



# Strategic Plan 2022-2025

**#PROUDCREGGAN**

*Our Happy Place!*

**Healthy  
Living  
Centre @**   
**The Old Library Trust**

**WE SIMPLY MAKE IT EASIER FOR  
PEOPLE TO LEAD A HEALTHIER LIFE**



## CHAIRPERSONS FOREWORD

### A word from Charlie...

As Chairperson of the Old Library trust over the last 20 years I am both proud and privileged to be involved with an organisation that makes such a huge impact on the general health, mental, social, and emotional wellbeing of this community and beyond. Formed in 2001 out of a portacabin on Central Drive to a state-of-the-art healthy living centre, we are seen as model of good practice right across the city and further afield.

That being said, I still believe that we have not fully realised our true potential and that we have more to give to this community during these challenging times. We simply exist to make it easier for people to lead a healthier and more fulfilling life. Everything we do is for the betterment of local people and we will always listen, engage, and adapt to meet the needs of local people.

As a proud resident of the area, former teacher at St. Johns Primary school and Principal of Holy Child Primary School I advocate for the people of this area and strive, alongside the amazing team at the Old Library Trust, to ensure that we get what we all deserve in the pursuit of a happy life.

The 3-year plan outlined in this document is intended to provide a clear and concise overview of what we want to achieve in the short to medium & long term to help local people. It will help to consolidate and build on what we have achieved this far, so that we provide a valuable legacy and a strong base for the long-term future of the organisation.

Whilst there will undoubtedly be challenges ahead and the road may not always be an easy one, a clear focus and constant adherence to our primary objectives will provide the foundation for future success both locally and regionally.

These objectives include a strong belief in the value of people and community as the basis for all that we do. A commitment to family support, to those living in poor physical and mental health and to the most vulnerable in our community that need help to improve their quality of life. We will continue to offer space in the Healthy Living Centre for programmes and services that are linked to all our work and provide opportunities for volunteering and employment across a wide range of areas contributing to the immediate local economy and beyond.

All this will be led by our dedicated and highly influential Project Director George McGowan and his amazing team of staff, facilitators, and volunteers. We truly are in great hands!



## PROJECT DIRECTOR FOREWORD

### A word from George...

On behalf of myself, the Board and Staff at the Old Library Trust Healthy Living Centre (OLT) we would like to present to you our strategy for the next three years 2022-2025.

Building on the many successful achievements of the OLT since 2001, this strategy will guide our work for the next three years and sets out our ambitious goals to ensure we continue to deliver excellent programmes and services for you, the local people, and those communities we work with.

It recognises the journey travelled, the continuous delivery of quality programmes and services and aims to go that step further to ensuring that we continue to deliver high quality, high standard programmes and services meeting the ever-changing demands of the local community and beyond. It is a testament to the great work over recent years that we are now recognised as a model of good practice in the local area & across the city and region.

This is a time of challenge and change. However, in that time, we have maintained a high quality of standard in our programmes and services, added new projects to meet the needs of local people, saw numbers of local people engaging in our centre increase whilst welcoming new tenants, growing the team & giving the building a facelift to help contribute to the aesthetics and impression of the area. Demand for our services is rising as people live longer but often with complex needs. We do face rising costs, reduced options for finances and the retention of quality skilled staff is becoming more difficult due to attractive packages of permanent employment elsewhere. However, we are determined to continue to advocate on this community's behalf, to not settle for second best and to ensure opportunities for everyone to improve their quality of life. We will rise to the challenges ahead and our new strategic plan sets out the aims, objectives, and priorities, which underpin this process of change.

Our Strategic Plan shows how we will build a healthier resilient and better-connected community. It demonstrates how we will encourage and enable supported self-management. It sets out how we will support local families, individuals, organisations and shows that we are committed to fighting for every one of you, to act as your voice and to help this community, city and district prosper. Thank you to everyone for your continued support and let's move forward together over the next three years!



## WHO WE ARE?

Established in 2001, the Old Library Trust is a registered charity that provides services and activities to reduce health inequalities, address the underlying causes of poor health and improve community health and wellbeing.

We operate from and manage a Healthy Living Centre facility in Central Drive, Creggan: whose people are nothing but welcoming, second to none, with leaders across all sectors doing amazing work. Unfortunately the area itself is still being ranked as one of the most deprived areas in the North of Ireland. We primarily serve this community of Creggan, and we are proud to do so followed by supporting our neighbouring areas across the Moor Ward and beyond.

The Healthy Living Centre contains physical activity spaces, multi-functional meeting spaces, a community café as well as rentable space that is used by services that complement our work. For example, our Family support service is strengthened by housing our key tenant Surestart Edenballymore.

More than 2,000 people per week attend the Healthy Living Centre facility, participating in services and programmes aimed at reducing inequalities in health and tackling the root causes of ill health. Participants range from children and young people, parents, adults, and older people. All the services are underpinned by an aspiration to enhance health and wellbeing.



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## OUR APPROACH

Throughout the years, the Old Library Trust (OLT) has adopted a community development approach to engage people in health improvement initiatives, early year's development, and community healing through partnership with statutory and voluntary service providers.

The HLC is a model of good practice for the delivery of community-based social and health care services aimed at reducing the inequalities in health by tackling the root causes of ill health.

Our organisation is committed to improving community health, addressing local needs, building confidence, and developing knowledge and skills to support people to take greater responsibility for their own health and wellbeing.

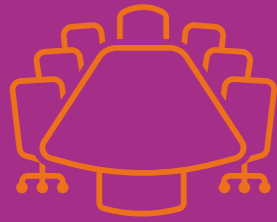
The ethos of partnership and collaboration underpins our work and we endorse the collective responsibility of all in tackling health inequalities by meeting the health and wellbeing needs of local residents in the Creggan area, the Moor ward and beyond. Through partnership with the Triax Neighbourhood Renewal Partnership, the Creggan Community Forum and the Healthy Living Centre Alliance the OLT works to influence on the availability and delivery of services by statutory and voluntary service providers.

We will continue to develop opportunities to work jointly with other providers in the statutory and voluntary sectors to ensure that services are accessible to all, particularly those who tend not to access services and support.

We remain a committed member of the HLC Alliance. The aim of the Alliance is to share knowledge and best practice, harmonise systems, policies, and procedures where appropriate, provide peer support to colleagues in other Healthy Living Centres and speak with one voice as far as it is possible to do so to maximise influence on decision-makers.



# CURRENT SITUATION



**20,000Ft**

The OLT manage the 20,00Ft2 Healthy Living Centre building in Central Drive Creggan & utilise local Councils Bishops Field Sports hall.

**14**

The number of staff employed by the OLT across its programmes and services

**8**

The number of people on the organisations management committee

**650**

people access healthy lifestyles and long-term condition management programmes offered by the OLT



**2000**

The number of people using the OLT Healthy Living Centre per week

The DEEDS Project is an Alzheimer's society award winning project supporting people living with Dementia



OLT supported

**576**

families during COVID

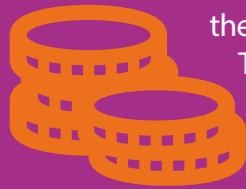


**50+**

We work collaboratively with over 50 others to deliver services.

**90%**

OLT receives funding support from Public Health Agency, Department for Communities, National Lottery Community Fund, the Executive Office, Children in Need, The British Heart Foundation, the WHSCT, the Bupa foundation & CLEAR



**10%**

10% of the organisation's income is self-generated through social economy

# CORE AREAS OF WORK

Our work is structured under 6 core areas, and this will guide how our services grow, develop, and evolve during the next 3 years. Our core work areas are:



**Family Support**



**Healthy Lifestyles**



**Long Term Condition Management**



**Positive Minds**



**Older Adults**



**Organisational Sustainability**

# OUR STRATEGY

The following strategy sets out our purpose and our core areas of work for the period 2022 - 2025. This captures first and foremost the essence of what we aspire to do for the people in Creggan and the surrounding areas but also how we will share best practice and maintain and create new partnerships that will enable us to sustain and grow into the future.

# OUR PURPOSE

We simply exist to make it easier for people to lead healthier lives at our healthy living centre in the heart of the Creggan community. We are proud of where we are from and who we represent. We are privileged to be able to provide local people with quality opportunities to improve their health and mental wellbeing and will always advocate on their behalf to ensure that this community is not an afterthought.

# OUR VALUES AND PRINCIPLES



Honesty & integrity in everything we do

User led & people focused



Inclusive & welcoming to everyone

Collaborating for the betterment of all



Accountable for everything we do

# OUR STRATEGIC GOALS

This strategic plan is underpinned by the following set of strategic goals, each aligned to the thematic areas of work.

## Family Support

The Family Support Hub aims to increase the strength and resilience of families, support parents as they help their children to achieve their full potential & helps families make critical connections to other families and resources in their community



Key goals for family support:

- To retain & enhance our family support service contract with the WHSCT building a sustainable funding model to enable a high quality of family support service for the local area.
- To increase staffing resources including a dedicated Child and Young person's mentor ensuring we are capable of meeting the emerging needs and demands of families in the local area.
- To continue to deliver a responsive service aligned to meeting the needs of local families.
- To reduce waiting lists for our service, make a significant impact on families accessing our service and demonstrate this impact with evidence.

## Healthy Lifestyles

The Healthy Lifestyles Hub aims to increase local people's physical activity levels & educate children, young people, and adults on the importance of eating a well balanced diet to reduce the risk of obesity & help in the pursuit of a better quality of life.



Key goals for healthy lifestyles

- To ensure the healthy lifestyles service is fully embedded in the local area by securing longer term funding.
- To deliver on all our commitments and intended outcomes under the Communities in Transition project and secure continuation of the programme for year 2 & 3.
- To secure investment in the SWEET (*Safe wellbeing Eating & Exercise Together as a family*) Obesity Prevention and management Programme model of delivery to build on its success over recent years to include a clear physical activity, healthy eating & cooking offering for the whole community.
- To create a SWEET modular package in anticipation for future tendering opportunities.
- To sustain & extend the Safefood and Transform Your Trolley initiatives in partnership within the Healthy Living Centre Alliance and Safefood.



## Long Term Condition Management

The long-term condition management programmes aim is to increase confidence and self-esteem through physical activity, positive thinking, education and support groups for those living with a long-term condition in our community so that they can better manage their daily life



Key goals for Long Term Condition Management:

- To enhance the quality and sustainability of our long-term condition management support for the local area by securing investment in our staff and programme resources.
- To build on and extend our Cardiac community sector partnerships, ensuring a high quality of service for the local community.
- To engage local people with a new diagnosis as early as possible, connecting them to our programmes and services.



## Older Adults & DEEDs

The Older adults aim is to support our older adult's population to live well within their own communities for longer by giving them opportunities to become active and engaged in community life.



Key goals for Older Adults:

- To secure resources to employ at least one additional staff member who will support the growth and quality of our support to our local older people.
- To secure extension funding for our award winning DEEDs (Dementia engaged and empowered in Derry & Strabane) Project, extending our quality of support to those living with and experiencing dementia locally, regionally & nationally.
- To develop the strategic position of DEEDs in collaboration with the Public Health Agency, the Intergrated Care Partnership, the Intergrated Care System and the WHSCT.

## Positive Minds

Our aim is to increase awareness and understanding of mental health, to challenge stigma and discrimination and provide opportunities for local people to improve their mental state by addressing the issues associated with it.



Key goals for Positive Minds:

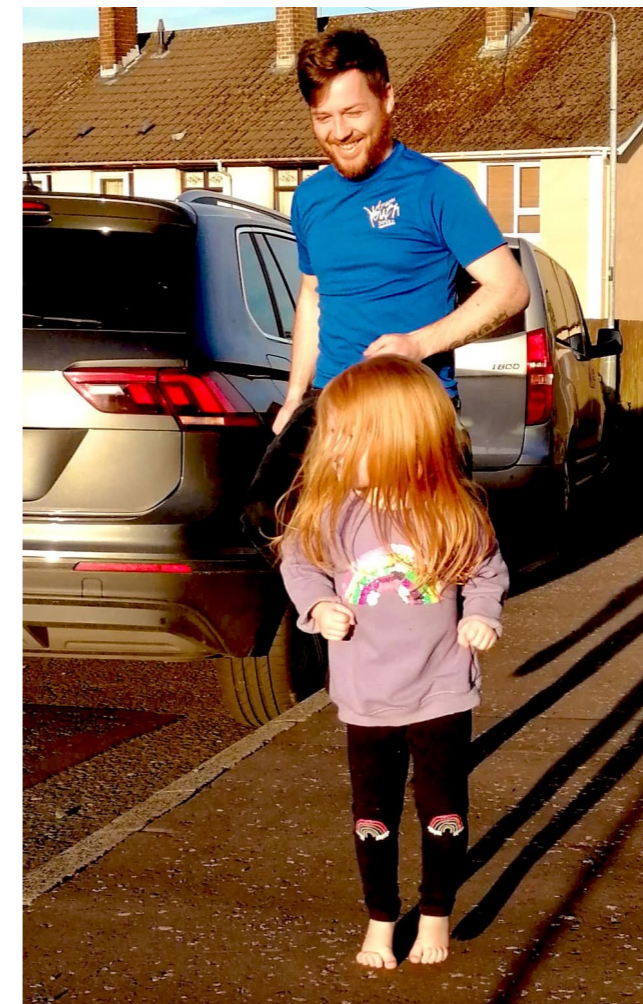
- To establish and embed the values and ethos of Positive Minds across all the organisation's key areas of work.
- To develop and deliver an annual community wide Positive Minds programme of events and initiatives on World Mental Health day.
- To continue to support, grow & highlight the importance of recovery through the annual recovery walk event for the area, city, and district.
- To respond to the emerging mental health needs of the local community by building a dedicated Positive Minds team to roll out ongoing programmes and initiatives.

## Organisational Sustainability

The aim of the organisations sustainable development is to balance our economic, social and community needs allowing us to prosper in the future for the benefit of local people.

Key goals for organisational sustainability:

- To increase the diversity of income for OLT, including social economy income, grant funding Council Service Level agreements, Fundraising & commissioned contracts (income increased from 10% up to 25% from non-grant sources).
- To lead on the coordination and implementation of the Creggan wide anti-poverty locality plan.
- To co-produce a Memorandum of Understanding of collaboration for future arrangements between our neighbouring Healthy Living Centre, the Bogside and Brandywell Health Forum.
- To continue to work collaboratively with our partners in the Health Living Centre Alliance, to be a driver for innovation, sharing good practice and ensuring access to high quality health and wellbeing services.
- To build new partnerships and relationships across the north and on a cross border basis attracting new resources, services and opportunities for the local community.
- To develop and implement clear succession plans for both staff and board members.





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