

**2019
2025**

RURAL ACTION
**Strategic
Plan**

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Company number: NI659778
Charity Registration Number: NIC108163

BACKGROUND

ABOUT US

Rural Action is a voluntary not-for-profit social purpose company (limited by guarantee NI659778) with charitable status (NIC108163).

It was established to meet an identified need for a regional rural organisation with a focus on supporting grassroots communities through project and programme design, development and delivery.



VISION AND MISSION

OUR VISION

We believe passionately about engaging people to build a better future. We work to support living, working, sustainable and shared communities.

OUR MISSION

We seek to inspire action and make a positive contribution to the everyday lives of rural people.



OUR VALUES



Open and
Transparent



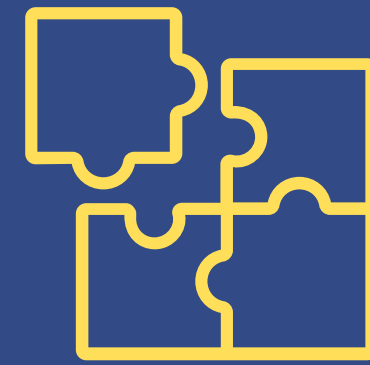
Impartial and
Fair



People and
Teamwork



Solutions Focused
and Action Orientated



Can Do
Attitude



Creative and
Innovative



OUR WORK



We shape ideas into practical actions working within the team and with communities, partners and stakeholders to identify needs leading to the design and development of projects & programmes that benefit rural communities.



We deliver for others offering expertise in grant & project management, monitoring and evaluation.



We spark creative ideas and answers to local issues through piloting and testing solutions and through the sharing and exchange of information.



We work on a regional basis across all of Northern Ireland & the border region and with organisations across Ireland & the UK.

OUR AMBITION

To be the organisation of choice for rural delivery and the 'go to' organisation for ideas, innovations and solutions to rural needs.

Strategic Aim 1

To Champion the needs of rural communities through consultation and community development projects

Objective 1: Respond, engage and support relevant policy and programme consultations, stakeholder meetings/events and evaluation

Objective 2: Work in partnership with local and central government and the community voluntary sector to make recommendations for future rural service delivery

Objective 3: Carry out research and evidence rural needs

Objective 4: Pilot and test rural projects to inform future delivery

Strategic Aim 2

To design, deliver, implement and inspire practical community-based projects and actions to alleviate poverty, ensure economic vibrancy and promote health & social well-being

Objective 1: Design, deliver and/or implement projects that benefit people and places

Objective 2: To develop Rural Action as an Open College Network (OCN) Accredited Centre for the delivery of project-based training to communities

Objective 3: To establish the Rural Action Awards scheme to support and inspire rural community action

Strategic Aim 3

To encourage and promote social and economic development and entrepreneurship to relieve those in need by reason of youth, age, ill-health, disability, financial hardship or other disadvantage

Objective 1: Inspire communities through the exchange of information, sharing of stories and practice

Objective 2: To develop a rural centre of excellence demonstrating social entrepreneurship in action

Strategic Aim 4

To make our communities inclusive and attractive places to live by assisting and engaging communities to develop an interest in local culture, history, arts and traditions and through the promotion of equality and diversity

Objective 1: Promote good relations and support actions for inclusion and effective community engagement

Objective 2: Engage in projects and programmes that encourage a better understanding of local identity, culture and heritage