



Working for Bishopston's heritage and its future

Our Vision, Goals and Strategy – 2016

Mission

Our mission is to secure the improvement of local amenities and the social, environmental and historic character of Bishopston, and to become the recognized voice of the area on these matters.

Vision

Our vision is a Bishopston that is sustainable, has a pride in its history and its future, with attractive architecture, sound planning and design, popular amenities, a welcoming atmosphere, cultural diversity, and an informed and engaged population acting together as a democratic voice for our communities.

Aims

Our aims are to:-

- secure the character, conservation, development and improvement of local amenities and other features of historic, social, environmental or public interest;
- inform and engage the public in the geography, history, natural history, environment and architecture of our area.

Objectives

Our objectives are to:-

1. promote high standards of planning, architecture and design in our area;
2. monitor with a critical eye, and respond to, planning proposals and developments;
3. support proposals and activities which enhance the local environment, the character of our area, and people's lives;
4. champion local concerns and offer a voice to decision-makers, the public, media and others;
5. develop and maintain close working partnerships with other organisations and campaign groups on matters of mutual concern as part of a wider networked movement of like-minded bodies;
6. stimulate and encourage civic engagement and democratic participation;
7. inform and engage our members and the public, and enhance our reputation, via public meetings, newsletters, a web site, social media and other channels.

Strategy

We are working towards the above objectives through two main strategies:-

- a) **a partnership development and diversification strategy** – key goals include working more closely with existing partners, and inviting additional organisations to join together with us on projects involving common concerns;
- b) **a communications and membership development strategy** - key goals here include a publicity campaign to draw more attention to our work and reach out to a wider public, a membership drive backed by an e-payment facility to make subscriptions easier, consultations to draw out members' wishes and solicit their contributions, and the addition of social media channels to complement our web site and email communications.

We will consult Society members on both of these strategies during the second half of 2016. At the same time we will start implementing them by taking on a pilot projects in each area.

Both strategies, and the viable of the Society as a whole, depend of course on resources, like any organization. In our case, our main resource is the voluntary activity contributed by committee members and other activists.

Available resources are limited at present, so both strategies will include actions aimed at increasing our capacity by recruiting additional activism to our ranks. We will make it clear that this can be provided by members in a range of ways, not just by the old imperative about "having to join the committee" – we recognize that this can put people off contributing instead of encouraging them.

By the start of 2017 we expect to have confirmed and developed both these strategies, and possibly others, in the light of consultation outcomes.

During the course of 2017 we expect to be working on a range of wider goals, including a rebranding exercise, seeking charitable incorporated organization status, launch of a gold star award, and more.