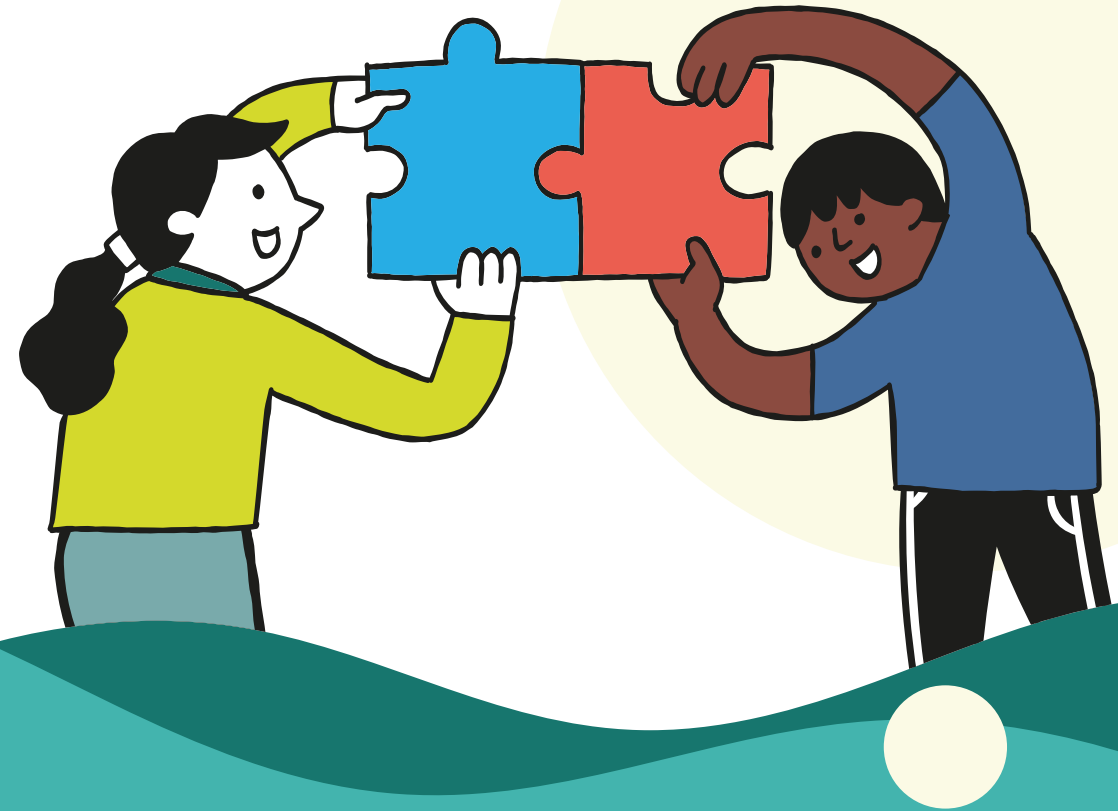


ABBHEY PEOPLE

WORKING TOGETHER FOR A BETTER COMMUNITY



**Abbey People Strategy
2025 - 2030**

**CB Thrive:
from surviving
to thriving**

Background

Abbey People is a thriving community-led charity that has been serving the people of Abbey Ward of Cambridge since 2013.

Since the pandemic in 2020, much of Abbey People's work has been focused on helping people to get by. We've been helping people move from struggling in crisis towards surviving. But over this time, we've seen that, for many people, they can't move out of surviving into something more. We've also seen more and more people who need help just to stay in a place of surviving.

We know that lots of people in Abbey don't want the area to be stigmatised as only a place where people struggle to survive,

where it is known for its challenges and deprivation. People in Abbey are interested in cultural and creative activities and want more opportunities to meet other people and have joyful interactions.

Lots of the people we work with are wanting to do and be more, or to change things in their lives, but don't have the physical support or mental space to make this happen.

We are aware that this is all happening against a backdrop of changing policy, locally and nationally; diminishing budgets for help locally; building development that is likely to change the look and feel of our community; and rising concerns about the climate crisis.



Strategic vision

We work in the Abbey Ward of Cambridge and surrounding areas. But, because we know people's lives don't fit into tidy boundaries, if people live, work or are otherwise involved in this area, they can get involved in our activities.

We have set out the following strategic vision for our work:

Thriving people, Vibrant community

In all the work we do, we focus on creating opportunities for community engagement and volunteering, knowing that all our work is improved when our community is deeply involved. Our work helps the people living in our area to have agency over their community and lives.



"People want to meet others and have joyful interactions"

Our values

We walk alongside people

- Engaging and supporting people in ways that make sense for them, and working together to understand, respect and respond to what people want.

We know people well

- Taking the time to understand and get to know people, respecting differences, and making sure they feel seen and heard, because we're friendly, approachable, and care about them as individuals.

We champion people-powered action

- Champion and harness the collective power of the Abbey community. We support people to share ideas, skills, knowledge, and time to take action to help make things better for everyone.

We collaborate

- We feel comfortable stepping outside of our bubble to work with different organisations, because we know we're stronger together. This means we can bring stronger benefits to the Abbey community.



How we'll work

Looking forward to 2030 and beyond, Abbey People's work will focus on helping people to shift from surviving to thriving, while continuing to build an impactful, strong and sustainable organisation.

- **Thriving community and culture**, with community events, opportunities to be creative, cultural and sharing events, good connections to business, and thriving community spaces.
- **Thriving personally**, with good health and wellbeing, skills, access to good food, personal connections, and access to meaningful work, training and apprenticeship opportunities.

- **Thriving young people**, children and families, receiving support on their journey ahead as they explore the world around them.
- **Thriving environment**, with equal access to nature, and people empowered to improve green and blue spaces, and live more sustainably.
- **Thriving organisation**, with good governance and systems, learning from monitoring and impact, sustainable income streams, working within our capacity, and providing opportunities to volunteer.

By 2030, we want to see...

1

Abbey as a people-powered community where everyone has the opportunity to make connections, speak out and create change, with **thriving** community spaces where they can gather safely.



2

People **thriving** in Abbey, with access to good food close to home, in better health and wellbeing, and with economic potential and personal connections.

3

Children and young people helped to **thrive**, exploring the world around them with support for their journey ahead.



4

The environment of Abbey **thriving**, and a place that people love and to which they feel connected.



5

Abbey with improved biodiversity, green and blue spaces, and to become a **thriving** sustainable and climate-resilient environment that supports people to live, work and play.



6

Abbey People as a **thriving**, resilient, reflective organisation with governance and organisational structures that support people to deliver programmes well.

The difference we'll make is:

Thriving				
People	Community	Future	Environment	Organisation
Improve core health and wellbeing	Improved connections between people, both deeper and more 'bridging' connections to others	Children and young people are supported on their journey	Green and blue spaces in Abbey are improved for people and wildlife	We'll have permanent homes for our activities
Improve life skills significantly	Opportunities and spaces for people to gather and have shared experiences	Improved access to education skills and training to improve life skills	People live more environmentally and sustainably	Clear monitoring and impact framework and a process to learn from it
People have access to 'meaningful' work or business opportunities	Improved cultural and creative opportunities	Access to meaningful work or business opportunities	Provide opportunities for people in the community to access information about climate resilience	Sustainable income streams including charitable trading
Everyone has access to food that is good for people and planet	Business and community are closer together through partnership working	Children and young people have an improved sense of their power to make a difference in the world	The people of Abbey are more prepared for climate change	Develop unrestricted funding streams, including from individuals
Improving sense of their own power to change things	Supporting more community groups to develop	Parents are supported in the challenges of parenting	We will create and strengthen connections with sustainable organisations	Start to build an endowment for the future
People are empowered to have more active lifestyles	Thriving new community space for the community to use	Young people have safe places to gather and make friends	Model being an environmentally sustainable organisation	Improve our equality and diversity, so our organisation reflects the people we serve

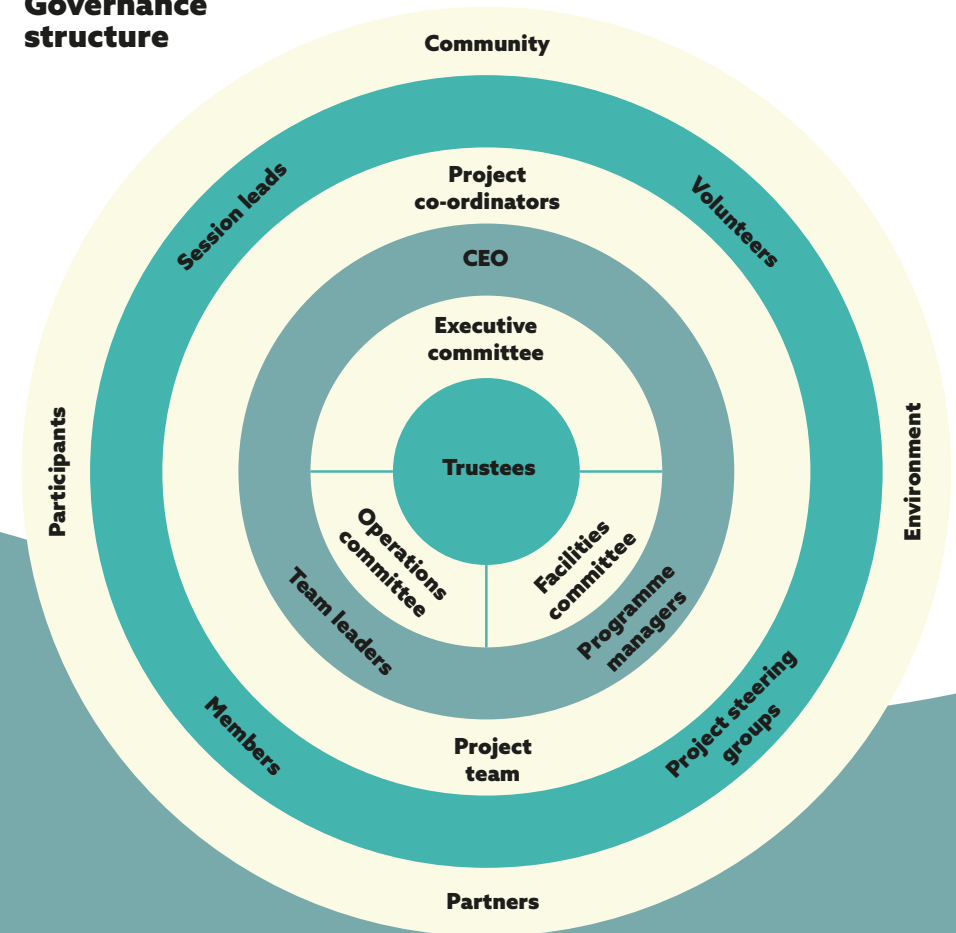


Organisational structure

People are at the heart of what we do and how we do it. Our governance structure shows how people's views are involved throughout the organisation.



Governance structure



**"People are
deeply involved
in what we do"**



Working in partnership

Collaboration is one of our values and is at the heart of how we work. Across our strategic work areas, we have many partners from the business community, voluntary and charitable sector, and statutory authorities. We believe strongly that through collaboration we are all better. Throughout the work of this strategy, we'll continue to explore partnerships that help us to deliver our vision for the community.

If you'd like to get involved, visit

abbeypeople.org.uk

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