

ROOT & BRANCH : STRATEGIC PLAN : 2021 - 2023

Our Purpose

We help adults on their recovery towards mental and emotional well-being, encouraging creativity, physical activity and promoting good nutrition through healthy eating. We support adults with severe enduring mental health difficulties to gain new confidence and learn new skills.

Our Values

We believe in the power of the outdoors and nature in the process of healing

We are committed to creating a safe and secure place where people are respected, trusted and supported

We show compassion and we are non-judgemental and inclusive

We believe that learning new skills as part of a supportive community enables recovery

We recognise that everyone has their own path to recovery

Our Strategic Aims

FOCUS ON OUR CORE ACTIVITIES

- Find new and effective ways of engaging service users with the outdoors
- Make sure that engagement with nature is a key focus of our work
- Increase support to service users to access mainstream activities, integrate into the community and increase independence
- Deliver our contracted service effectively and efficiently

DEVELOP NEW ACTIVITIES AND WAYS OF WORKING

- Develop new activities which enhance existing activities including supporting service users remotely
- Offer short courses and training opportunities
- Engage in outreach support in collaboration with other organisations and community projects.

IMPROVE OUR FACILITIES

- Carry out kitchen improvements and upgrading our dining space.
- Continue to renovate the garden, making it a more productive and satisfying environment for service users
- Focus attention on small improvements to make our spaces less cluttered, with an excellent standard of hygiene, safety and health

HAVE AN EFFECTIVE MANAGEMENT STRUCTURE

- Recruit a trustee for treasurer role
- Develop our engagement with our key stakeholders
- Improve recruitment of volunteers and ways to better acknowledge the value of all volunteers

INCREASE OUR FUNDING AND BROADEN OUR PROFILE

- Continue to run open days, plant sales and a winter fayre
- Apply to other grant making foundations and trusts for capital and revenue funding
- Improve the local profile of Root and Branch with a focussed marketing strategy
- Engage with professional fundraisers to increase fundraising
- Develop fundraising strategy