

The Chatty Café Scheme

3 Year Strategic Plan 2023 – 2026

Our purpose

To encourage human interaction and conversation to connect communities and improve the lives of people affected by social isolation and loneliness.

Our values

1. Encouragement
2. Innovation
3. Collaboration
4. Kindness

Our vision

The Chatty Café Scheme creates opportunities for human interaction by bringing people together in hospitality venues, through phone conversations and online groups.

Our Four Strategic Priorities

Priority One - Help more people to feel less lonely and better connected to others.

Priority Two - Achieve sustainable financial growth through diversified income streams.

Priority Three - Monitor the difference we are making in people's lives.

Priority Four - Grow the organisation's volunteer base to expand and achieve more.



Priority One

Help more people to feel less lonely and better connected to others.

This priority encapsulates the main aim of The Chatty Café Scheme; to deliver services that are genuinely helping people to feel less lonely and better connected to others.

Strategic Goals

We will:	How will we do it?
Offer different pathways for people to access our services to reduce their feelings of loneliness.	People can access our services in cafes, via the telephone and in online groups.
Grow the number of venues that are part of the scheme.	Every city in the UK has at least one participating venue that offers a Chatter & Natter table. Venues feel they are playing a key role in bringing people together and tackling loneliness in their area.
Increase the number of people sitting at Chatter & Natter tables.	Volunteers and venues are given marketing and promotional material to help raise awareness of their Chatter & Natter table and to reach more people. Everyone has the opportunity to participate in a Chatter & Natter table, as they are available across the UK. Volunteers are trained to host Chatter & Natter tables and ensure everyone feels welcome.
Grow the telephone friendship service.	Secured contracts with commissioners to deliver telephone befriending in at least two geographical areas of the UK. Beneficiaries are matched to volunteers quickly and we are building a reputation as a provider that delivers a high quality and reliable service. Offer up to 20 weeks of calls where the same volunteers speak to the same beneficiary each week. Accept referrals for anyone over 18.

We will:	How will we do it?
<p>Raise awareness of loneliness.</p>	<p>The number of followers on our social media platforms and our newsletter mailing group is increasing every year.</p> <p>Send monthly newsletters to those on our mailing list.</p> <p>Regularly post on our social media platforms, sharing updates on the organisation and services.</p>
<p>Ensure everyone feels welcome and included.</p>	<p>Policies, procedures and training that embed inclusivity.</p> <p>Inclusive and clear communications, including accessibility tools on our website.</p> <p>Increased awareness of equity, diversity and inclusion across the staff team and volunteers.</p>



Priority Two

Achieve sustainable financial growth through diversified income streams.

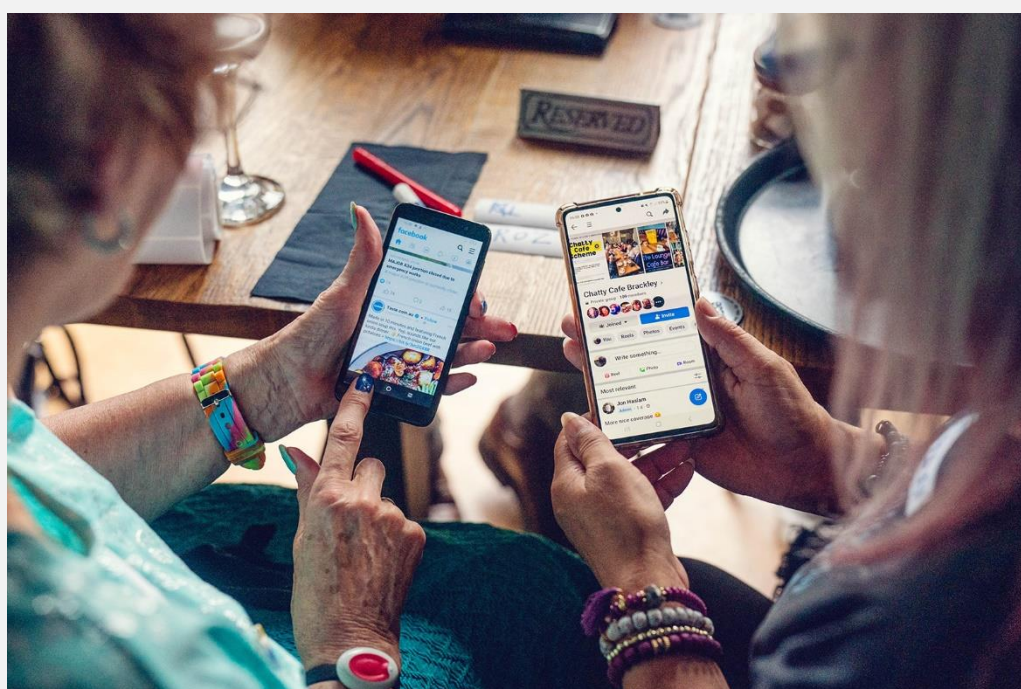
By meeting this priority, we can pay a small team of staff to provide the infrastructure needed to keep The Chatty Café Scheme going. The infrastructure refers to managing the business and includes (but is not limited to) delivering our volunteering programme, managing finances, governance, safeguarding and the day-to-day running of the organisation.

Currently, the funding landscape for non-profits is very competitive and we need to consider all revenue income streams if we are to have the best chance of securing income to sustain the organisation into the future.

Strategic Goals

We will:	How will we do it?
<i>Secure contracts for telephone befriending.</i>	<p><i>Monitor the Government online 'Contracts Finder' and set up alerts for any tenders that are seeking telephone befriending services.</i></p> <p><i>Apply for any public or private tenders that are seeking telephone befriending services.</i></p> <p><i>Apply to any relevant public sector framework opportunities, so we can be the preferred supplier of telephone befriending services.</i></p> <p><i>Identify if there is a need and/or gap in services for telephone befriending in certain geographical areas and pursue funding in those areas.</i></p>
<i>Build relationships with Commissioners, including those within the NHS and Social Prescribing Agencies, to give us the best chance of being considered for telephone befriending contracts as the main contractor and/or as sub-contractors.</i>	<p><i>Create marketing materials that describe the telephone befriending service and raise awareness of our service by sending introductory emails to at least 10 Commissioners/Head of Social Care/Head of Social Prescribing contacts every month.</i></p> <p><i>Obtain references from current contractors to share with prospective buyers of our service.</i></p>
<i>Secure corporate partners and sponsorship deals.</i>	<p><i>Convince national supermarkets and coffee chains to support The Chatty Café Scheme and encourage their venues to be part of the Scheme.</i></p> <p><i>Approach potential sponsors to partner with The Chatty Café Scheme. Offer opportunities such as featuring their logo on the packs that are sent to venues, or on our website, for a sponsorship fee.</i></p>

We will:	How will we do it?
Support volunteers to fundraise for The Chatty Café Scheme	Provide clarity and guidance on how volunteers can fundraise for us, including ideas for raising money and how to donate.
Encourage businesses in the private sector to fundraise for The Chatty Café Scheme	Provide clarity and guidance on how businesses can fundraise for us, including ideas for raising money and how to donate.
Monitor the cost of venues to join the scheme.	Consider if the annual fee should be increased, to help raise revenue.
Apply for grant funding.	Monitor announcements of grant funding for projects to tackle loneliness and apply for funding where relevant.
Selling Chatty Café Scheme merchandise	Set up a merchandise shop on The Chatty Café Scheme's website, to sell items such as branded cups, t-shirts, tablecloths, and more.



Priority Three

Monitor the difference we are making in people's lives.

This priority will help us to understand if our services are genuinely making a positive difference in people's lives. By collecting feedback on our services, we will be able to identify what is working well, and areas that require improvements.

Strategic Goals

We will:	How will we do it?
Gather monthly feedback from table and telephone volunteers.	Any concerns/questions can be followed up and acted on. Through the feedback, we can identify beneficiaries who could be contacted to be interviewed for case studies.
Visit Chatter & Natter tables every quarter.	The Chatty Café Scheme staff visit at least 1 Chatter & Natter table every quarter to speak to beneficiaries and volunteers, to learn about the impact the table is having on participants. Conduct Ripple Effect maps whilst visiting Chatter & Natter tables.
Conduct outcome surveys on beneficiaries receiving weekly telephone calls.	Ask a series of 10 questions at the start and end of the 12-week service, to track if the beneficiary feels lonely and happier, after receiving weekly calls.
Collect feedback from beneficiaries, volunteers, venues and members of the public.	Use surveys to gather feedback at regular intervals. Identify areas for improvement and ideas that could help improve our services.
Pose questions to followers on our social media platforms to seek their views on our services.	Collect views from social media followers who might have visited a Chatter & Natter table.
Share key findings and stats with stakeholders.	Produce annual impact reports to show how our services are tackling loneliness.



Priority Four

Grow the organisation's volunteer base to expand and achieve more.

We simply cannot exist without volunteers helping to deliver our services. It is therefore crucial that we support existing volunteers, so they stay with the scheme. We also need to recruit new volunteers to enable us to keep growing our services, helping more people to feel less lonely.

Strategic Goals

We will:	How will we do it?
<i>Recruit Chatty Table Volunteers</i>	<i>Most Chatter & Natter tables have volunteers hosting them, resulting in a better experience for beneficiaries visiting the tables.</i>
<i>Recruit Chatty Telephone Volunteers.</i>	<i>Beneficiaries referred to the scheme for weekly calls are matched to a volunteer within two weeks, keeping waiting lists low.</i>
<i>Retain volunteers</i>	<i>Volunteers feel supported and are more likely to continue volunteering with us because they:</i> <ul style="list-style-type: none"> <i>-Can attend monthly 'cup of tea and a chat' sessions.</i> <i>-Feel they have a voice and understand who to contact if they have a concern or question.</i> <i>-Provide feedback every month and questions/concerns are followed up promptly.</i> <i>-Receive monthly newsletters providing updates on the Scheme and upcoming training sessions.</i> <i>-Understand how their role fits into The Chatty Café Scheme's strategic plan and vision.</i>
<i>Seek feedback from volunteers</i>	<i>Send surveys to volunteers every 6 months to understand volunteers' experience and identify areas for improvement.</i>
<i>Offer ongoing training for volunteers</i>	<i>-Volunteers are invited to attend training sessions.</i> <i>-Volunteers are encouraged to share any relevant skills and experience, and lead training sessions, where appropriate.</i> <i>-Volunteers must watch annual safeguarding training.</i> <i>-Code of conduct for volunteers must be adhered to.</i> <i>-EDI training is embedded into our volunteer training programme.</i>

