

Strategy

North Cambridge
Community Partnership

2026 - 2029

Background

Now in its ninth year, North Cambridge Community Partnership (NCCP) is an umbrella organisation dedicated to supporting community groups across North Cambridge. While Cambridge is one of the UK's wealthiest cities, it is also one of the most unequal, and North Cambridge is one of its most economically, socially and linguistically deprived communities. By acting as a hub for community organisations, we aim to build support networks and open horizons for residents across North Cambridge.

Our values

- Supporting equality and opportunities for residents of North Cambridge
- Improving education in North Cambridge
- Improving living standards and facilities by adding to the provision of music, art, drama and horticulture
- Creating a platform for North Cambridge voices to be heard across the city by listening to the feedback from the local population and conducting surveys
- Making help accessible with dignity



Who do we support?

Our mission is to improve the education and living standards of the local community by bringing organisations together, providing resources and support, and empowering individuals in our area to reach their full potential. Mindful of existing provisions and needs, we will prioritise the following audience groups in order to achieve this:

Young people (11-19 years old)

Young people are the future workforce and leaders who will shape our communities and the world in the coming decades. Investing in young people through education and other opportunities creates a foundation for long-term prosperity and stability. Young people need constructive and creative activities and environments to keep them occupied and socially active. Without positive outlets for their energy and enthusiasm, they can become vulnerable to anti-social behavior, drugs, crime, and other destructive pathways. Providing projects such as Youth club, music and sport, drama, cooking and gardening opportunities gives young people a productive and engaging way to spend their time, build skills and contribute to our local community in a positive way.

Older people

When older people are engaged in the community, it significantly benefits their health and wellbeing. Social isolation and loneliness can lead to serious physical and mental health decline, but staying active and connected through community activities and projects keeps people healthier, happier and more independent for longer. We will collaborate with other local organisations to provide socially and physically stimulating activities for the elderly residents of care homes and those living independently in the area.

Families

There are a significant number of families with English as an Additional Language (EAL) living in North Cambridge. It is important that these families do not feel isolated and are well integrated into the community - research has shown that integration directly impacts outcomes. Children from EAL families whose parents feel connected to the broader community tend to develop language skills faster, perform better academically and have stronger social-emotional wellbeing. We will therefore prioritise outreach to families to ensure they feel a part of the local community, and offer engaging activities designed to help integration and inclusion.

Refocusing priorities - a partnership approach

Following a comprehensive review of local provision, we have identified that mothers, children and babies are well-served by existing organisations in North Cambridge, such as The Red Hen Project. The Red Hen Project supports families to raise happy, healthy and independent children, and works with five primary schools in the area. To avoid duplication of services and ensure that resources are deployed where they can have the highest possible impact, we will be referring families to The Red Hen Project and other appropriate providers. This strategic realignment will allow us to concentrate our expertise and resources on our core mission of supporting young people, the elderly and EAL families, and ensure that we deliver stronger outcomes for the North Cambridge community as a whole.



Immediate priorities

Finding NCCP a 'home'

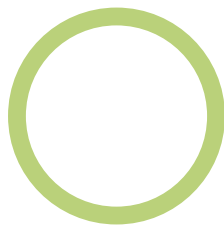
A critical priority for NCCP is establishing a permanent 'home' where we can deliver our activities, support and clubs on a consistent, long-term basis.

Our reliance on North Cambridge Academy as a venue restricts our ability to access funding, as grant funds require applicants to demonstrate secure, independent and permanent premises. A dedicated space will transform our operational capacity, provide stability for regular programmes and become a recognisable hub that the community could identify as their own. We will therefore develop a plan to identify and secure a suitable venue, exploring options including the currently vacant Nun's Pavilion, and engaging with local authorities, landowners, and potential partners to secure space.

Strengthening our foundations

Before we can secure new funding streams, we must also ensure our governance and administrative infrastructure is robust and compliant. Our immediate priorities to enable this include:

- Finalising and filing the new constitution with a change to a Foundation CIO with expanded operational geography – in progress
- Appointing a permanent member of administrative staff



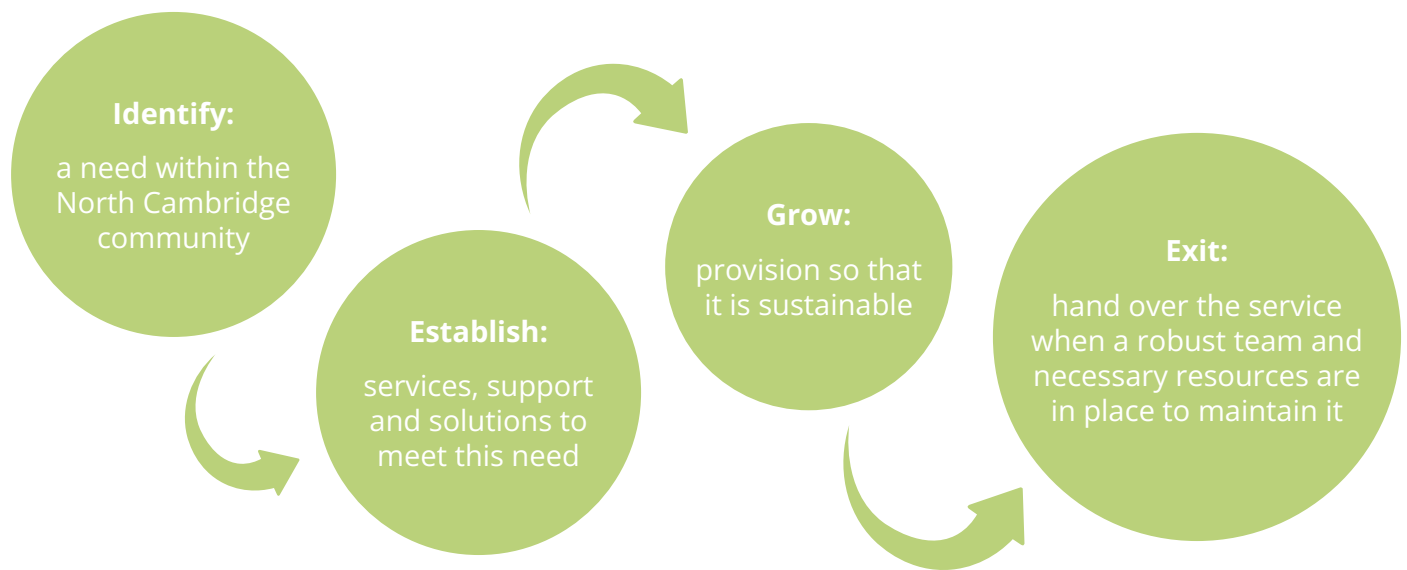
Our strategy

We recognise that no single organisation can meet every community need, so we will work collaboratively within the local support ecosystem to identify need, establish support, grow our provision and actively refer individuals and families to other services where relevant.

To further understand the needs of our community and what services and activities they would like to access, we will:

- Map existing local services, groups and initiatives
- Continue dialogue with members of the community, through NCA and in partnership with Cambridge 2030 and others
- Establish and build relationships with the individuals/organisations running these services
- Identify gaps where we can provide services for the community

Our future strategic approach is summarised as follows:



Over the next 12 months, we will continue to develop and expand our successful existing initiatives, including:

The Repair Café

A community space where people can bring broken or worn items and get help repairing them for free

The community garden

An environment to deliver the benefits of gardening to all ages and abilities

Our youth club

A weekly gathering which provides a safe, inclusive space for young people to connect and have fun

Building on this foundation, we have also identified key projects for development in the next 12 months, including:

- A Saturday Club to provide weekend activities that bring families together
- Forging performing arts partnerships that give children access to cultural clubs and creative opportunities that they might not otherwise experience

Partnerships

As a Charitable Incorporated Organisation, we operate on the principles of collaboration and cooperation. Rather than working in isolation, we will actively seek partnerships with other local organisations, establishing innovative projects that address genuine community need. Signposting individuals and families to appropriate local services will therefore become a pillar of our offering so that we can act as a trusted navigator to members of the community.

Raising our profile and celebrating impact

In order for us to secure funding, attract volunteers, and reach the individuals and families who need our support, we must significantly strengthen our profile and celebrate our successes.

Our communication strategy will therefore focus on four aspects, each maintained and updated regularly by the NCCP team:

Website

Our website must be kept current with up-to-date information about our activities, how to access our services, and upcoming events. Regular updates showcasing our impact through stories and images will demonstrate our value to both community members and potential funders.

Social media

We currently have a social media presence on Facebook (1,300 followers) and post regular updates that are aimed at engaging with the local community. While imagery, graphics and infographics are developed and used regularly to highlight services, more information will be shared around our successes and how we are positively impacting the community. This will be presented on Facebook through case studies and/or eye-catching statistics.

Email marketing

A regular email newsletter (ideally quarterly) will be developed to keep our community, partners and potential funders informed about our impact. This will also be printed and distributed at NCCP events, Arbury Court Library, and other community spaces to ensure that members of the community who have difficulty accessing technology are included. As above, imagery, graphics and infographics will be included so that information is engaging and accessible. The team will also develop a design style and template for the newsletter which can be used consistently across collateral.

Annual report

Each year, we will develop an annual report to showcase our year's achievements, tell compelling stories of our positive impact, and demonstrate accountability to funders and the local community. The report will be published on our website, repurposed for social media posts and shared through our networks.



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