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| <p>INTERLINK STRATEGY 2017 – 2020</p> <p><i>'20 years of listening to and supporting the development of <u>people and communities</u>'</i></p> | <p>STRATEGAETH INTERLINK 2017 - 2020</p> <p><i>'Grando a chefnogi y ddatblygiad o Gymunedau'</i></p> |
| <p>Interlink is celebrating 20 years as a charity and is the County Voluntary Council for Rhondda Cynon Taf (RCT), acting as an 'umbrella' or 'hub' organisation to support volunteers, communities and community and voluntary groups (the Sector).</p> <p>Interlink's main areas of work are:</p> <ul style="list-style-type: none"> • Community Advice and Support - providing information, advice, training and funding. • Volunteering - supporting volunteers and volunteer organisations. • Health, Social Care and Wellbeing - supporting people and working together on early intervention and prevention to improve health, social care and wellbeing. • Citizen, Community and Third Sector Voice - helping people, communities and third sector organisations to influence and take action on those things that matter to them. <p>Interlink as a County Voluntary Council is a member of Third Sector Support Wales who provide a universal service across Wales based on supporting the following four pillars:</p> <ul style="list-style-type: none"> • Volunteering • Good governance • Thriving and sustainable third sector • Influencing and strategic engagement | |
| <p><u>OUR 20:20 VISION</u></p> | <p>VALUES AND PRINCIPLES</p> |
| <p><u>Volunteering, community involvement and action lead to connected and resilient communities, where</u></p> | <ul style="list-style-type: none"> • <u>To work sustainably, taking into account the environmental, economic and social needs of local people and communities.</u> • <u>To support all members with special consideration for the needs of smaller groups.</u> • <u>To promote equal opportunities and social justice, aiming to reach those individuals and groups most in need.</u> |

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| <p><u>people are treated fairly, have good health and have the resources they need.</u></p> | <ul style="list-style-type: none"> • <u>To support voluntary action, aiming to promote and facilitate the involvement of service users, carers and citizens.</u> • <u>To be flexible and responsive to the changing needs members.</u> • <u>To support and develop partnership working at all levels to identify, address and deliver actions that meet the needs of local communities.</u> • <u>To work with others using asset based, community development and coproductive approaches</u> • <u>To enhance and not compete with the work of member organisations.</u> |
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| <p>OUR MISSION</p> | <p>EIN CENHADAETH</p> |
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| <ul style="list-style-type: none"> • To listen to and support the development of communities to be better connected and more resilient; • To build on individual and community strengths through volunteering, community involvement and action; • To work with others to improve wellbeing, tackle poverty and reduce inequality. |
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| <p>OUR OUTCOMES and OBJECTIVES</p> | <p>EIN CANLYNIADAU A AMCANION</p> |
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| <p>1. Collaboration - there is effective collaboration and a strong culture of partnership working.</p> <p>2. Voice - coproduction enables people and communities to have a voice and influence.</p> <p>3. Communication - there is accessible and effective communication.</p> <p>4. Advice and Support - the third sector is effective, well-led and sustainable.</p> |
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| <p>OUTCOME 1: Collaboration - there is effective collaboration and a strong culture of partnership working</p> <p>Objectives</p> <ol style="list-style-type: none"> 1. Support training and development that builds capacity of sector to be confident in: <ol style="list-style-type: none"> a. Demonstrating impact b. Involving people and communities, ABCD and coproduction |
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- c. Influencing and challenging power
 - d. Marketing, promotion and branding
2. To support and develop effective local and regional networking involving all sectors to support the flow of information, influence strategic policy decisions and lead to action on the ground.
 3. Have power and influence through effective coproduced activities, workshops and events with follow up and feedback from that lead to action and influence for example, Connecting Communities' type event at a local and regional level.

OUTCOME 2: Voice - coproduction enables people and communities to have a voice and influence

Objectives

1. To demonstrate leadership in coproduction and ABCD principles by leading by example, delivering best practice in everything that Interlink does and using a consistent approach and common language.
2. To expect that people, communities and organisations in the third sector are treated as equal partners from the outset, enabling the sector to influence the decisions in relation to the design and delivery of services. For example, develop a compact within the sector to ensure inclusion and promotion of coproduction and ABCD principles.
3. To develop accessible information, activities and events to explain the language and principles of coproduction and ABCD so everyone can understand, for example, easy to read versions.

OUTCOME 3: Communication - there is the right information, effective communication and excellent connectivity

Objectives

1. To be effective in providing and monitoring the effectiveness of information, with targeted mailings for specific groups (e.g. Mailchimp). Develop a coherent route to access information, for example, further development of Findagroup and DEWIS.
2. The active involvement of individuals, communities and organisations through face to face meetings, workshops, events and consultations. Ensuring that their information is up to date, their interests / concerns are correctly identified and effectively supported and represented.
3. Ensure isolated groups and communities are identified and supported to get involved and that they receive the right information; communicating in an accessible way in the right format to fulfil differing needs. e.g. people with disabilities, older and younger people, etc. using all the methods available (e.g. posters, word for mouth, social media, website, email, etc).

OUTCOME 4: Advice and Support - the third sector is effective, well-led and sustainable

Objectives

1. Promote and market 'the story' of the sector to deliver more cost effective early intervention and prevention citizen centred services that improve the wellbeing of individuals and communities and deliver on the public service policy agenda.
2. To strengthen the sector by supporting the sector have access to strategic opportunities in relation to funding, developing new services and working collaboratively.
3. To support individuals, communities and groups through providing up to date, accurate and professional information, advice and support.

OUR APPROACH

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Interlink believes reducing inequality, tackling poverty and improving wellbeing requires the active and meaningful involvement of individuals, communities and organisations working together in a coproductive way. To be meaningful it requires developing relationships based on trust, respect and understanding. Creating the conditions where this can happen involves building community capacity and social capital, and making use of the assets, both human and physical, available within local communities. This involves economic, social and environmental action by people and communities contributing and taking a leading role in the regeneration of their communities. Not using all available assets and resources represents a huge waste of talent, resources, experience, knowledge and skills. There are no short cuts, and delivering services to people and communities without their involvement is a quick fix, expensive, unaffordable and it does not work. The meaningful involvement of individuals, communities and organisations is the only long-term solution to removing inequality, tackling poverty and improving wellbeing.

Towards A New Social Settlement:

The welfare system needs to be far more attuned to the abundant human and social resources in what we call 'the core economy' – resources that are often ignored and undervalued. We can draw on these resources, for example, by promoting co-production, which enables people to work together and help each other, building on their own knowledge, experience and capacity to care. New ways of owning, governing and participating in public services could help devolve power so that people have more control over their own lives and destinies. (New Economics Foundation).