



Growing Incredible Edible Wakefield

Our vision and strategy

Incredible Edible Wakefield started off in 2010 as a small community group but has since grown into a district wide, volunteer led, social enterprise.

A social enterprise's social mission is the motivation behind everything it does, rather than making money, and ours is:

To develop innovative local food initiatives that help as many people as possible to enjoy the many benefits that come from learning to grow your own food.

To help us deliver our social mission we have a vision of what Incredible Edible Wakefield will look like over the coming years and have developed a strategy, key aims and objectives to help us achieve that vision.

Vision

Our vision is of an expanding network of local food groups which creates new opportunities for people to experience the many health benefits of growing their own food and which is supported by a financially sustainable social enterprise.

Strategy

Our strategy is to work with individuals, community groups, schools, businesses, housing associations and public bodies across the district to inspire and support local communities in transforming overgrown and under used pieces of land into attractive, edible community gardens and mini allotment plots.

This is achieved via a small network of paid workers obtaining commissions and funding to run sessions which bring together groups of local people looking for the opportunity to grow their own food, learn new skills and willing to volunteer their time to create new growing spaces.

Once established each group of plot holders is supported in running their own edible gardening clubs whilst contributing to the sustainability of Incredible Edible Wakefield through their plot fees.

As our network has grown so have the opportunities to help more individuals and organisations establish a variety of local food initiatives such as community orchards, schools networks etc, which have also come under the Incredible Edible Wakefield banner.

Key Aims

Our core key aims, with supporting measures are to:

Inspire and engage communities across Wakefield - **Key Aim One**

- Achieve year on year increases in the number of people inspired by IEW
- Achieve year-on-year increases in the number of participants in IEW's services
- Deliver initiatives across multiple sectors and communities in the district

Develop healthier and more sustainable communities - **Key Aim Two**

- Help participants and their communities increase the amount of food they grow
- Improve the health and well-being of the participants in IEW's initiatives
- Increase the amount of space available for growing food in the district

A financially sustainable and operationally sound social enterprise - **Key Aim Three**

- Develop income from community initiatives to cover our core organisational costs
- Achieve a small surplus of 10% on overhead costs
- Increase participation and stakeholder engagement in IEW's organisational and governance structures

Objectives

To achieve our vision we have identified objectives for the next year so that all our stakeholders understand what would constitute success over this period.

Our objectives for each of our key aims from **January to December 2020** are to:

Inspire and engage communities across Wakefield - **Key Aim One**

- Increase the number of contacts with IEW initiatives by 10% from 2019 levels
- Increase the total number of hours participants spend actively involved in IEW services by 10% from 2019 levels
- Support the development of at least two new local food initiative at two new locations

Develop healthier and more sustainable communities - **Key Aim Two**

- Help new IEW participants increase the number of fruit and vegetables they grow by 100%
- Help improve the Short Warwick Edinburgh Mental Wellbeing score of new participants in IEW's initiatives by an average of 5%
- Increase the number of mini plots created by 15% from 2019 numbers

A financially sustainable and operationally sound social enterprise - **Key Aim Three**

- Achieve a small surplus of 10% on overhead costs
- Increase membership numbers by 10% from 2019 levels
- Maintain at least two directors with at least some knowledge and experience in each operational level
- Increase the number of funded/commissioned hours delivered by 10% from 2019 levels

Values

Our mission statement and strategy are about striving to do the right thing; our values are to ensure we do things in the right way.

Our core values are:

Community - Working together, learning together and supporting each other

Inclusivity – “If you eat - you’re in”

Creativity - Finding new ways to overcome challenges

Integrity - Doing what’s right – not just what’s right for us

Governance

Incredible Edible Wakefield is a membership based Social Enterprise, a Company limited by guarantee, set up for public and social benefits and has no share capital and no share holders.

Governance is by a board, appointed by the members, which maintains a majority of financially disinterested directors.

Membership is open to all subject to completion of an application form via the website and approval by a director. Member’s liability guarantee is limited to £1 per member.

Contact Details

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