



SUMMARY BUSINESS PLAN

2014-2016

OUR ORGANISATIONAL STRATEGY

Garden Organic:

- Brings People and Plants together through organic growing and gardening
- Delivers benefits to the health and wellbeing of individuals, communities and the environment through organic growing and gardening
- Works both through our direct activities and by acting as advocates
- Researches into Organic growing and disseminates the results
- Contributes to organic food security

Why gardening and growing matters:

Organic gardening and growing offers great benefits for all – benefits for the environment and sustainability, for people's health and wellbeing, for food security. In so doing, it helps to build stronger communities.

Growing space - be it a garden, a windowsill, an allotment, a school or community garden - is valued as a place where people can relax and recharge both physically and mentally. It is valued as an important space for learning, reconnecting with nature and the food we eat, a place where people can take practical actions to adopt more sustainable and healthier lifestyles.

Our evidence base confirms our assertion that organic gardening and growing has a place in the health and wellbeing commissioning landscape.

Our key strategic statements

Our **Vision** is *of a healthy and sustainable world that has embraced organic growing*

Our **Purpose** is *to get more people growing organically*

We are driven by our values of *Conviction, Honesty and Respect*.

Our **Mission** is *to promote and advance the use of organic growing with its benefits for plants, people and communities*

Summary of our Strategy, areas of focus and priority:

1. We will prioritise a growing, sustainable membership base to promote and advance the use of organic growing.
2. We will seek to engage our members more in our voluntary and campaigning work, bringing them together in appropriate networks for the promotion of organic growing.
3. We will seek funding opportunities, especially through public sector commissioning and corporate fundraising opportunities, to encourage more people to grow organically.
4. We will be more enterprising with our physical and intellectual assets in the pursuance of our charitable objectives
5. We will focus on making the Ryton site (including Ryton Organic Gardens) more financially sustainable.
6. We will use all relevant communication channels to maximum effect, to promote organic messages and the work of Ryton Organic Gardens.
7. We will expand our use of organic demonstration gardens, to promote and advance the use of organic growing.
8. We will seek effective and innovative partnerships to take our messages to a wider audience that includes potential members and commissioning organisations

Executive Summary

Garden Organic will continue to diversify its sources of income particularly through trading as a social enterprise, winning commissions and contracts from public agencies and private companies as well as continuing to secure grants from trusts and foundations. It plans to continue its work in developing innovation partnerships and securing its intellectual property for marketable products and services, which provide charitable benefits to society and the environment.

Ryton Organic Gardens will be redefined and be principally used as an educational resource, to deliver the benefits of organic growing to its visitors, rather than focusing on being a visitor attraction.

To enable the above to happen the following are Garden Organic's key Objectives:

1. To generate a surplus from our operational and trading activities that can then be used to support our charitable purposes
2. To develop Ryton Organic Gardens into an educational resource centre
3. To improve our financial health and maintain the organisations financial stability for now and the future.
4. To strive for excellence in customer care and quality of service
5. To have sufficient and well-managed resources to be able to deliver our charitable objectives
6. To have effective governance structures to maintain a well-run and effective charity.
7. To grow our Membership and increase support and advocacy from our Members

Ryton Site

Over the next three years Garden Organic will deliver a reality that enables visitors to Ryton Organic Gardens to enjoy a stimulating and rewarding experience that will encourage organic growing and gardening. We will engage visitors in a learning journey, involving both practical education and inspiration on what can be achieved.