



Active Travel



Reuse & Repair



Food & Growing



Volunteering

STRATEGIC PLAN

2019 - 2024



Forth Environment Link

A local organisation with a national impact

Forth Environment Link is a Scottish environmental charity, based in the Forth Valley, leading the way on connecting people and place.

This plan represents Forth Environment Link's (FEL) vision. It will guide our work, our fundraising activity and our partnerships over the next five years. As an organisation, rooted in the communities we work with, we are passionate about what we do and about making our places and community spaces better to live, work and play in.

Our Strategic Objectives

To deliver our ambition, we will focus on four main areas and our charitable activities will support:-

Active Travel

More day to day journeys on foot or by bike.

Food & Growing

More local food to be grown and eaten in our communities.

Volunteering

Provide meaningful volunteering opportunities for all.

Reuse & Repair

Helping to increase the lifespan of our everyday items.



Our Vision

To enable and support communities to live healthy and sustainable lives in a way that reduces the impact on our planet.

Our Mission

We will put healthy people and a healthy planet at the heart of our work.

- We are community led - our projects, partnerships and priorities are shaped by and developed for the communities within which we work.
- We value the planet and each other. This underpins everything we do.
- We are enabling - what we do is practical, easy to understand and accessible to everyone.
- We are collaborative - we like to work in partnership because we believe we are stronger together.
- We love new ideas; innovation is at the heart of our work and is what pushes forward new ideas that inspire change.
- We are passionate about what we do and it shows in our work and in our team's activities.

Who we work with

Partnerships are vital to our success and have secured our place at a local, regional and increasingly, national level.

Some of the organisations we work closely with include:





Active Travel

Active Travel

Cycling and walking more for everyday journeys helps protect the planet, reduces air pollution, makes us feel better and makes our communities feel more connected. We will increase the number of everyday cycling and walking journeys to help:



Reduce air pollution



Improve overall health and wellbeing



Support communities to be more resilient in their ability to adapt to a changing climate

Over the next five years we will:

- Support the development of an active travel hub network in Scotland, providing cycling and walking advice and support to more people in more places.
- Develop new active travel projects with a range of public sector and other partners.
- Develop active travel programmes with the NHS and other health partners aimed at improving health and wellbeing.
- Continue the development of Community Active Travel Action Plans in targeted communities.
- Introduce Low Carbon Active Travel Plans with targeted employers.
- Expand and develop bike share provision and access to bikes for those in our hardest to reach communities.
- Develop income generation opportunities from our active travel programme areas.

Measure of Success

Our projects increase the number of cycling and walking journeys made within the communities we work with.



Food & Growing

Local Food and Growing

We want to demonstrate the value food can have in all aspects of our life. This means how we grow, cook, eat and travel for food; as well as looking at what we do with the food we throw away.

Over the next five years we will:

- Develop an effective and replicable local food digital retail platform across Scotland - ensuring local food enterprise and innovation is at the heart of this work.
- Develop comprehensive community food outreach programmes in targeted communities, with a focus on food literacy, improved cooking skills and minimising food waste.
- Develop food outreach programmes aimed at improving health and wellbeing and maximising the sensory connections we have with our food.
- Increase the number and variety of community growing and foraging opportunities in targeted communities.
- Ensure that our food and growing work benefits wildlife and biodiversity wherever possible.
- Develop income generation opportunities from our food and growing programme areas.



Measure of Success

The food and growing projects we deliver enhance the wildlife, biodiversity and health of the environments in which they are delivered.



Volunteering

Volunteering

We will aim to provide lots of opportunities for people of all ages and abilities to volunteer across our organisation. We will take a person centred approach and work with each individual volunteer to provide the best possible experience that suits their needs.

Over the next five years we will:

- Increase the number of volunteering opportunities within FEL.
- Increase the profile of volunteering within FEL.
- Work towards FEL being a Volunteer Friendly Accredited employer.

Measure of Success

Our volunteers become ambassadors for climate action at a community and corporate level.



Reuse & Repair

Reuse and Repair

We will keep products and materials circulating in a way that retains their value for as long as possible, reduces our demand on resources, and provides valuable training and enterprise opportunities.

Over the next five years we will:

- Develop a series of repair, reuse and upcycling accredited training and employability programmes with young people.
- Develop reuse and repair programmes within local communities and those aimed at improving mental health and wellbeing.
- Develop income generation opportunities from our reuse and repair programme areas.

Measure of Success

Our projects increase the lifespan of our everyday items, reduce the amount of waste going to landfill and build practical and transferrable skills within our communities.



Next Steps

Securing a Resilient Organisation

We will aim to grow and diversify our income across all of our programme areas and will continue to support the development of our organisation and our staff.

We want our identity as an organisation to be closely bound with our environmental and community ethos but also in who we are as a team, where we work from and who we work with.

Over the next five years we will:

- Review our Board composition and ensure that our board delivers good governance, reflects the communities we work with and the programmes of work we deliver.
- Ensure that our organisational structure is fit for purpose and meets the needs of our staff, board and strategic ambitions.
- Invest in training, including safeguarding, that will ensure our staff and volunteers feel empowered and confident in their roles.
- Review the premises we rent and ensure that our working environment reflects our organisational needs, values and ambitions.
- Develop meaningful partnerships across the public, private and voluntary sectors to maximise new funding opportunities, diversify our income through social enterprise opportunities and maximise cross policy working.

Measuring Success

If we are to achieve the aims and objectives outlined in this strategy, we need a way of measuring the quality and effectiveness of our work.

To do this we have set ourselves five key criteria that we think exemplify high quality work in our field.

- Our organisation is valued and supported by the communities we work with.
- Our education and training activities build the skills and opportunities for people to work in ways that benefit our people and our planet.
- Our projects contribute towards the health and wellbeing of the communities they touch.
- Our work helps raise awareness of climate change and how we can mitigate against and adapt to it.
- Our activity will continue to work with diverse communities, across generations to deliver environmental benefit for all.

We will design and evaluate our work against our objectives and measures of success and use them to make sure we are meeting the high standards we set for ourselves.



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