

CREATE

MISSION, OBJECTIVES & VALUES



MISSION

CREATING CHANCES, CHANGING LIVES

We will provide meaningful activity, training and employment opportunities for people who have been homeless, marginalised or vulnerable.



OBJECTIVES

In order to do this we will aspire to –

Be the best social enterprise in the UK.

Develop a range of businesses that create jobs that fulfil our mission.

Aggressively grow each business division to create the maximum number of jobs and generate income.

Create 50 full time jobs in Leeds, all earning a living wage, by 2012.

Develop 20 business centres by the end of 2012, each employing at least 10 people.

Develop an innovative employment training academy alongside each business centre to secure 60 people each year into external employment.

Model our values in everything we do to create results driven, highly successful businesses which are the best in every way.



VALUES

Excellence –

“We are what we repeatedly do. Excellence, then, is not an act, but a habit.”
Aristotle (384 BC – 322 BC)

Enterprise –

“Entrepreneurs are risk takers, willing to roll the dice with their money or reputations on the line in support of an idea or enterprise.”
Victoria Claflin Woodhull (1838 – 1927)

Education –

“Education is what remains after one has forgotten everything he learned in school.”
Albert Einstein (1879-1955)

Employment –

“The crowning fortune of a man is to be born to some pursuit which finds him employment and happiness, whether it be to make baskets, or broad swords, or canals, or statues, or songs”
Ralph Waldo Emerson (1803-1882)

Enjoyment –

“Believe me! The secret of reaping the greatest fruitfulness and the greatest enjoyment from life is to live dangerously!”
Friedrich Nietzsche (1844-1900)

