

CASE STUDY

Since working with Cranfield Trust, Steel Bones in East Anglia have been able to develop a plan that will guide their growth and look to the future with confidence.



STEEL BONES, EAST ANGLIA BACKGROUND

Established in 2014 Steel Bones has been working to empower, support and inspire amputee families to overcome the trauma of amputation and achieve their goals. They work predominantly in East Anglia but have members across the UK. They support the entire amputee family, not just the amputee. Steel Bones works with each family to ensure the challenges are overcome and progress is achieved. They provide relief from poverty, distress, social and mental suffering, as well as education to advance public knowledge regarding amputation and its implications.



THE ISSUE

With an increased demand for services nationwide; Steel Bones were keen to grow their services sustainably, without compromising the personal touch they have come to be known for. Co-founder of the charity, Emma Joy-Staines, said:

‘we know there is a strong need for the type of one to one support that we provide in other areas of the country. But we don’t want to risk the special nature of what we do by growing too quickly’.

HOW WE HELPED

Volunteer management consultant Will, worked with co-founders Emma & Leigh Joy-Staines on the charity’s strategic planning to; build a clear understanding of the current position of the organisation; agree some realistic high level growth targets; and develop a business plan to deliver that growth. Will’s strong background in leadership, strategy and experience of managing major projects made him the perfect fit to work with the founders and the trustees to develop a clear idea of what they wanted to achieve.





Will ensured the organisation focused on realistic, near term targets, as well as the implications and challenges associated with the planned future growth. Here's what Emma had to say:

'Will has enabled us to gain some much needed perspective on Steel Bones' mission and objectives.'

OUTCOME AND IMPACT

The strategic planning support provided by Cranfield Trust has enabled Steel Bones to develop a plan that will guide their growth in the future.

Co-founder Emma believes Steel Bones is now stronger and more prepared to take advantage of opportunities in the future, because of Will's support through Cranfield Trust. The organisation is now more confident than ever to deal with everyday operations, as well as strategic challenges they may face in the future.

'It has been a brilliant experience for us, very tough at times and Will challenged us to look at the good, the bad and the ugly throughout the organisation and ourselves. This was the most valuable part of the process...Your support has had a phenomenal impact on Steel Bones'.

- Emma Joy-Staines, Co-Founder of Steel Bones



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