



## **STRATEGIC PLAN**

**2018 – 2028**

**December 2017**

## **1. Introductory Statement**

This Strategic Plan has been developed by the Trustees in order to provide a disciplined approach to the management of International Emergency Team – United Kingdom (IETUK) over the next ten-year period.

Contact details for the Chair of the Trustees.

Mr Mehrban Sadiq

Email Contact; info@ietuk.co.uk

Telephone Contact; (0044) 07500888759

Web; www.ietuk.co.uk

## **2. Background Statement**

International Emergency Team – United Kingdom (IETUK) was formed in 2013 by Mr Mehrban Sadiq. Mehrbans professional accomplishments include; CEO of Dyslexia North East, Chair of the Asian Fire Service Association (AFSA), School Governance and senior management experience in private business.

IETUK was borne from Mehrbans initial visit to the Punjab Emergency Service, RESCUE 1122 to undertake an analysis of their needs in respect of medical response and fire and rescue capability.

Since being formed IETUK has developed into an established non-profit making organisation. The current focus is within the Punjab and Kashmir regions of Pakistan. This is delivered under a Memorandum of Understanding (MOU) signed with the Punjab Emergency Service, RESCUE 1122. This being the largest humanitarian service within Pakistan covering all thirty-six districts of the Punjab region.

The potential exists in principle for the peer review project delivery method adopted by IETUK to be expanded into other regions and further afield into other countries such as Nepal, Sri Lanka, Bangladesh, India and China.

## **3. Trustees and Staff**

IETUK is governed by a number of members that form a Trustee Group. Mr Mehrban Sadiq chairs the group.

Terms of reference for the Trustees are detailed in *Appendix A*.

Appropriately experienced voluntary staff undertake project deliverables. IETUK can call upon a team of forty individuals all of whom have various professional and life skills that can be utilised.

#### **4. Organisational Tenets**

Organisational Vision – Our vision for the wider community will be achieved by providing all people with whom we come into contact with the service they want and need, to the highest possible standard;

*“Assisting with the development of a safe and diverse community”*

Organisational Mission Statement – Our mission will assist us, and our partners to secure this vision;

*“To inspire and assist development of emergency preparedness response, protection and prevention while contributing in support of the wider humanitarian need”*

Organisational Values – we will strive to uphold our values in all that we deliver and request all that work with us to assist;

**Improvement** – We value improvement by

- Accepting responsibility for our performance
- Being open-minded
- Considering criticism thoughtfully
- Learning from our experience
- Consulting others

**People** – We value all our volunteers by practicing and promoting

- Fairness and respect
- Recognition of merit
- Honesty, integrity and mutual trust
- Personal development
- Co-operative and inclusive working

**Diversity** – We value organization and community diversity

- Treating everyone fairly and with respect
- Providing varying solutions for different needs and expectations
- Promoting equal opportunities in volunteering opportunities
- Challenging prejudice and discrimination

**Service to the wider community** – We value service to the wider community by

- Working with all groups to reduce risk
- Treating everyone fairly and with respect
- Being answerable to those we serve
- Striving for excellence in all that we do

## **5. SWOT Analysis**

Analysis has been undertaken in respect of the perceived strengths, weaknesses, opportunities and threats associated with the continuance of IETUK project management and delivery.

### **Strengths**

- Significant diversity within the volunteer group
- Enhanced levels of expertise with wide areas of knowledge and skills
- Communication skills – Social Media and Language Barriers
- Identified geographical growth areas

### **Weakness**

- Lack of established funding streams
- Ad hock sponsorship and donations

### **Opportunities**

- Significant growth opportunities identified
- Website development – increase potential of developing funding streams
- Increase in local and international profile through successfully delivering projects

### **Threats**

- Lack of established funding streams and hence inability to maintain projects leading to reputational damage to IETUK and sponsors
- Loss of volunteers with specific skill sets
- Availability of volunteers due to work commitments
- Seasonal issues in host environment – heat, flood, fire etc
- Duplication of IETUK methodology – copyright theft
- Terrorism issues in host environment

## **6. Major Goals**

Major goals are broad overarching aspirations that are consistent with IETUK vision and mission statements. Quite simply our broad statements of overall intent.

### **Specific Objectives**

- Develop as far as possible resilient funding streams to cater for the immediate and future needs of IETUK humanitarian aid programmes.
- Raise the profile of IETUK as a non-profit making humanitarian aid organisation.
- Continuance of humanitarian aid programmes within the Punjab Region of India to further develop Community Safety and the Fire and Rescue Service.
- Develop contacts and relationships within the UK and locally with regards to development and delivery of potential humanitarian aid programmes within Nepal.
- Develop contacts and relationships within the UK and locally with regards to development and delivery of potential humanitarian aid programmes within Sri Lanka.
- Develop contacts and relationships within the UK and locally with regards to development and delivery of potential humanitarian aid programmes within Bangladesh.
- Develop contacts and relationships within the UK and locally with regards to development and delivery of potential humanitarian aid programmes within India.
- Develop contacts and relationships within the UK and locally with regards to development and delivery of potential humanitarian aid programmes within China.

## **7. Evaluation**

IETUK will undertake as far as reasonably practicable formative and summative evaluations in relation to projects and their deliverables.

Evaluation will be utilised to inform IETUK Trustees as to the progress in specific areas, amend project delivery and to inform the next review cycle of the Strategic Plan.

## **8. Review**

The Strategic Plan will be subject to update and review on an annual basis in December of each year by the Management Group.

## **Appendix A – Terms of Reference for the Trustees**

The Trustees will undertake activity and work within its remit to;

- Ensure that IETUK operates within the rules and regulations of the Charities Commission, UK.
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- Support the development and delivery of IETUK’s Strategic Plan.
- As far as practicable deliver agreed priorities and projects within the agreed plans.
- Provide advice and speak on behalf of IETUK within the limit of their specialism or skills and knowledge.
- Support and share good practice, evaluation and learning between clients, partner organisations to encourage new and innovative schemes to deliver positive outcomes for communities.
- Engage and influence key stakeholders.
- Collaborate to deliver beneficial outcomes where appropriate.
- Identify and support resilient fundraising streams to cater for the immediate and anticipated future financial needs of IETUK.