

Our Mission Statement:

Creating space to belong in West Silvertown

West Silvertown Foundation is a community-led organisation based in the Royal Docks of Newham. We work with our neighbours from birth to adulthood through a range of projects and activities. Our area is transient and ethnically and socio-economically diverse, but our vision is for everyone to belong in West Silvertown, no matter what their story is. We often work with several members of a family at the same time through our projects: children and families activities, youth services, services for adults, and advocating for social infrastructure.

Over 50% of our staff team walk to work, and several of us started as participants and volunteers before becoming paid staff, so we understand the needs of our community. We run the only open-access community centre in West Silvertown, Britannia Village Hall, where we deliver our own projects and provide space for other groups to meet. In a typical week, Britannia Village Hall has over 1,300 visits for activities from gymnastics to Madrassah. One young person recently described Britannia Village Hall as "like going to your Nan's house" – a place you feel at home and know you're always welcome. That's the feeling we want to create for everyone who comes through our doors.

Our work in 2024:

- 1704 people came to our regular activities over 2024
- 20 organisations hired our spaces for activities from gymnastics to Madrassah and we hosted 102 one-off hires for parties, events and meetings.
- We employed 32 people, with over 50% of our staff walking to work. And we're a living wage employer!
- Approximately 560 bags of clothing, toys and household items were redistributed through our bring and swap events
- We mentored 116 young people aged 9-16
- Our food pantry saved local people over £20,000
- We helped 150 refugees and new arrivals settle into West Silvertown



Our Values

Welcome

Offering a warm welcome to everyone we meet.

From the moment we meet someone, we want them to feel welcome. Our activities are mainly free and open access, with no need to pre-register, so people can walk in and get involved straight away.

Support

Providing support for life's challenges.

It's easy to feel isolated in London, where people can seem too busy to stop and talk. Our diverse community face a range of challenges on a daily basis. We want everyone to know that they aren't alone and will provide support where we can – from mentoring for young people to English classes for asylum seekers. Sometimes we can't provide all the support ourselves, but that's where we're glad to be part of a wider community. We help people to connect with their neighbours, building their own support network, and we link people in with our partners for more tailored support.

Empowerment

Empowering people to achieve their goals.

Every individual is different and has their own set of goals and ambitions. We listen to our community and help individuals to think about their next step, empowering them to work towards their goals, from teenagers wanting to run a community project to Mums getting back into work.

Fun

Finding ways to celebrate and have fun together.

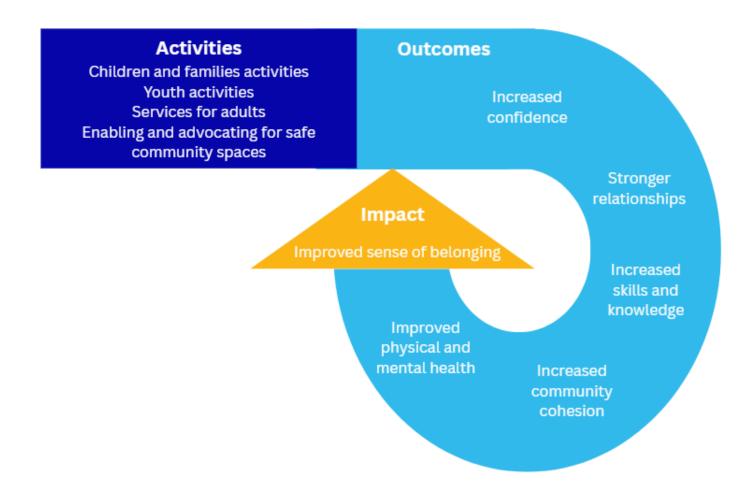
All along the journey, we are here to have fun and celebrate. In an increasingly polarised and busy society, we sometimes lose the importance of simply having fun and celebrating the good times. We have regular community events to bring our community together, but also look for the little ways to enjoy life – whether that's our ESOL students going on a trip to a new part of London, or our under 5s families singing funny songs together.





Our Theory of Impact

We run a range of activities for the community which enable change for individuals and the community. Our theory of impact diagram shows how we see our activities make a difference:



Why have we chosen this shape?

We know that belonging happens a little bit at a time – that each positive moment, interaction or breakthrough builds on our sense of belonging. Once we feel like we belong, then we will see improvements such as increased confidence or increased skills, but these in turn help us to feel even more like we belong. So our arrow shows the continuous cycle of outcomes leading into the greater long-term impact for individuals and the wider community.



Our strategy 2025-28

Ready for Change

The past 5 years have been challenging times across the country. We have faced COVID, the cost-of-living crisis, and increased divisions amongst communities. WSF has felt the burden of these, but despite this we have grown rapidly, expanding our services and deepening our impact.

Add to this our local context. In 2014 the West Silvertown community had 2,000 homes, and we now have over 7,000 homes. But this is only the beginning. There are around 15,000 new homes planned in the Royal Victoria Ward in the next 20 years. Most of the developments are in currently in the planning stages, with the majority of new homes completing after 2028.

2014 2,000 homes



2025 7,000 homes



2045 22,000 homes

WSF wants to be ready to grow alongside the community – to continue to deliver high quality services, and more importantly to continue to create opportunities for belonging. We know that we are entering a new time. Our 2025-2028 theme is being ready for change – in the sector, in our community and across the UK.

Our strategic aims lay out 4 ways we plan to prepare for that change.

- 1. Embedding our services
- 2. Strengthening financial security
- 3. Enabling and advocating for high quality community provision
- 4. Communicating well to increase our impact



1. Embedding our services

In 2018 WSF's main activities were a youth club and a summer scheme. Since then, several new projects have grown including a bustling programme for under 5s and their families, our welcome project for newly arrived migrants, support for families with SEND, and a community food pantry.

WSF now has 3 main project areas:

- Children and Families
- Youth
- Services for adults

Over 2025-2028, we will embed these projects so that they can become long-term. Each project will become established as a recognised part of what we do. Our focus will be on refining rather than establishing new projects.

Within each project we will continue to adapt and respond to the emerging needs of our community.

- Continue to deliver each of our 3 core projects
- Secure funding for each project through grants and diversified income streams
- Invest in our staff and volunteer team through targeted training and support
- Coproduce activities within each of our main projects to respond to community needs
- Refine and adapt projects through reflection and feedback
- Share our good practice to influence change



2. Strengthening financial security

The local, national and global financial challenges have had implications for WSF, and we have had to manage our finances very carefully. Whilst we are still within our reserves policy, we want to improve our financial health, setting balanced budgets that still enable us to achieve our impact.

We have been able to build a diversity of income streams, including grant funding, service charge and hall hire. We will further diversify our income to establish ourselves for growth.

- Expand the number of hirers using our spaces
- Build relationships with corporate donors and partners
- Establish individual donors
- Increase our skills and capacity for grant fundraising



3. Enabling and advocating for high quality community provision

As well as the projects WSF delivers, we are proud to enable other community uses within our buildings, including childcare, faith groups and exercise classes. There are no council owned assets within West Silvertown, and no public gyms, so we want to enable access to much needed services within the community. These groups not only provide community benefit, but they generate income for WSF through hall hire and enable local self-employed individuals to establish their businesses.

Our main home is Britannia Village Hall. The building was built in the late 1990s and although it has always been a community space, over time WSF has also enabled other uses within the building including a daycare nursery, a GP surgery and a secondary school. The building is not best set up for its current uses, so we will refurbish the centre to make it fit for purpose now and into the future. We will add new rooms to increase our capacity in preparation for the increasing population and reconfigure existing spaces to better meet community need.

We will also work with developers and planners to ensure that new developments in the area have a positive benefit for existing local residents, and that new residents are able to access the services they need. We will advocate for community spaces and social infrastructure in the new developments.

- Intentionally fill service provision gaps by attracting hirers
- Refurbish Britannia Village Hall to include 2 new small halls, several smaller rooms for meetings and advocacy, improved kitchen and toilet facilities and improved outdoor spaces
- Lead the Silvertown Social Infrastructure Forum.
- Work with developers on plans for new community spaces, and where possible establish management agreements for these spaces



4. Communicating well to increase our impact

We are proud of what we have grown over recent years. We know that we are having a positive impact in our community, and we meet people daily whose stories remind us of that. But we think we have been downplaying our role in the community, and we want to get better at sharing what we do. We will tell our story well, communicating to service users, the wider community, partners, donors and funders.

We also know that we can't do our work alone, so we will build partnerships at all levels of the organisation to help us to better achieve our mission.

- Capture evidence and share stories of our impact
- Increase our partnership working
- Increase our staff capacity for marketing and communications
- Raise our profile online



Get Involved

Whether you're a local resident or a business, we'd love you to join us in our mission to create space to belong in West Silvertown.

There are lots of ways you can get involved:

- **Volunteer with us** use your skills to volunteer in one of our projects, or to help us with tasks such as marketing and finance. Find out more at www.wsfroyaldocks.org/supportus
- Partner with us are you from a business or organisation that aligns with what we do?
 We'd love to speak to you about ways we can work together. Get in touch at hello@wsfroyaldocks.org
- **Donate to us** we couldn't do what we do without the generosity of several funders, business donors and individuals. You can donate at www.localgiving.org/charity/wsf

