

## Ulverston Community Enterprises

**Our Vision: That people of all ages love and value Ulverston as a town of variety, worth and creativity.**

Ulverston will be a vanguard of localism, where people get involved in a range of ways in how the town runs its assets and its services. The range of wonderful initiatives and groups in Ulverston will be better connected and people will feel they have a stake in the core amenities and services of the town, breathing life into them where and when this is needed.

The town will be a place which people go out of their way to visit, not just during festivals, but all year round. And there will be a culture in the town where ideas are welcomed, where people help one another, where there's a buzz on the streets, and Ulverston is once again a market town of substance.

The Coronation Hall will be the Community, Cultural and Civic Centre of the town, used and enjoyed by all of Ulverston's citizens and encouraging visitors to a wide variety of cultural entertainment.

**Our mission: To reclaim Ulverston's assets for the common good**

UCE will work with other groups and individuals to take on the assets, services and amenities of the town and then ensure they are run and managed in a creative, economically sustainable way which draws on local skill and talent wherever possible.

These assets and services may be large or small, and may come in various forms. They may be buildings (such as the Coro), trading events (such as the markets) or publically useful spaces (such as car parks). UCE will seek to support the transfer of assets as opportunities arise and/or if they are felt to be vital for the fulfilment of its core values and priorities.

As part of its development and community engagement work UCE will establish assessment criteria which help it decide whether or not it should seek to get an asset or service transferred and overseen by UCE, and then managed on behalf of the community.

### Our values

These lie at the heart of what we do and why we do it.

- Sustainability: we want to leave Ulverston and the environment in better shape for future generations.
- Taking responsibility: we value 'getting stuck in' and taking responsibility for what happens.
- Independence: we value an ability to think for ourselves and will draw on local talent, energy and skill wherever possible.
- Creativity: we value the creative energy which exists in the town and its capacity to transform lives and environments.
- Resilience: we value an ability to weather change, adapt and thrive.
- Respect: we value the past, present and future of Ulverston and kindness and consideration as a way of engaging.

## Our core working principles

Our core working principles are both practical and aspirational. They inform how we want to approach all our work, from how we act as a board, treat partners, volunteers and any staff, approach and plan our work and take forward our consultations and projects. They are:

- Competency. We will work in a professional manner and engage with experts in the field in order to achieve our goals.
- Evidence-based. We are committed to collecting as much information as we can to understand what is needed in the town, inform our choices and show the impact of what we do.
- Collaborative. We will work with other groups and individuals to learn from them, understand their needs and ideas, pool resources and avoid duplicating effort.
- Flexibility. We are prepared to adapt, change and go in new directions and accept that this brings some risk.
- Openness. We are committed to letting people know what we do and giving them opportunities to tell us what they think, to engage with us and to challenge us.

## Strategic Priorities 2018 – 2021

- PRIORITY ONE: IMPROVING YOUTH OPPORTUNITIES. Young people in town enjoy a wider range of opportunities for skills, knowledge and confidence development
- PRIORITY TWO: TACKLING SOCIAL ISOLATION. People who consider themselves socially isolated enjoy a greater level of regular, higher quality contact
- PRIORITY THREE: WIDENING REACH TO ALL OF ULVERSTON'S RESIDENTS. People in more deprived areas of town are fully engaged in 'growth' of UCE'S activities and the town
- PRIORITY FOUR: INTEGRATING AND WELCOMING NEW RESIDENTS. New residents moving into the area engage early on with the life of the town, and families move together to the town
- PRIORITY FIVE: INCREASED ARTISTIC AND CULTURAL OPPORTUNITIES. Those interested in the arts (in broadest sense) enjoy more opportunities
- PRIORITY SIX: MORE VISITORS AND TOURISTS. More people visit the town, and those who visit increasingly decide to stay over because of the attractions and 'feel' of the town
- PRIORITY SEVEN: BEACON OF GOOD PRACTICE. Other organisations around the country take an interest in the model of engagement/inclusive growth developed in Ulverston, in a way which also enhances the reputation and inclusive development of the town