



Strategy development and business planning

Helping you turn your ideas and ambitions into a clear, practical plans.

The challenge

Many organisations know where they want to go but struggle to turn ideas into a clear plan.

Boards and leadership teams are often dealing with complex challenges such as funding uncertainty, governance pressures, growing demand for services or changing community needs. Without a shared strategy, decision making can become reactive and organisations risk losing focus.

A strong strategy or business plan provides clarity and direction. It helps everyone understand the organisation's purpose, priorities and the practical steps needed to move forward.

What we offer

We provide structured, independent support to help you develop a strategy and business plan that is practical, realistic and owned by the people who will deliver it.

Our support can include:

- Facilitated strategy workshops with trustees, staff or partners
- Reviewing existing strategies and identifying gaps or opportunities
- Stakeholder and community engagement to inform future direction
- Market and needs analysis
- Development of clear objectives, priorities and action plans
- Drafting or refining the final strategy or business plan document

Our approach focuses on building a shared understanding within your organisation and turning discussions into clear actions.

Why Cambridgeshire ACRE

Cambridgeshire ACRE understands the realities of running community organisations, working with volunteers and managing limited resources. Our role is not to impose a strategy but to help organisations clarify their ambitions and turn them into a clear and achievable plan.

As an independent charity with strong local networks, we provide trusted, impartial facilitation and practical advice grounded in real experience of the voluntary and community sector.

Case study: Phoenix Youth Provision CIC

Phoenix Youth Provision CIC supports young people in Whittlesey and surrounding villages through youth work sessions, mentoring and outreach activities. As the organisation grew, the leadership team recognised that their existing business plan no longer reflected their ambitions or the changing needs of young people locally.

Cambridgeshire ACRE worked with the directors and staff team to facilitate a structured business planning process. Through a series of workshops, we helped the team map the organisation's current position, review their existing plan and explore future opportunities.

The process enabled the team to clarify their vision, identify priority areas for development and begin shaping a new strategic plan that will guide the organisation's growth and strengthen future funding applications.



What you can expect

- Clear scope and agreed deliverables
- Experienced facilitation and practical advice
- A structured process that builds ownership across your organisation
- Transparent pricing
- 10 per cent discount for Cambridgeshire ACRE members
- Flexible support tailored to your organisation



Who we work with

We work with:

- Parish and town councils
- Charities and voluntary organisations
- Community buildings and trusts
- Social enterprises
- Rural partnerships and networks

Start a conversation

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