

Her-Place Charitable Trust

Three Year Strategy 2025-2028



Charity Number: 1173554

Introduction

Over the past decade, our organisation has grown from a grassroots support network for mothers into a vibrant, inclusive charity championing the mental health and empowerment of all women and girls. As our services, reach, and impact have evolved, so too must our identity. That is why Motherwell Cheshire CIO is now Her-Place Charitable Trust. This name change marks a powerful new chapter. It reflects the heart of what we have become – and where we are going. Her-Place Charitable Trust is more than a rebrand. It is a reaffirmation of our mission: to create safe, stigma-free spaces where women and girls can be heard, supported, and inspired to thrive.

At Her-Place, we work to:

- Support women and girls with their mental health and emotional wellbeing
- Empower them through education, peer connection, and leadership
- Challenge societal stigmas around mental health, identity, and circumstance
- Promote sustainability through community initiatives that support both people and planet

As we launch our new 3-Year Strategic Plan (2025–2028), we are building on the success of our last strategy, which saw us deepen our community roots, develop our hub services – including a free launderette and clothes swap – and secure greater financial stability. We now need to look forward to the next phase, which is to plan for a sustainable organisation that can continue delivering impact long into the future – regardless of changes in funding, leadership, or external circumstances. It's about making sure our charity is financially secure, operationally resilient, and socially and environmentally responsible, so it can grow and serve our community over time.

With this plan, Her-Place Charitable Trust moves boldly into the future – rooted in community, driven by purpose, and committed to ensuring that every woman and girl has a place to belong, grow, and lead. We do all this to elevate the voices and leadership of the women and girls we work with.



Vision:

A future where every woman and girl is encouraged, inspired, and empowered to realise HER unique potential and to live a life full of purpose, and fulfilment.

Mission:

To achieve our vision, we will uplift and support our community by creating inclusive, safe spaces that respond to HER unique needs and experiences. Through active listening, collaboration, and partnerships, we will shape the services to dynamically respond to HER changing needs. As a collective, we will drive positive change through finding and amplifying diverse voices, to build a better world for HER.

Strategic Goals

This new strategy focuses on four central goals of sustainability over the next three years:

Diversifying Income

Strengthening distinct and recurring income streams whilst creating new ones.

Environmental Stewardship

Embedding environmental sustainability in our operations and programmes.

Organisational Capacity

Building internal systems, governance and leadership succession.

Deepening Impact

Strengthening mental health support and empowerment pathways to reach more people in new locations

By reaching these goals, we will ensure the enduring strength of Her-Place, allowing us to fulfil our mission with profound impact and lasting sustainability.



Where We Are Now

With the change of name, our organisation is now ready to embark on its next phase, and it is only right that it is matched with a new three-year strategy. We have made significant progress over the last three years with our Believe In Her, FlourisHER and Inspire Her programmes, the community hub and launderette and the establishment of our training programmes. We've also learned that demand is growing, particularly for trauma-informed, non-judgmental spaces where women can access mental health support alongside practical resources. In order to continue with our programmes of support, we know that we need a strategy to sustain our organisation as well as the women and girls we serve and there are significant challenges ahead of us. Rising need is placing pressure on our team and resources as is the closure of other charities which are putting greater demand on our services, alongside the cost-of-living crisis which is increasing demand for essential support like laundry services and clothing access.

However, short-term funding cycles still threaten longer-term planning and innovation, exacerbated by the number of grant-giving charities ceasing operations in the past year or pausing their programmes whilst they reassess their positions. This then increases the pressure on Her-Place to diversify income streams.

There is also more to do to embed environmental goals into our daily operations and culture. This strategic plan will put Her-Place in a strong position to scale its impact and strengthen its position over the next three years. We have a clear brand and identity that reflects our mission. We are trusted by our community and partner organisations and are well-placed to influence wider conversations around mental health, gender equity and soon, climate justice. Diversifying our income streams and developing social enterprise models will also help make us stronger.

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Diversifying Income

strengthening distinct and recurring income streams whilst creating new ones

We know that we have achieved this when:

- 50% of our annual income comes from trading
- We have accredited training programmes
- Our training programmes are embedded in schools
- We have an established donations income stream

Year 1 Milestones

- Create a business plan with support from Cheshire Connect
- Set up a recurring donations and individual giving – eg 'Empower Her' £5 per month supports a woman's access to laundry/clothes
- Lay the foundations for corporate sponsorship through networking and relationship building
- Identify and apply to 2 funding grant programmes
- Research location for Learning Well Training & Wellbeing Centre within Cheshire
- Hold 1 large fundraising event

Year 2 Milestones

- Launch Learning Well Training & Wellbeing Centre within Cheshire
- Produce calendar of paid workshop and corporate training
- Dedicated time set aside for CEO to deliver paid training programme/services
- Launch corporate sponsorship/donations programme
- Hold 1 large fundraising event

Year 3 Milestones

- Launch second Learning Well Training & Wellbeing Centre within Cheshire
- Revisit business plan to incorporate more CEO time delivering paid for services

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Environmental Stewardship

embedding environmental sustainability in our operations and programmes

We know we have achieved this when...

- We have embedded environmental sustainability across all our services and spaces.
- Expanded and promoted our circular economy initiatives
- Our community is educated to understand and act on environmental issues in ways that are practical, inclusive, and relevant to their lives.
- We can track and report on our carbon emissions, reducing our carbon footprint.
- Her-Place is a local voice in the intersection between gender, poverty, and climate change.

Year 1 Milestones

- Conduct a sustainability audit of Her-Place and its operations
- Introduce an organisational green policy
- Move towards a paperless system
- Switch to ethical suppliers where practicable

Year 1 Milestones

- Launch and 'reuse and repair' campaign tied to the clothes swap
- Track and share carbon savings from diverted clothing waste
- Run workshops on sustainable living (budget eco-cooking, green cleaning, low-waste parenting, etc.

Year 1 Milestones

- Add environmental impact metrics to project evaluations and reports ☑
- Partner with ethical brands or waste reduction groups
- Collaborate with climate justice and sustainability-focused organisations
- Use blogs, social media, and events to share stories from our community on eco-struggles and solutions



Organisational Capacity

Building internal systems, governance and leadership succession

We know we have achieved this when:

- We have strong governance and an effective leadership team.
- Our staff and volunteers benefit from a well-structured training, wellbeing and leadership programme.
- We have an effective monitoring and evaluation system in place
- Organisational resilience and risk management is embedded in the charity.
- We have strong community partnerships to maximise reach.

Year 1 Milestones

- Refresh governance structures, ensuring lived experience is embedded
- Create more capacity for CEO to deliver training and services that increase income
- Develop a volunteer strategy that supports wellbeing and retention
- Introduce an annual staff training programme for staff and volunteers
- Improve digital inclusion through accessible content and service delivery
- Develop clear impact indicators aligned to each strategic goal (eg. mental health, empowerment, sustainability)
- Map and engage local, regional and national networks aligned to our mission

Year 2 Milestones

- Develop and implement a trustee succession plan
- Develop and deliver a business continuity plan
- Conduct annual wellbeing surveys and implement a wellbeing action plan
- Introduce a digital toolkit and training for staff and volunteers
- Embed safeguarding, GDPR, and compliance reviews into quarterly operations
- Increase our visibility through public speaking, media, and campaign work

Year 3 Milestones

- Embed lived experience leadership at both board and operational levels
- Introduce reflective practice and professional supervision for staff in frontline roles
- Co-deliver projects with grassroots and specialist partners
- Explore collective impact initiatives with health, education, and justice sector

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Deepening Impact

Strengthening mental health support and empowerment pathways to reach more people in new locations

We know we have achieved this when...

- We have expanded our services into new communities
- Built a scalable outreach model for our training programmes
- Trained local women as peer leaders and mental health ambassadors
- Established place-based partnerships
- Secured targeted funding to support expansion
- We can demonstrate community needs are being met with impact report

Year 1 Milestones

- Identify and prioritise 2-3 new areas using needs assessment and community data
- Develop satellite or pop-up community hubs in identified areas (eg libraries, family centres)
- Develop spotlight sessions suitable for mobile delivery
- Form relationships with local health services, VCFSE groups, schools, youth projects and councils
- Identify sources of start up funding for new 'hubs'
- Build monitoring tools to track outcomes in new areas
- Publish an impact assessment of expanded service delivery

Year 2 Milestones

- Use data from year 1 delivery to further tailor services in new locations
- Partner with trusted local organisations (e.g. women's groups, schools, housing services) to co-deliver sessions
- Recruit and train women from each community as Peer Support Facilitators or Ambassadors
- Integrate Her-Place support into wider wellbeing or safeguarding pathways
- Develop a funder engagement plan that showcases Her-Place's impact and demand
- Publish an impact report on expanded service delivery

Year 3 Milestones

- Introduce online/hybrid formats for remote or rural participants
- Offer accredited training or personal development pathways as part of the leadership model
- Co-create pilot programmes with local delivery partners
- Explore social enterprise or corporate sponsorship options to sustain expanded services
- Publish impact report on totality of new service mode



Her-Place

Charitable Trust