

**MACRO BUILDING MANAGEMENT
STRATEGIC PLAN
2009 – 2011**

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INTRODUCTION

This strategic plan was drawn up in order to provide a focus for the work of the organisation from 2009 to 2011. It is a development of the work done in a strategy workshop in 2008 and hence a strategic plan was drawn up in 2009

The board and staff met with a consultant and held a number of workshops during Spring 2009. This plan was drawn up on foot of these workshops and was presented to the Board in June 2009.

MISSION

Macro Building Management aims to improve the quality of life of the people living in the Markets Area by supporting groups working with and in the local community.

VALUES

- Respect for all
- Independence and Inclusiveness
- Impartiality
- Professionalism
- Transparency, Accountability and Integrity
- Gender Equality
- Accessibility

STRATEGIC AIMS

- INCREASING STABILITY AND SECURITY OF TENURE FOR PROJECTS
WORKING WITH THE LOCAL COMMUNITY.
- ENABLING LOCAL COMMUNITY ACTIVITY
- SUPPORTING LOCAL COMMUNITY ACTIVITY
- CREATING AN AWARENESS OF ACTIVITIES AND EVENTS IN MARKETS
COMMUNITY

Strategic Aim 1

INCREASING STABILITY AND SECURITY OF TENURE FOR PROJECTS WORKING WITH THE LOCAL COMMUNITY

Objectives

- Provide high quality office space in a clean and pleasant environment
- Provide reception, cleaning, maintenance and security services
- Provide equipment for hire at affordable rates
- Provide staff to projects on a short-term basis

Focus Areas

- Maximise occupancy of available office space
- Review licenses at least five weeks prior to renewal
- Develop criteria for assessment of letting of space
- Recruit and train staff to deliver services
- Secure quality equipment for shared use
- Communicate services available to the local community and user groups
- Develop the use of communal area to allow greater usage

Strategic Aim 2

ENABLING LOCAL COMMUNITY ACTIVITY

Objectives

- Provide high quality and flexible training and activity facilities
- Provide training courses, events and exhibitions
- Promote access to facilities

Focus Areas

- Maximise the space available for meetings and training
- Conduct a survey to ascertain the level of local community knowledge of the Resource Centre and its activities.
- Benchmark evening and weekend usage against other resource centres in the inner city
- Promote usage of the Resource Centre via the Community Newsletter, leaflet drops and notice boards
- Provide relevant training courses and activities to encourage community use of the centre

Strategic Aim 3

SUPPORTING LOCAL COMMUNITY ACTIVITY

Objectives

- Provision of secretarial services
- Provision of photocopying, faxing and laminating service
- Provision of book-keeping service
- Provision of meeting facilitation

Focus Area

- Up skill staff to cater for community needs
- Identify needs of local groups through meetings
- Improve service provided through reception services

Strategic Aim 4

CREATING AN AWARENESS OF ACTIVITIES AND EVENTS IN THE MARKETS COMMUNITY

Objectives

- Network with a wide range of groups active in the local community
- Publicise local events and services

Focus Areas

- Develop a public relations strategy that identifies effective methods of publicising events and activities
- Attend relevant meetings of groups active in the local community to build profile of the Centre
- Develop relationships with statutory agencies
- Network with local groups and individuals
- Foster positive working relationships with resident projects

Resources

Financial Resources

Macro Building Management has a track record of preserving and enhancing available financial resources sufficient to support its activities. It will continue to manage its financial resources and allocate them in a way that reflects its mission and purpose. It will ensure the integrity of its finances through prudent financial management and a well organised budget process, appropriate internal control mechanisms and timely financial reporting providing a basis for sound financial decision-making.

In the current climate funding is a significant issue. In January 2009 our organisation lost 30% of its funding from the Department of Community Rural and Gaeltacht Affairs. During the period of this plan Macro Building Management Board will regularly and systematically review its policy and practices to ensure and reflect the capacity of the Resource Centre.

Human Resources

Macro Building Management places the highest value on its staff. It endeavors to provide direction for all employees, to develop safety, wellness, motivation and training. It is the attention of the Macro Board to maintain current levels of staffing during the life of this plan funding permitting.

Governance

Macro Building Management aims to provide good governance through project and community participation, transparency in its decision-making and accountability in its actions. We also aim to be responsive to all community needs and respond within a reasonable timeframe. We aim to consult and involve the community and stakeholders, in order to reach a broad consensus of what can be achieved for the community.

Macro Building Management continues to acknowledge the need for board expansion in order to reflect the Markets Community and tenants of the Resource Centre.