



Abridged Strategic Plan

2024 - 2029

Who We Are

Foundation for Future London is an independent charity with a strategic focus on arts, culture and heritage, and a future focus on sport, as a catalyst for equitable regeneration for the East London boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest. The Foundation supports local people and communities to benefit from learning, training and employment opportunities delivered by our fundraising and grant-making operations. Established in 2015, we work to connect local communities with the new East Bank and its globally renowned arts, innovation and cultural partners and the communities and stakeholders of the QEOP and surrounding area.

Above Image Credits

1. Art Matters - Listen To Your Art Beats
2. LSA x Building Culture EPQ Programme

We aim to:

- **Ensure there are equitable opportunities** and fair regeneration in East London
- **We do this through a genuine commitment to participatory grant-making**, innovative capacity building and the use of unique knowledge, insight, and investment models
- **Be a catalyst for change** through our thought leadership, lobbying and influence undertakings

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Investing and Connecting

As a significant investor and connector, we will:

- a **Develop a strategic fundraising and investment model** that ensures the creation of lasting wealth and economic opportunities by:
 - Targeting priority areas
 - Having clear indicators of impact
 - Focusing on longer-term funding solutions to support financial stability for organisations such as social investment or business development funds
 - Using our expertise and networks to reach underserved communities others may be unable to connect with
 - Building on our current outstanding delivery models of cultural exchange, capacity building, community engagement and participatory design
- b **Develop bespoke fundraising proposals** in line with key donor priorities that benefit our communities, such as youth opportunities, professional and financial service access, social investment, community programming, safety, health and wellbeing, entrepreneurial activities, digital and creative training, heritage skills and others that contribute to an inclusive economy
- c **Expand our reach to organisations to enhance stakeholder diversity**, including advisors, consultants, philanthropists, investors and membership and infrastructure bodies

- d **Increase the Foundation's visibility** and presence across the boroughs, QEOP and East Bank communities
- e **Develop more outreach activities**, increasing support provided, including use of local venues and services
- f **Develop a Community Ambassador Scheme** using the authentic voices of our grantees and community leads
- g **Expand our community grant-giving panel** to include other partner stakeholders, ensuring grants are deployed to create the most impact
- h **Ensure our long-term vision and goals are communicated to all**

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Our Boroughs and Their Communities

Our fundraising and programme work with the London boroughs of Newham, Tower Hamlets, Hackney, and Waltham Forest will remain at the heart of what we do. To continue providing access to opportunities through the changing landscape of East London, we will:

- a **Continue to use an authentic co-design participatory approach** to programme design, activity programming and grant-giving
- b **Continue to nurture existing relationships with grantees and communities**, driving change from the community level, prioritising what matters most to people with the least
- c **Provide further investment into our community capacity-building programmes**

- d **Simplify our funding process** and tailor support for smaller community groups
- e **Develop a social investment programme** to allow communities to create their own wealth and opportunities
- f **Support all the boroughs in their key strategic priorities including:**
 - Newham’s inclusive economic approach for a fairer Newham, including their London borough of Culture 2025 application and Digital Sparks Programme
 - Tower Hamlet’s strategic priorities with particular focus on accelerating education, boosting culture, business, jobs and leisure, empowering communities and fighting crime
 - Hackney’s focus on a fairer and safer Hackney, a greener and healthier Hackney and working together for every child in Hackney
 - Waltham Forest’s public service strategy with a focus on connecting people with jobs, safe and healthy lives, and their 15-minute neighbourhood plan
- g **To be aligned with and support the Mayor of London’s London-wide priorities,** including a focus on the ‘London Plan Good Growth’ ambitions with particular attention to; building strong and inclusive economies, creating a healthy city, growing a good economy, and increasing efficiency and resilience
- h **Connect borough leads and grassroots organisations to the larger institutions and partners of East Bank, QEOP and stakeholders** through conversations, programming and grant-giving

3 Queen Elizabeth Olympic Park and East Bank Communities

The QEOP’s stakeholders and communities and the East Bank institutions play a crucial role in facilitating creativity and creating social and inclusive economies for the four boroughs.

In our role as an anchor and connector, we will:

- a **Strengthen our relationship with East Bank partners and the QEOP stakeholders and communities,** including the strong advocacy of the values and benefits of East Bank and QEOP to wider audiences
- b **Encourage and develop representation from wider borough communities** to the QEOP and East Bank Continue to present the East Bank as a resource to communities
- c **Work with LLDC to develop community support programmes** as LLDC’s structures reduce
- d **Manage, deliver, and distribute partner funding programmes** through our transparent and well-trusted grant-giving mechanisms/processes
- e **Work with East Bank partners and stakeholders on collaborative fundraising approaches** and/or initiatives
- f **Work as part of the East Bank collaborative programming team,** contributing both staffing resources and budget with a focus on strengthening the impact on the community with initiatives such as, the Great Get Together, East Summer School, Elevate Youth Board and other potential flagship projects, including secondment of staff as and when appropriate
- g **Work with LLDC and others to ensure the New Talent-Future Leaders programme continues to be a success** after the initial five-year funding term is completed; and the role the Good Growth Hub can continue to play in this

4 Local to Global

We want to showcase to wider London, the UK and beyond the amazing talent and resilience within East London, including providing a platform to show the unique community's impact work, that FFL and our globally renowned institutions and partners do.

To do this we will:

- a **Strengthen our role as a thought leader, framework setter and visionary**
- b **Connect local and global communities** such as the British Council, the Colombian Embassy and our grantees
- c **Operate a continued UK cultural exchange programme with wider UK cities and look to roll this out beyond the UK**
- d **Strengthen our data analysis** from each borough and beyond for mapping needs and activities
- e **Develop more public events to showcase the work of our communities and partners**, also allowing direct engagement with our stakeholders to develop a better understanding of East London
- f **Maximise networks and mutual relationships**
- g **Roll out our best practice models and expertise** to benefit wider London
- h **Explore broadening our focus beyond grant-making** to include active engagement in political advocacy and policy influence

What We Will Achieve

- Additional £6 million investment into our communities and EB/QEOP
- A further 8,000 employment, training and learning opportunities
- 1,000 capacity building and/or freelance opportunities
- 85% impact framework success
- 20 UK-wide cities engaged
- 80% community awareness and/or connection to East Bank
- 95% staff retention and satisfaction
- 80% of stakeholders/community believing our funding has had a positive impact
- Secure the charity 'Trusted Standard' mark, ensuring our commitment to good governance and equality, diversity and inclusion (EDI)
- Press audience reach of minimum 200,000 per year across 20 tier-one publications locally and regionally
- Marketing audience reach of 150,000 per year, with 10% increases each year
- Support East Bank and partners to develop free summer programmes, building 80,000 attendance to QEOP and East Bank

To see the full report, see future.london. For an alternate version of this report, please contact info@future.london

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