



Welcome to Dundee Rep



**Dundee
International
Women's
Centre**

Engagement, Education, Self-Empowerment

DIWC
Strategic Plan
2016—2021



Our vision

Engagement, Education Self-Empowerment:

Where women and girls achieve their personal goals, reach their full potential and prosper in their community

DIWC addresses the needs of women, with an emphasis on those from black and minority ethnic (BME) communities: we work to promote and create learning opportunities for women to gain the confidence, life skills, education and employability skills to participate better in social, educational, political and economic life.



Our mission

Our values

DIWC was founded on and has evolved with these values. They guide how we behave and make decisions.



Sense of Belonging

DIWC is a welcoming, friendly space where everyone can feel respected and part of the community

Providing Opportunities

Broadening horizons by providing life-long learning and opportunities to participate

Self-Achievement

Encouraging individuals to develop their confidence and skills to define, achieve and recognise personal success.

Our strategic aims

Five strategic aims will determine our programmes of work over the next five years and we will judge our success against them.



1

Engagement

BME women living in Dundee are more socially involved in society



2

Education

Women become better educated through access to formal & informal learning opportunities



3

Self-Empowerment

Women feel in control of their own lives



4

Self-Sustaining

DIWC is a financially stable and enterprising organisation



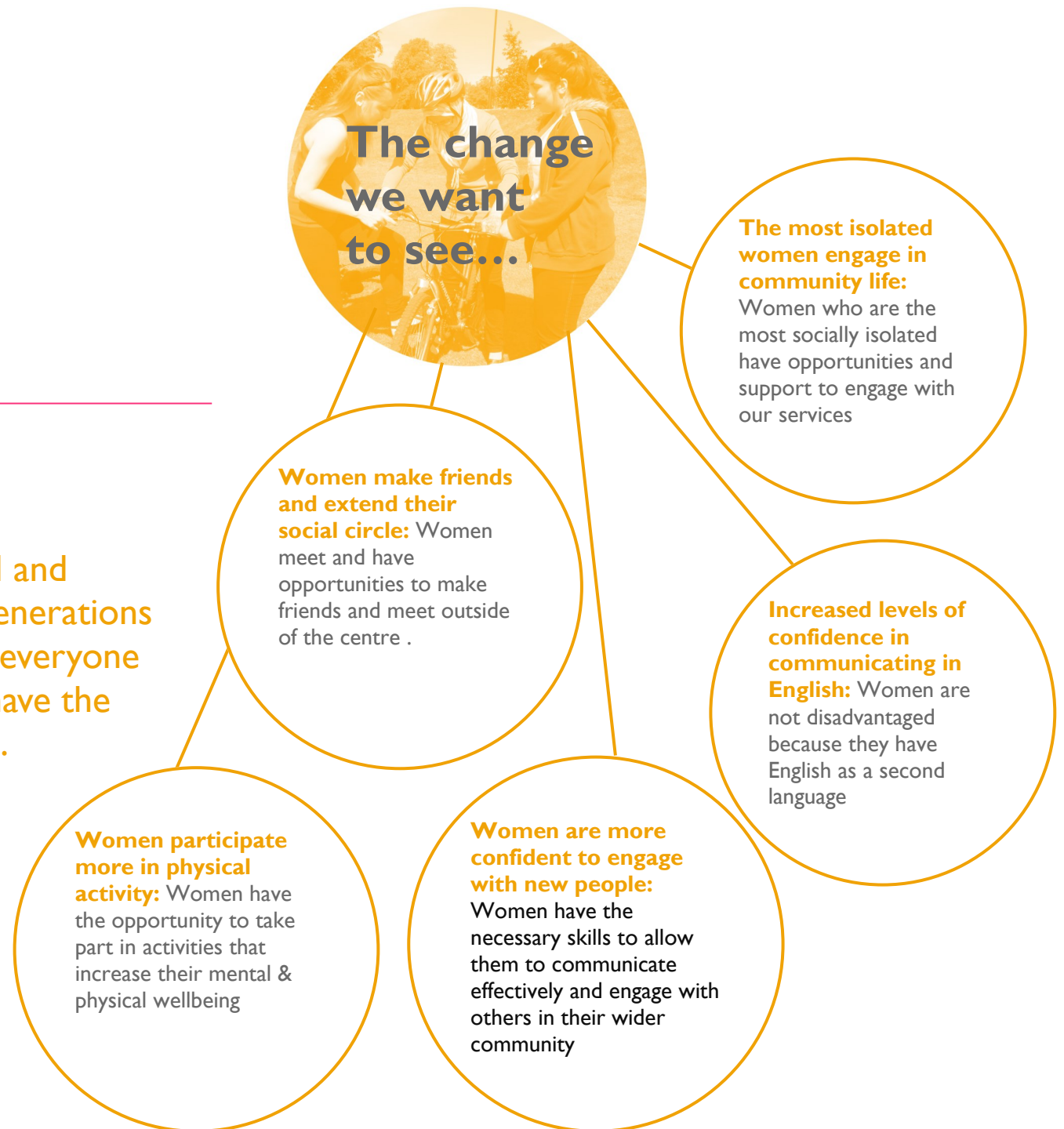
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DIWC is recognised as a **Centre of Excellence**

1

BME women living in Dundee are more socially involved in society.

At DIWC we want to address mental and physical well-being issues for future generations of young women. We want to ensure everyone has a voice and the most vulnerable have the opportunity to contribute to civic life.



2

Women become better educated through access to formal & informal learning opportunities

At DIWC we want to build a society with better access to education for BME women. We also want to grow an appetite for education for future generations.



The change we want to see...

Women engage in learning opportunities:

Women progress and build their skills through informal & formal learning opportunities

Women achieve their employment goals:

Women have the skills & confidence to seek & gain employment in their chosen field

Women move on to education and training out with the Centre:

Women have the confidence to continue studying at college or university

Women recognise they are their child's first educator:

Women become education role models for their children and are a positive influence on their child's development

Women achieve their full academic potential:

Women believe that they can continue studying for the long-term.

3

Women feel in control of their own lives

At DIWC we believe, we encourage and we motivate women to be the change they want to become. We provide opportunities to learn from and



The change we want to see...

Women have the ability to make their own decisions:

Women are not dependent on their families to make decisions about their own lives

Women have increased aspirations and broadened horizons:

Women do not feel constrained by perceived social norms in achieving their full potential

Women have increased confidence:

Women have more belief in themselves and feel able to engage with more mainstream services and activities

Women continue to learn :

Women have access to learning opportunities throughout their lives

4

DIWC is a financially stable and Enterprising organisation

At DIWC we believe that it is crucial to have control over our own funding to enable us to respond to grass-roots needs in a timely and efficient manner.



The change we want to see...

Fundraising through our volunteers and events: Our volunteers are engaged in fundraising for DIWC. Providing them with the guidance and legal know-how to make sound fundraising decisions

Reduction in dependency of grant funding: No more than 75% of our income from a variety of grant funding. At least 25% of our annual income is through our social enterprise activities

Increase in the number of private unrestricted donations: Our work is valued & we receive regular ongoing donations from individuals and private sector organisations

Grant funding is from a wide variety of sources: We are not overly dependent on any one source of grant funding

5

DIWC is recognised as a Centre of Excellence

At DIWC we demonstrate the highest standards of employee satisfaction, volunteer engagement, and mutually beneficial partnerships. We are recognised as a centre of excellence for the positive difference we make to the community.



The change we want to see...

Employer of choice: Our employee survey and feedback shows that our staff enjoy and would recommend working at DIWC

Volunteering provider of choice: Volunteers see DIWC as the key to achieving their personal development goals and a route towards meeting their longer term plans

Centre of choice for partnerships locally and globally: DIWC is a prime example of success. Our model is viewed as a replicable, aspirational concept

Organisation of choice for Funders: Funders will recognise, support and choose DIWC.

Our Outcomes

Our outcomes provide clarity on the changes or difference we want to see

Women have appropriate formal and informal **learning opportunities**

Women have opportunities to develop **social networks and take part in activities**

Women are better able to **communicate** in English

Women have **increased skills and confidence**

Women and their families experience **better mental and physical health**

Women are better able to **access mainstream services**

DIWC is an **income generating organisation**

Women **gain experience** from volunteering

Women **achieve their employment goals**

Mainstream organisations are more **aware of BME issues**

Our Activities:

What we do to achieve our outcomes

🕒Classes & Groups

Formal Training & Qualifications

ESOL (English) Award SQA
 NC Childcare Award SQA
 Volunteer Skills Award SQA
 Employability Awards SQA
 Working With Others SQA

Social/Health and Wellbeing

Cooking
 Cycling
 Walking
 Make Do and Mend
 Macara Youth Group
 Baking
 Bazorg over 60's
 Art

Informal Learning

Arabic
 Beginners IT
 English Conversation
 English for Life
 French
 Sewing

Preparation

Driving Theory
 1:1 citizenship test preparation

Parenting

Mother & Toddler
 Flourish (Mums & Children)
 Going Mellow (Mums & Children)

🕒Events & Trips

- Cultural Lunch Club
- Cultural Celebrations
- External/Internal Fairs
- International Women's Week
- Residential Trips
- Graduation
- Day Trips
- 16 days of activism
- Black History Month

🕒Employability

- Job Search Workshops
- CV creation
- Job Search advice 1:1
- Job application support
- GREAT programme
- 'Gaining Recognised Employment and Training'
- Volunteer placements
- Interview preparation

🕒Crèche

- Provide in-house crèche services
- Employment opportunities
- Mobile Crèche providing crèche services at various locations servicing the wider Dundee community

'We will ensure our services truly address the needs of our community, and support our learners to become empowered members of society.'



Our 'people' experience

Four key areas will determine the service experience that we provide to learners, members, visitors, partners, and funders. We will seek feedback and make improvements around these areas.



1

Before

We will understand the experiences and expectations people have of our service



2

Beginning

We will ensure that people have a positive first impression of DIWC. We will listen to their needs and make no assumptions



3

During

Our systems and processes will enhance and not hinder the service experience. We will know what to do with planned and unplanned events



4

After

When someone leaves our service we will ensure that is an easy and enjoyable experience for them

Our priorities for the next five years

What

Provide opportunities for women to develop social networks

How

- Working with the community to engage the most socially isolated women.
- Offer a suite of Social & wellbeing classes that encourage socially isolated women to attend
- Offering a range of events and groups that are appealing to isolated women
- Provide childcare services to support women attending

What

Provide formal & informal learning opportunities for women

How

- Listening to the needs of the women
- Evaluating and adapting our services
- Encouraging women to continue through their own learning journey
- Offering a suite of Formal and Informal classes to allow the women to achieve their personal goals
- Providing childcare services to support women attending

What

Provide opportunities to women to achieve their personal goals

How

- By encouraging women to share their goals
- Supporting them and their personal needs
- Listening, motivating, encouraging
- Working together to find solutions to problems
- Carry out research with our members to share with the wider public and private sector to make the lives of socially isolated women easier
- Providing subsidised membership, class and crèche fees

What

Create opportunities for DIWC to become a self-sustaining organisation

How

- Continue to grow our social enterprise Rise & Shine mobile crèche
- Create Enterprise projects:
- Work to a target of 25% overall traded income
- Grow our room hire opportunities
- Embrace the digital world by providing online opportunities: E-books, E-learning, E-Tutorials

What

Create opportunities for DIWC to become a centre of excellence

How

- Be the best place to work
- Be the volunteers place of choice
- Be the centre of choice for BME women
- Share best practice among other community groups
- Share our business model throughout the world

‘Our priorities are driven by our vision and mission, values and outcomes.’



“We are so different and yet we share so much.”

DIWC Learner



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