



Staff Social Club

Strategy 2021 - 2026

Version	Amended by	Approved by	Date Amended	Date Due for Review
v. July 2021	I Bradshaw	Staff Social Club Committee on 6 th July 21	n/a	July 2026

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1 Introduction

This document provides the strategic direction of the Staff Social Club (SSC) from 2021 until 2026. To achieve this it describes:

- the purpose of the SSC (Mission)
- where the SSC intends to be in five years (Vision)
- how the SSC will achieve its vision (Objectives)

2 Mission

The Staff Social Club (SSC) exists with the aim of providing social, cultural and recreational activities, for staff employed by the Newcastle upon Tyne Hospitals NHS Foundation Trust (the Trust), along with other qualifying members. This is achieved through the provision of activities, events and the maintenance of on-site fitness centres.

This is summarised in the statement below, that the SSC Mission is to

“Support all SSC Members through the provision of social, cultural and recreational activities to improve their physical / emotional health and wellbeing”.

These activities may be undertaken alone, with other SSC members, with family or with friends. The focus of the SSC is therefore to provide members with these opportunities, and to allow the individual member to decide how best to use them in supporting their own wellbeing.

3 Vision

The SSC is already successful, with in excess of 8,000 members, operating two Fitness Centres (24/7), delivering over 40 subsidised events every year and annually giving away over £55,000 in cash prizes as part of the SMILE lottery. It is funded by a monthly membership fee that provides long term financial stability for the SSC, whilst delivering generous discounts and excellent value for money on events and offers.

The SSC has fantastic potential, and there is significant scope for providing greater benefits and opportunities for more members, thus improving the wellbeing of more Trust employees. As we look forward towards the next five years, our Vision is therefore to become

“the most successful Staff Social Club in the NHS, through continuous development and provision of valuable benefits for all our members”

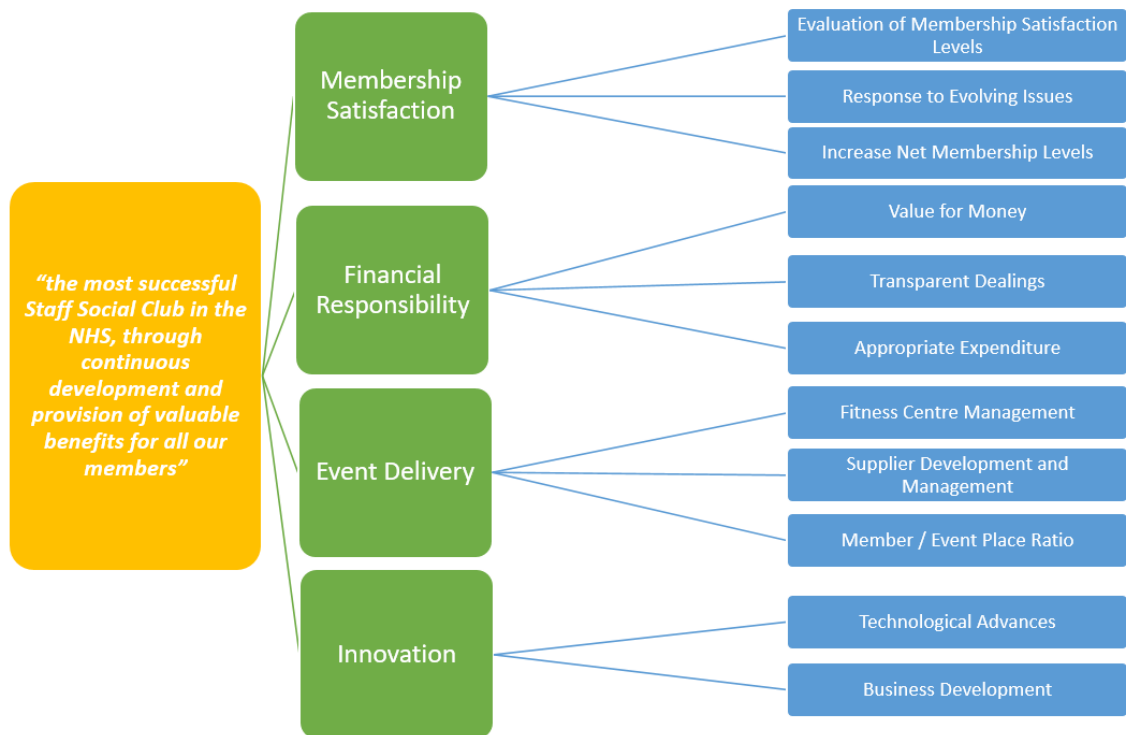
By clarifying our Vision, the SSC is able to strive towards further growth and successes for the next five years and beyond.

4 Objectives

To achieve our Vision four key objectives have been identified:

- Membership Satisfaction
- Financial Responsibility
- Event Delivery
- Innovation

Each of these Objectives have been subdivided into key operational areas as detailed below.



These key operational areas will provide the basis of the work undertaken by the SSC Administrator / Assistant. All work within the SSC should be linked to at least one of the Objectives and key operational areas.

5 Implementation and Monitoring

This Strategy will come into immediate effect once it has been approved by the SSC Committee and will remain in effect until March 2026. Regular monitoring will be undertaken by the SSC Committee and reported to the wider SSC membership at the AGMs.