AIMS/VISION/GOALS

1. **to run an ethical and financially sustainable, not-for-profit business;**
2. **to provide a retail source of whole foods so that members may have some control over the sources of their food supply;**
3. **to provide information on and promote the use of i) low-cost, ethically-produced and packaged whole foods, ii) cruelty-free foods, iii) vegetarian foods, iv) vegan foods, v) organic foods and vi) genetically-modified-free foods;**
4. **to minimise resource wastage and, hence, encourage reuse and recycling**
5. **to support other cooperatives whose objects are similar or related to the objects of the cooperative; and**
6. **to stimulate community development, foster community spirit and promote sustainable living.**

***From the Aims/Vision/Goals we develop Strategies which are high level and linked to the Aims***

STRATEGIES

1. **Maintain robust financial reporting with clear targets, expenditure caps and alert mechanisms to prompt remedial action.**
2. **Create an engaged membership who use the AH retail shop as well as attending workshops and events.**
3. **Create and maintain data on a highly motivated team of volunteers who can be called on when needed.**
4. **Develop effective communication channels between the staff, staff and MC, MC and members and a dynamic social media presence with our members and the public**
5. **Ensure the shop and the backrooms are a pleasant and functional environment for everyone to use.**
6. **Introduce quality control across our activities so that for example produce is always well presented and volunteers trained to a high standard.**
7. **Lower costs of our goods while maintaining margins.**
8. **Seek alternative sources of revenue.**
9. **Nurture the skills and knowledge of our members, staff and MC so they can be shared for the benefit of the community.**
10. **Create clear** pathways to encourage skilled members to join the MC and Expert Working Groups**.**
11. **Share resources and knowledge with like-minded organisations.**
12. **Act as a hub for recycling and reuse activities.**

***From the strategy we develop Actions/Objectives/Tactics. They should all relate to a Strategy.***

ACTIONS/OBJECTIVES/TACTICS

They should all have an owner and be **SMART (**Specific, Measurable, Achievable, Realistic, and Timely)

1. Hold more workshops and events - at least one a month.
2. Look at weekly draws to encourage more sales and traffic
3. Review current product range to eliminate items that sell in very low quantities and do not generate revenue.
4. Review current product suppliers to seek cheaper options or renegotiate supply deals
5. Review current products to reduce packaging.
6. Create a database (or equivalent) that will allow Alfalfa House to access information on volunteers so we can gain access to skills volunteers are willing to share, activities they’re interested in working in, where they’re based etc
7. Review discounts policy for volunteers and members
8. Create Marketing and Communications plan

THIS IS A PARTIAL LIST AND WILL BE ADDED TO