



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

Our five strategic aims will determine our programme of work over the next five years and we will judge our success against them. We will continue to work with a wide age range from Crèche to Youth to Adults to Elders



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



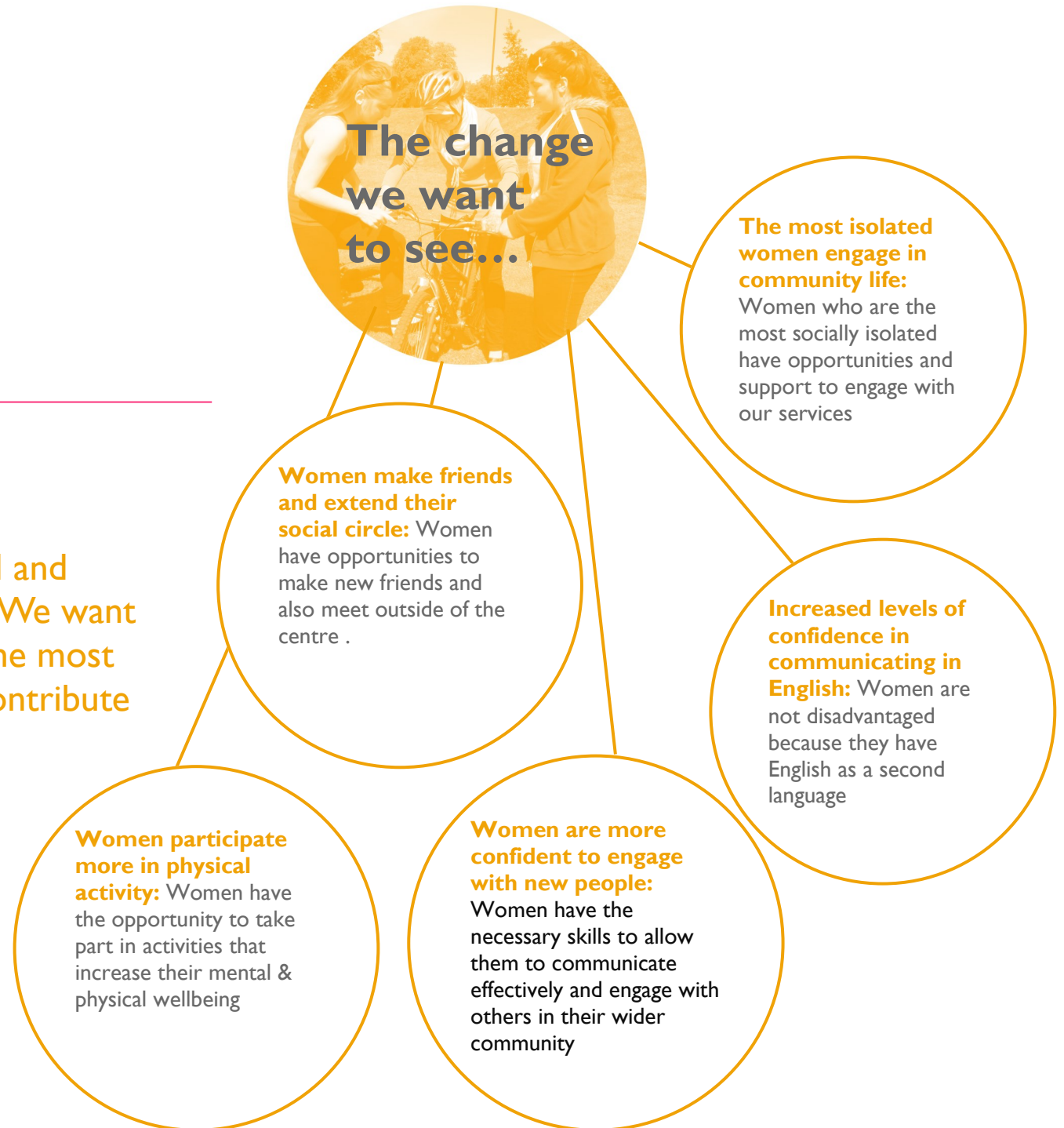
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DIWC is recognised as a **Learning Organisation**

1

Engagement: BME women living in Dundee are more socially involved in society

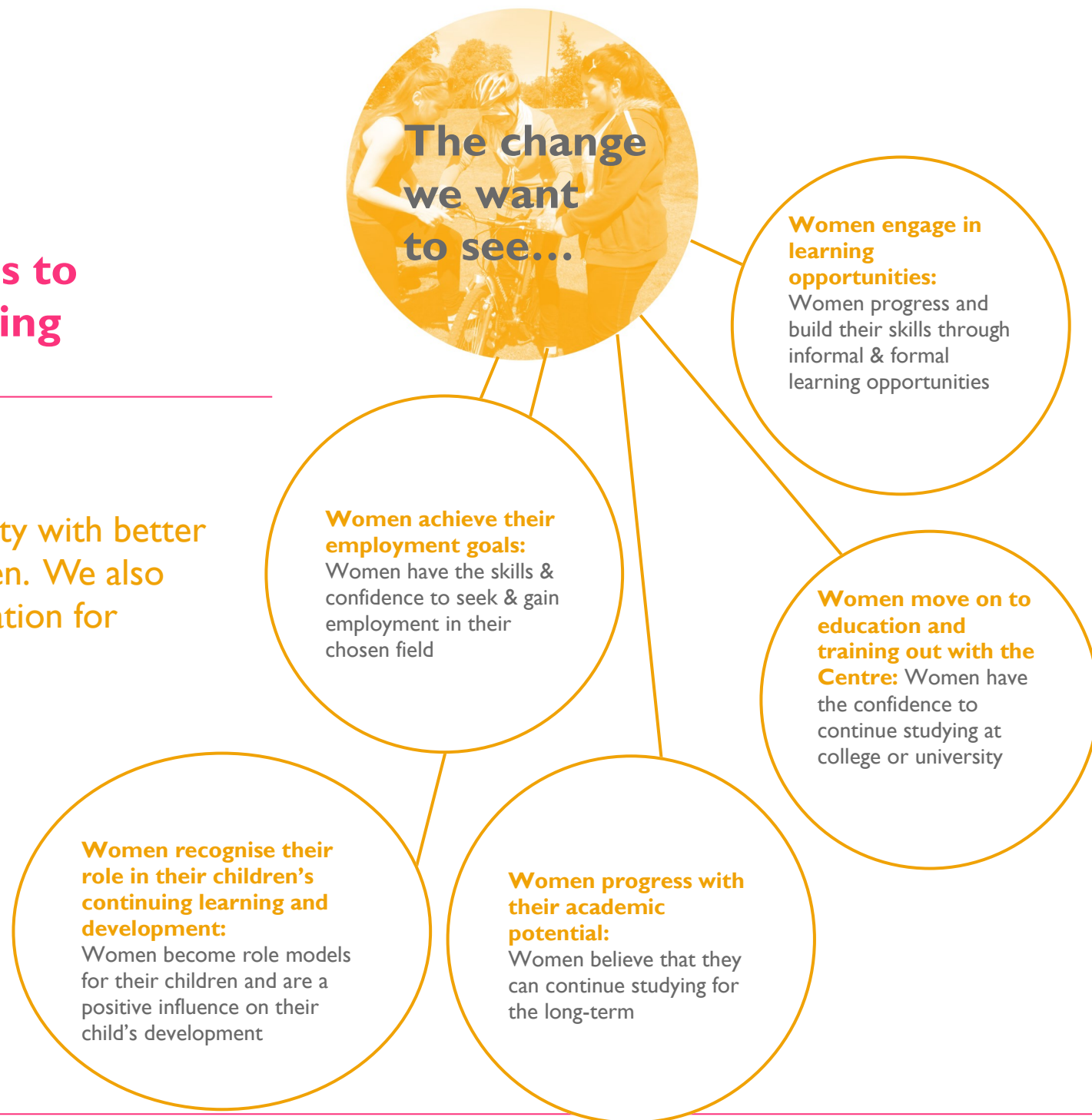
At DIWC we want to address mental and physical well-being issues for women. We want to ensure everyone has a voice and the most vulnerable have the opportunity to contribute to civic life.



2

Education: 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.



3

Self-Empowerment: Women feel in control of their own lives

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



**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

Self-Sustaining: DIWC is a financially stable and enterprising organisation

At DIWC we believe that it is crucial to have
More control over our own income 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 on 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 learning organisation

At DIWC we demonstrate the highest standards of employee and volunteer engagement, and mutually beneficial partnerships. We are recognised as an organisation of continuous learning and development. Evaluation of our services and our approach is key to our success



The change we want to see...

Employer : Our employees enjoy and would recommend working at DIWC

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

Partnerships : DIWC is a prime example of success. Our model is viewed as a replicable, aspirational concept

Funders: Funders will recognise, support and choose DIWC

Our Outcomes – Summary

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 **gain experience** from volunteering

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

DIWC is an **income generating organisation**

Women **achieve their employment goals**

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

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



Our Activities:

What we do to achieve our outcomes

🕒Classes & Groups

Formal Training & Qualifications

ESOL (English) D+A College
 NPA Childcare Award
 Volunteer Skills Award SQA
 Employability Awards SQA
 Working With Others SQA

Social/Health and Wellbeing

Me-Time/Chit Chat for Women
 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
 I:I citizenship test preparation

Parenting

Mother & Toddler
 Flourish (Mums & Children)

🕒Events & Trips

- Cultural Lunch Clubs
- Bite & Blether– Annual Celebration of multi-cultural Dundee
- Multicultural Family Event
- External/Internal Fairs
- International Women's Week
- Residential Trips
- Graduation
- Day Trips
- 16 days of activism

🕒Employability

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

🕒Crèche

- 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.



Before

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



Beginning

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



During

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



After

When someone leaves our service we will ensure that it 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
- Offering 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
- Providing childcare services to support women attending the Centre

What

Provide formal & informal learning opportunities for women

How

- Listening to the needs of 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 these classes

What

Provide opportunities to women to achieve their personal goals

How

- Encouraging women to share their goals
- Supporting them and their personal needs
- Listening, motivating, encouraging
- Working together to find solutions to problems
- Carrying 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

- Continuing to grow our social enterprise Rise & Shine mobile crèche
- Creating enterprise projects:
- Working to a target of 25% overall traded income
- Embracing 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

- Being the best place to work
- Being the volunteers placement of choice
- Being the centre of choice for BME women
- Sharing best practice among other community groups
- Sharing our service 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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