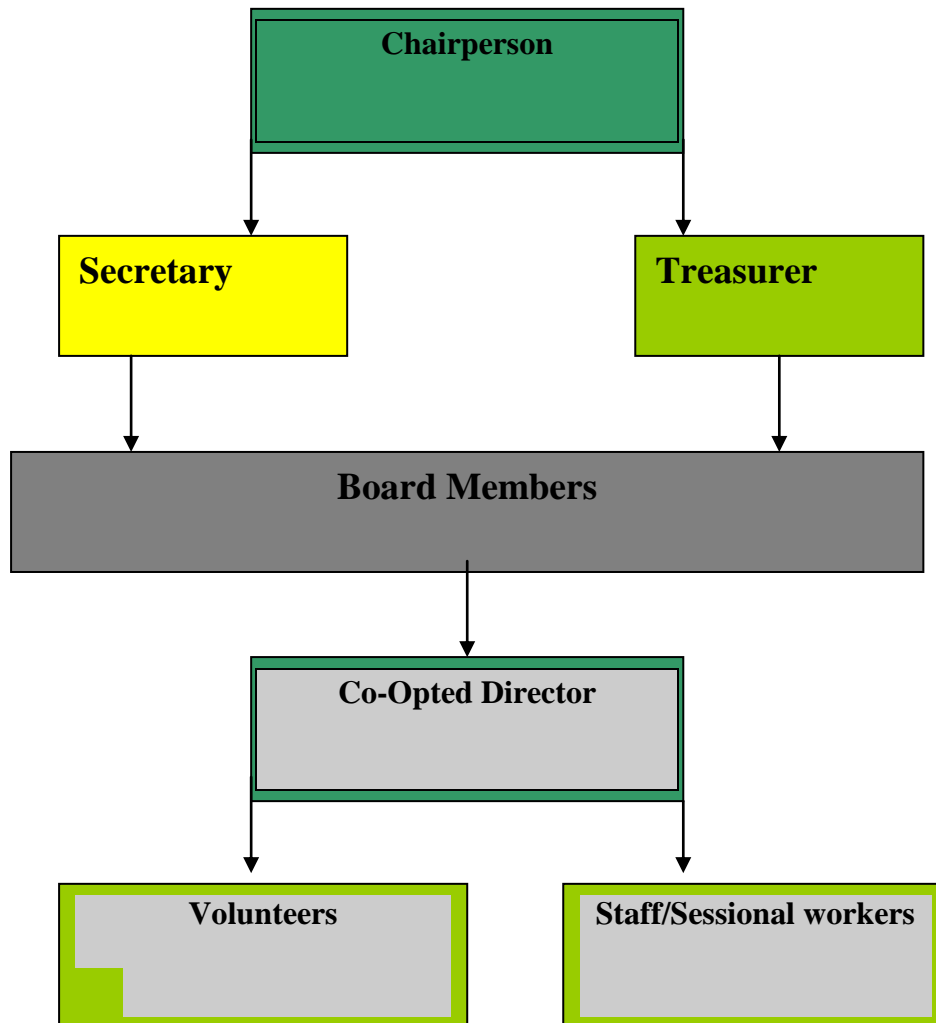
Shabnam Dawoojee

Co-op Director:

Vali Patel

Siraz Natha

4.0 Organisation Structure - 1



5.0 Marketing

PMF has recognised the need to re-launch the organisation and its services and promote the good work it has done to:

PMF has considered following approaches to market itself. The strategy is a mix of professional and community based marketing techniques:

5.1 Website

Website is already been developed and running.

5.2 Information Pack

Information packs are being reviewed and redesigned to include appropriate information for maximum impact

5.3 Panel Display

Panel display is now regularly used to promote PMF in the events such as open days, conferences, exhibition and so on

5.4 Press Release

The unlimited opportunities offered by the media will now be utilised on regular basis to promote and publicise PMF

5.5 Events

To attend community network events throughout the year, to raise profile

5.6 Meetings

To increase presence at the key strategic meetings

6.0 Fundraising

PMF's funding strategy in the next 24 months will be to maximise funding from various sources such as national funders, statutory bodies, trusts and foundations and local patrons. The possibility to either employ dedicated staff or hiring services of a free lance consultant will be explored to draw funding.

Income generation strategy has not been fully developed yet but the opportunities for facility hire at the Hamaara Centre will be increased. This will be administered by co-opted director.

The opportunities offered by commissioning, SLAs and tendering with statutory agencies will be explored and followed up.

Other initiatives planned are as follows:

- To ensure medium and long term financial sustainability of PMF by exploring various funding streams, link up with funding bodies; attend courses and workshops related to funding, organise bazaars, charity dinners-activities etc.
- Closer working relationship with statutory agencies to develop meaningful partnership and delivery of services to generate income.
- Increase of room hiring facilities to colleges, outside organisations, community groups, surgeries.

7.0 Work Programme / 2012 – 2014

- Develop plan to make major improvements to Hamaara Centre. This would not only be financially prudent in terms of increased income from facility hire but could serve as an alternative location if the need arises to move the location due to financial situation.
- Enhance provision of IAG enabling excluded men and women into education, employment and training, including NEET.
- Develop partnership with social enterprises and provider of freelance services to enhance quality of delivery.
- Develop youth activities and life long learning routes with Young people's Services, Preston City Council, Police and other appropriate agencies.
- Recruit and expand organisational structure to include lead volunteers and paid staff members
- Widen the usage of Hamaara centre to include activities related to older people, women and people with disability
- Training, development and delivery of community learning initiatives through volunteers such as courses/training in ESOL, basic skills, reading/writing, citizenship.
- Promote PMF venue as hire facilities to generate income.
- Secure funding from statutory agency/external funders for a post at PMF.

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