



## Strategic Planning

### Manchester Deaf Centre

‘Manchester Deaf Centre was established in 1846 as ‘Manchester Institute for the Deaf’. It changed its name in 1990 to Manchester Deaf Centre and is a Limited Company with Charitable Status. The Centre is used by around 500 people each week across age ranges from our new Parent and Toddler Group to our 50+ Group and all ages in between.



Our users are profoundly Deaf, Deaf-Blind, Hard of Hearing or have tinnitus. Most communicate using British Sign Language (BSL) as their first language. Many of our service users have been accessing our services and social activities for many years. We are a safe and welcoming space where Deaf/deaf people can socialise with each other, as well as participating in a range of activities with hearing peers.’

Manchester Deaf Centre (MDC) initially contacted Macc for funding support. With our Training Co-Ordinator, MDC was able to access Funding Portal training for staff and also explore wider support needs with an Organisational Development Worker.

This led to a support offer of consultant expertise for strategic planning sessions which would enable the Centre to update its business plan and write a funding strategy. The Centre made a contribution to the support by providing interpreters for all meetings and sessions.

The strategic planning was completed on time, however, as the support progressed, it was identified that the Centre needed further assistance to write its business plan. Macc was able to provide some further consultancy time towards this and the Centre has since secured continuing support from the same consultant and is close to completing its business plan.

#### **Manchester Deaf Centre said:**

**“In recent times the Manchester Deaf Centre, like most third sector charitable organisations, has endured its fair share of struggles due to the unforgiving socio-economic climate. It was apparent that in order for the Manchester Deaf Centre to continue the work that it does, support was required in the form of a robust and effective business plan and a funding strategy.**

**With expert help, genuine empathy and an eagerness to support local charitable organisations, Macc were wonderful at offering guidance and advice where needed. The support provided by Macc and Sue Hennessey from SV Partnership most certainly come highly commended and is greatly appreciated by all at MDC...”**