

USDT VISION
'OUR VISION IS A COMMUNITY WHERE ALL PEOPLE
ACHIEVE THEIR POTENTIAL.'

Executive Summary

Strategic Aims 2015-2018

Our aim: - To Provide Strong and Effective Leadership

Leadership is the capacity to translate vision into reality. Leadership begins with individuals in leadership positions, but it doesn't end there. We must understand leadership culture, as defined by the collective actions of formal and informal leaders acting together to influence organisational success which in turn leads to positive change for the community in which we work.

Our aim: - To Secure a Reputation For Excellence

For USDT organisation excellence is delivering sustained superior performance that meets and where possible exceeds the expectations of all our various stakeholders. USDT aim to build a great, enduring and responsive organisation that provides the appropriate resources, direction and services in pursuit of developing the area's resilience and capacity. USDT need to excel. To excel, USDT will focus on all parts of the organisation, optimising the use and effectiveness of all of our resources.

Our aim: - Financial Sustainability

For USDT sustainable development means adopting business strategies and activities that meet the needs of all our projects and our stakeholders today while protecting, sustaining and enhancing the human /natural resources that will be needed in the future.

Achieving organisational financial sustainability is an 'obvious' aim that USDT strives for. However, creating a sustainable organisation to help develop our community requires the flexibility to: practice new behaviours; enable innovative strategies; embrace promising new technologies; and continuously seek new solutions over time.

USDT Mission Statement

Our mission is to lead positive change in people's lives through sustainable social, economic and environmental regeneration.

We will do this through community development, campaigning and service delivery.

Our aim: – Development of Social Enterprises

Social enterprises are businesses that operate on a not-for-profit basis, reinvesting their income to meet a range of social, economic and environmental objectives. A social enterprise business is set up to tackle a social or environmental need. It differs from traditional business in a number of ways which are beneficial to the community:



Social enterprises are more likely to innovate and experiment than traditional models of business because they are usually designed to fill a gap in existing services that cannot or will not be delivered by the public and private sectors.

Social enterprises are profit-making businesses set up to tackle a social or environmental need that can reach socially excluded people by providing volunteer training and employment opportunities.

Socially run local businesses in a neighbourhood can contribute to a sense of local identity, helping to develop the self-confidence of local people.

Our aim: - Demonstrating Social Impact

Understanding the impact of a policy or service strategy, means understanding the difference it makes to the people and communities that are affected by it. It is now more important than ever that impacts are understood, and where possible, the difference that USDT's work achieves must be evidenced, measured and reported clearly. All funders are under increasing pressure to demonstrate how their investment in services contributes towards the production of positive outcomes for local communities, and to know what outcomes their funded project is going to generate. In an ever more competitive environment, the organisation or project that understands the difference it makes, and can evidence this difference, is in a stronger position to continue to find the support required to continue making positive changes for its communities.

Commitment to the Green Issues and Sustainability

USDT recognises that our customers, stakeholders and staff expect us to act responsibly to reduce our carbon emissions and support a more sustained environment. USDT will review our sustainability and commit to reduce our impact on the environment. Through expertise guidance we intend to reduce our carbon footprint over the next three years. We will always reduce what we can and offset what we can't.

Defining our values is important as it provides us with a benchmark for what we stand for as an organisation, as well as providing us a shared and common identity. We consider it an essential piece of work that will help us maintain high standards.

We value staff who are committed to the principle that community development is a vital tool for social transformation. This includes valuing the diversity of communities and a commitment to empowering communities to become more involved in the decisions affecting their lives. These principles also underpin all of our internal and external processes.

Our values are:

- Equality
- Integrity
- Passion
- Excellence
- Leadership
- and accountability
- Needs led
- Quality
- Humility