DRAFT
2022 strategy

Our vision

Mission :

Creating a greener, more sustainable way of life in our local area

Key aims:

- Strengthen Community
- Create Food Security
- Encourage Biodiversity
- Living sustainably

“Working together from the ground up”

2022 strategic focus

Supporting Young people

GB Aim: Strengthen community

Outcome: To create time and a space for young people to feel part of the local community by providing a sense of community through regular inclusive experiences that they value.

Why?: This is a 'untapped' group and the future of our community following, especially vulnerable through the pandemic experience and we want to support future of our communities.

Caring for our green spaces

GB Aim: Encouraging biodiversity

Outcome: To use existing space to enable ecosystems to flourish in our community and provides a greater awareness of environmental challenges.

Why?: We benefit from a lot of open space that could be cared for by the community to encourage biodiversity. Also, this provides an opportunity to raise awareness of the importance of the environmental benefits.

Promoting 'eating' local

GB Aim: Create food security

Outcome: To support people to source and grow quality food 'on our doorstep'. And seeing opportunities to source and grow food locally.

Why?: We don't appreciate the impact on our environment and wellbeing from our food choices, and often it appears restrictive having lost contact with more natural and locally grown food.

Exploring sustainability

GB Aim: Living sustainably

Outcome: To build a more sustainable local community with greater access to a circular economy and health & wellbeing opportunities.

Why?: To live sustainably requires us to understand the personal relevance of this in our own realities, and how this enables us to make more beneficial choices for us and our families.

Strategic enablers

- Learning together by improving our environment and the way we live
- Expanding the member/volunteer network through activities and community conversations
- Creating a funding pipeline and self-funding events
- Continuing to grow partnership collaborations

*GB aims – we have specified an aim against each strategic focus, and all the aims are 'a thread' throughout the GB strategy

Projects to support the 'Strategic Focus'

Project focus	Success factors	Measures/KPI	January 2022 status	Current lead/team
Forest Garden	• Creating edible landscapes • Encouraging biodiversity • Increase wellbeing benefits for volunteers and visitors • Developing spaces for Young people	• Establish the forest garden • An increase in volunteering • An increase in community connection • Greater awareness of the Forest garden concept and replicated on any scale	• Use of the parish council secret garden section agreed • Community activity already started with the clearance of the site • Discussion with parish clerk on existing trees mgt.	Ali Rogers/Alison Harper/Emily Wright
Wildflower micro meadows	• Encouraging biodiversity • Improving green spaces to benefit resident wellbeing • Increase in awareness of how individuals can contribute to supporting the 'climate emergency'	• An increase in understanding of why meadows are needed and their value. • Residents notice the visual impact of these managed spaces, as distinct from cut grass	• Orchard slope scarified, seeded and bulbs planted • Wildflower plug plants to increase speed to maturity • 2 outstanding areas to scarify and seed on the estate • 1 area to be plug planted • In discussion with Scouts to also use the hut space • Wildflower space is growing and there is community awareness of this activity	Emily Wright/Ali Rogers/Alison Harper/Liz Lee
Pop-up markets/events	• Promoting eating and sourcing local • Access to sustainable suppliers • Supporting people to 'grown their own'	• 4 pop-up markets delivered in 2022 • 3-4 seed/plant swap events • A greater sense of community through local markets and swapping plants • There is an increase in belief of what's available 'on our doorstep'	• Funding from BWCE to set-up • Market and swap dates being diarised	Ali Rogers/Alison Harper/Donna Scrase
Art Trail	• Celebrating Batheaston artists and creating an local economy for their work • Creating a village wide community event which offers opportunities for social connection • Improved resident access to art and its wellbeing and creative benefits • Recognised as a pivotal art event in the B&NES area	• An increased awareness of local artists and creativity on our doorstep • Increased local economy • Artists have a greater level of confidence as artists and that there is a market for their work	• Art trail confirmed for 2022 for 1st & 2nd October • New village hall booked for a community event • Last years artists advised of this years dates • Applying for Arts Council funding – up to £30k for event management, and building an art trail legacy • Considering the possibility of building of a permanent sculpture trail in the village • Advised the other community organisations, via the Batheaston Rural leadership group	Ali Rogers/Alison Harper/ Donna Scrase
Sports & Fitness	• Continuation of regular sporting clubs • All governance requirements for these activities in place (H&S) • Empower other residents ideas to promote activity at an 'accessible' price	• Expanding the numbers of people involved with the community sports clubs • Increase in residents feeling empowered to volunteer and support one another to run activities • Training requirements completed (First Aid, DBS etc) • All risk assessments in place	• Junior football – good attendance and high levels of satisfaction. Low level of revenue as all income is towards coaching funding. • Walking football – successful trial last year in partnership with Wellbeing college. Restarting in the Spring. • Adult netball – lead volunteer resigned and now being collaboratively led by members. Possibility of seeking a coach funded once a month. We have seen a seasonal drop off in attendance, 125 members on the Facebook group. Looking to increase promotion. • Junior netball trailed and stopped due to volunteer resignation and supporting coach not committed to taking on the accountability.	Craig Brooks/Emily Wright/Ali Rogers/ Richard Turner
Increase funding pipeline	• Org. visibility of external funding and monitoring • Prioritise funding which meets GB strategic projects	• Increase 'income' via local events/donations – driving self funding		Victoria Wells/Ali Rogers/ Alison Harper/Emily Wright
Membership and community growth	• Raise further awareness and opportunities to be involved • Effective use of marketing • Effectiveness of the community connector role			

What problem are we trying to fix?

- Perhaps the most important thing a charity can say is what it is that they are trying to do. Or, as Stephen Covey put it, "the main thing is to keep the main thing the main thing."

- If you can’t articulate what your charity is for then why should anyone be interested in what you do or in helping you to do that?

How we are trying to fix the problem?

- This is where you can showcase some or all of your charity’s activities, projects, and initiatives, and show how your supporters’ money is being used help the intended beneficiaries of your charity.

- This is also an opportunity to tell the stories that you want to tell about some of your recent activities, and to trigger an emotional response which may inspire readers to donate to your charity or to volunteer for your cause.

What have we achieved?

- No-one wants their charitable donation of time or money to go to waste, and this is where you have the chance to show readers that you are making a difference.
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- So highlight the outcomes of your charity's activities, and demonstrate that these activities really are helping to achieve what your charity has set out to do. This is really the heart of the report: showing the impact that your charity has had and providing evidence to back these impact claims up.
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- If the previous section was about eliciting an emotional connection, this one is all about presenting facts and data to prove that supporters' money is having the desired effect, and that your charity is one that deserves to be trusted and supported. The most important question to answer (and to back up this answer with evidence) is what long-term impact your charity is having on the key issue it is involved with.