

Goals and objectives to 2024

GOAL
1

Build greater understanding of the DFC model and demonstrate it's value

- Develop and implement a communications strategy encompassing brand, tone and language
- Develop deeper partnerships with like minded organisation and co-ops in regards to trainings, resources sharing, public support, and advocacy
- Carry out a business case for multi-use premises and providing wider services to our community

GOAL
2

Increase community ownership by widening engagement with our members, suppliers and wider community

- Members and Customers: target segments with appropriate offers that drive commercial and advocacy outcomes
- Suppliers: identify shared objectives with farms and other like minded organisations in the food supply chain
- Community: provide a self-funding programme of outreach, education+training to staff, members and the wider community

GOAL
3

Achieve a step change in the sustainability of our co-op operations

- Through electric delivery vehicle, improve sustainability for customers through online shop orders, B2B and bulk orders delivery
- Ensure sustainability through robust financial planning and budgeting, adequate resourcing, contingency and succession planning for staff and board teams
- Set a stretch target for waste levels, reduction in packaging and circular economy initiatives in the core operations of the co-op and innovate to achieve it
- Develop a business case for a DFC farm, community garden or allotments

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GOAL
4

Harness the ideas that will drive our next phase of growth and impact

- Develop a process for reviewing and pursuing/not pursuing ideas and innovations
- Develop our in-house capacity to produce robust business cases that inform investment decisions
- Allocate a share of our resources to funding the pursuit of selected business cases

GOAL
5

Be an advocate for social and environment change and a champion for solidarity economy in our community and beyond

- Catalyse collective action on our issues and be a hub for this physically and online
- Work with local organisations to support the growth of inclusivity and diversity of the area
- Operate a living wage system for staff team
- Develop DFC strategy for contribution to Solidarity Economy including training, partnerships and discounting system for like minded organisations
- Work with local community organisations on environmental sustainability in the area