

# 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