

STRATEGIC PLAN 2023 – 2027

SUSTAINABLE KIRRIEMUIR

Our next three to five years.

Sustainable Kirriemuir (SK) is a Scottish community-led group formed in 2019, based in and around Kirriemuir. This plan represents our shared vision, guiding our work over the next three to five years, and informing our operational planning and specific projects and work.

In 2019 Scotland was the first country to declare a climate emergency, with the ambitious pledge to reach zero carbon emissions by 2045. We seek to play our part to support this pledge. We seek to increase our community's awareness of the impact of climate change and the benefits of sustainable practices to enhance both personal and community resilience. We will provide a path through these challenges, to reach out to, and learn from, our community with practical skills and knowledge.

Our focus as an organisation is built on previous work. Over 2020/2021, Keep Scotland Beautiful and SK led a community information gathering exercise to imagine our future as a thriving community. Challenges, opportunities and actions were considered, leading to the development of a Kirriemuir Climate Action Plan (KCAP) with key areas of focus for future development. These have informed our choice of strategic objectives.



OUR VISION

Our vision is for Kirriemuir to be a sustainable, net-zero community where people and nature flourish.

OUR MISSION

Our mission is to lead our community to learn, teach, adapt and share the skills, knowledge, activities and practices to enable healthy and happy people and a healthy planet.

- We promote environmental and social sustainability in all our work.
- We value the strength of diversity, in nature, people, and projects.
- We are collaborative, accessible and community led.
- We seek practical, innovative and adaptive solutions.
- We are regenerative, never exhaustive, exploitative, nor competitive.

OUR STRATEGIC OBJECTIVES

To deliver our vision, we will focus on five main areas which our charitable activities will support:

ACTIVE & SUSTAINABLE TRAVEL

ACTION FOR NATURE

SUSTAINABLE LIVING

FOOD & GROWING

VOLUNTEERING

Active & Sustainable Travel

Reducing our carbon emissions is essential for our future, and our transportation choices can make a big difference. We will advocate, enable and support our community in using sustainable and low-carbon means of transport, including more walking for short trips, cycling, car-sharing and using public transport.



Strategic Objectives

- Promote and provide opportunities for our community to experience active and sustainable travel.
- Promote the benefits of active and sustainable travel, in terms of individual health and wellbeing, as well as health for our planet.
- Advocate for sustainable and integrated forms of transport (e.g. better cycle networks, accessible public transport, and car-sharing opportunities).

The difference we will make:

- More people in Kirriemuir choose more sustainable travel options.
- Others come to us for cycling skills and support.
- Our projects help reduce environmental impact through our community, making more sustainable low and zero-emission travel choices.

Nature is life, and its diversity is essential to our future. Each part of nature has a role, however large, small or seemingly insignificant. We will support our community to understand and appreciate the role and benefits of nature, both globally and locally, so that we can best protect, support and restore our nature.

Strategic Objectives

- Promote, protect and restore our local natural biodiversity.
- Study, record and track our local nature, and share this with our local community to inspire our work.
- Promote the health and wellbeing benefits of spending time in nature.
- Study our local extreme weather events, the effects on nature, our vulnerabilities, and help support our community's resilience with a better understanding of appropriate adaptations.

The difference we will make:

- More people support local nature and experience the benefits.
- More local gardens, parks, planters and waste-ground are blooming with nature.
- Kirriemuir is recognised as a nature-friendly town.



Sustainable Living

Living more sustainability involves taking care with our choices to help protect our future. It promotes a local circular economy enabling a culture of reducing, reusing and repairing. It embraces the use of renewable energy and cleaner energy options to help us reach our net-zero emission goals. This is good for the planet, our finances, and our wellbeing. We will promote and provide skills and knowledge to help our community make good choices for themselves and the environment.



Strategic Objectives

- Establish a Sustainable Living group to spearhead activities to support Kirriemuir towards more sustainable choices.
- Understand more about the barriers and incentives influencing sustainable behaviour in our local community.
- Promote an understanding of, and support for, the benefits of a circular economy model for Kirriemuir.
- Build repair and renew skills within our community with skills-sharing, workshops and training.
- Provide learning opportunities to help our community better understand the links between sustainable living and the related impact to improve our climate.
- Seek partnerships with local energy groups to help bring knowledge and opportunities to our community.
- Empower our community with knowledge of the options and support available to promote uptake, and use of, cleaner energy alternatives.

The difference we will make:

- Our projects increase the lifespan of everyday items and reduce the amount of waste going to landfill.
- More people have practical skills and knowledge to support a more sustainable lifestyle.
- We support our community towards a more sustainable, local circular economy.
- More people are empowered with knowledge and opportunities to reduce unsustainable activities and, where possible, make more sustainable and ethical choices.
- More people are empowered with knowledge and opportunities to make more sustainable energy choices.



Food & Growing

Growing food locally has a myriad of benefits, from nutrition to wellbeing to reduced environmental impact on our planet. Food brings us together, to grow, eat, share. We will bring more locally grown food to our community and promote skills to grow, share, store, prepare and value food and reduce food waste.



Strategic Objectives

- Grow as much local, seasonal, climate-friendly food as we can for our community.
- Provide opportunities for learning, skill-sharing and experiencing the benefits of growing food and gardening.
- Inspire an appreciation for the value of food, especially local food, including preparation and storage skills, as well as reduced waste.
- Ensure our future viability of growing local food through financial self-sufficiency and site security.
- Promote access to locally grown food to our community.

The difference we will make:

- Our garden is thriving with vegetables and fruit growing in healthy soils.
- Our food growing efforts cover the costs of staff and supplies.
- More people value food and have skills to prepare and preserve food and reduce food waste.
- Our growing skills and knowledge are a valued resource to our community.

Volunteering

Our community, and especially our local volunteers, are at the heart of everything we do. We seek to enrich our volunteers' lives, and our community, through experiences, opportunities and learning.

Strategic Objectives

- Grow the number and diversity of people volunteering with us, especially young people.
- Provide relevant and beneficial volunteer opportunities.
- Monitor volunteer satisfaction and make improvements as needed.
- Become a volunteer-friendly accredited employer.

The difference we will make:

- More people find volunteering with us fulfilling, and feel valued and satisfied.
- More people are empowered with skills and climate resilience and become ambassadors for climate action in our community.
- We are recognised as caring, inclusive and focused on supporting each other, both as groups and in our wider community.



Securing a Resilient Organisation

We are young as an organisation and recognise the importance of establishing and maintaining a sound structure with good governance. Along with our commitment to our community and environment, we will ensure a thoughtful and stable organisation which is great to work for and work with.

Strategic Objectives

- Become a SCIO charity, supported by robust governance policies and procedures.
- Regularly review board and staff composition to ensure we have the right skills, structure and diversity to meet our objectives.
- Ensure that our financial position is sound, and reporting is transparent and useful.
- Ensure staff and volunteers are appropriately trained and supported to feel empowered in their roles.
- Regularly review our progress, policies and projects underway to ensure they remain fit for purpose.
- Seek partnerships with other organisations, always reaching outwards, widening our reach.
- Identify opportunities to grow financial self-sufficiency.

The difference we will make:

To achieve our objectives, we will monitor the quality and effectiveness of our work. To do this we have set key overall goals to consider in our work:

- Our work helps raise awareness of climate change and how we can mitigate against and adapt to it.
- Our organisation is valued and supported by our community.
- Our education and training activities build skills and opportunities for people to work in ways that sustainably benefit our community and our environment.
- Our projects contribute towards the health and wellbeing of our community, individually and collectively.
- Sustainability, community, resilience, diversity, health & wellbeing, education and financial stability are at the heart of our work.



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