

Annex - strategic changes - summary

Better delivery

- 1. Woodcraft Folk's members and volunteers are its main asset and the primary resource for delivering our Educational Aims and Principles. We need to allocate increased resources in order to support volunteers e.g. training, better administrative systems, easy to use educational activities, responsiveness to questions and issues, support networks and recognition.*
- 2. We need to diversify the ways in which education for social change is delivered by our volunteers specifically with more public access events, more outreach/playout, and more activity through schools. We also need to be less reliant on delivery in the Group setting.*
- 3. Invest resources (staff and money) to support much increased partnership working with organisations that share our goals (Climate & other activist organisations, youth activists).*
- 4. Enable evidence and impact based decision making at all levels within the organisation*

Better governance and finances

- 5. Operate, wherever possible as one charity, with whole organisation reporting on finances, activity, membership etc.*
- 6. Explore whether setting up a separate trading subsidiary for the centres and Folk Supply would enable them greater flexibility to become financially sustainable.*
- 7. Use Woodcraft Folk resources to have the greatest impact on children, young people and our adult members, by improving systems and processes.*
- 8. Achieve financial sustainability without placing unnecessary burden on groups and volunteers.*
- 9. Ensure that structures throughout Woodcraft Folk are optimised to engage young people in participatory governance.*

Better image

- 10. Rebrand to reflect what we do and to make us more attractive to our target audiences*
- 11. Recentre strategically and physically at the heart of the cooperative movement, making our registered office at Holyoake House in Manchester.*