



WORKFORCE SOUTH

Community Investment Strategy Template

Some advice on how to introduce a Community Investment strategy into your workplace has been listed below.

Overall aim (one/two sentences)

A strategy is about what you want to do, what you want your organisation to be, and where you want it to go.

A Community Investment strategy should be inter-linked to the organisation's overall business strategy on a number of levels: with the business mission, values and goals; and with other sub-categories such as learning and development.

Measurable strategic objectives/goals

Give yourself a range of actions to deliver over the year, as a principle these should be SMART (specific, measurable, achievable, realistic and timely) for example an objective could be:

- We will host a minimum of ten adult work experience placements of between 2 weeks and 3 months) per year

Analysis of current state

Tell the reader why you currently do Community Investment, list all the activities and outcomes, and if you don't currently have any specific C.I. activities running, you may like to explain why a C.I. Strategy will benefit and add value to your organisation.

Broad methodology for achieving (e.g. structure/behaviour of participants etc)

Tell the reader how you will let your staff know about events, will you email them, put up posters, tell them face to face at meetings etc.

How much time off work will you allow staff to engage in an activity? For example lots of company actually stipulate that every staff member can have one day each year, paid, to take part in a C.I. activity.

Tell the reader if you will be engaging with other organisations or schools/colleges/universities to deliver or take part in activities.

Priorities

Note down what it is you want to achieve by engaging in C.I. activities, for example, is your business situated in an area where there is high unemployment? Could you engage in a programme of events to help up-skill and provide work placements?