



# Business plan

2017-2020



CORAGEOUS



VALUING  
DIFFERENCE



HONEST



CREATIVE



INSPIRING



THOUGHTFUL

# Our roots

The  
BigLife  
group

Back in early-nineties Manchester, people living in the inner-city communities of Hulme and Moss Side were fed up waiting for public services to support them, and started to develop their own solutions – needle exchange, family support, play schemes and self-help groups. This is where we started.

We recognised that people often faced a variety of difficulties, but they also had strengths and things to give. They were **people, not problems**. By working together to set up services, Big Life benefited from their strengths and the insight of their life experience.

PEOPLE  
NOT  
PROBLEMS

worst quality buildings and the least care. We decided Big Life would be different; we would give people **first class** support, tailored to what they really wanted.

It wasn't easy, and many of the people we worked with had already been turned away from traditional services because they were too difficult, or had tried to change and not succeeded. But we believe that everyone has the capacity to change and we resolved to **never give up**, and keep offering opportunities for people to change their lives.

NEVER  
GIVE UP

TREAD  
NEW  
GROUND

Over time, we grew, working in more communities, in more

towns and cities, offering more services, but still with the same mission to change the world and turn it upside down. We've not stopped growing, and have never been afraid to **tread new ground** and respond to new and bigger challenges.

We know we can't do everything, and over the years we have benefitted from being able to **work in partnership** with other great organisations, including public services, private businesses and voluntary and community groups.

WORK IN  
PARTNERSHIP

This is our story. It is how we work. It is The Big Life Way.

THE  
BIG LIFE  
WAY

FIRST  
CLASS

At the time, services for poor people had the longest waiting lists, the

*13,000,000  
people in the  
UK live in  
poverty...*

**Let's create  
opportunities**



**We will start where  
people are at, and  
support them to get  
to where they want  
to be. By 2020...**



We will work with more than **100,000** people every year across our services



We will employ more people with **life experience** of addiction and mental health issues



We will provide more opportunities for **volunteers** and people on work placements



*53% of wealth  
in the UK  
belongs to  
10% of the  
population*

**Let's do good  
business**



**By 2020, we will  
be more efficient,  
doubling our turnover,  
and expanding our  
services, through...**



Increasing our turnover to at least  
**£30m** across Big Life



Having a **strong balance** sheet, increasing our  
current net assets to £2.5m across the group



A mix of income streams; **76%** through contracts,  
**16%** through trade and the rest through grants

*People living  
in poverty die  
younger...*

**Let's improve  
what we do**



**We will have a  
workforce committed  
to our mission and  
values to help us be  
the best we can be,  
with...**



**96%** of staff in The Big Life group  
committed to achieving our mission



**Robust data management** and  
IT systems across the group



Services that **embrace technology** without  
leaving people behind



*Hate crime  
is on the rise...*

**Let's be  
influential**



**We will champion  
people who have  
the least but need  
the best, by...**



**Fighting for the issues** that really matter to  
the people that we work with



**Building a network** of local and national  
stakeholders who champion our mission



**Creating social accounts** that demonstrate  
our impact on the world around us



**The Big Life group**

1st Floor, 463 Stretford Road, Manchester M16 9AB

[www.thebiglifegroup.com](http://www.thebiglifegroup.com)

 @biglifetweets