



## Strategic Plan 2021-2023





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## Our Vision

Promoting a zero waste culture that replaces consumerism with creativity, community and conscious consumption

## Our Mission

To reduce waste by teaching repair skills and campaigning for goods to last

## Our Aims

Sell quality and affordable refurbished household goods

Teach practical repair skills to people of all backgrounds

Create jobs, training and volunteer opportunities around repair and reuse

Move goods up the waste hierarchy by finding and promoting new solutions

Nurture a community of "Remakers" who can challenge built-in obsolescence and campaign for new product design

## Who we work with:

Partnerships and collaborations are vital for our success and driving home our Strategic Objectives

Some of the organisations that we work closely with and that have used our services include:



## Edinburgh Remakery Leith E-Waste & Education Hub

The Edinburgh Remakery is an award winning Social Enterprise with charitable status, based in the Leith area of Edinburgh. Our services provide an opportunity to develop repair and reuse skills, provide pathways to employment and support the creation of a circular economy.

This plan represents Edinburgh Remakery's vision. It will guide our work, our fundraising activity and our partnerships over the next three years. As an

organisation, we are passionate about what we do. All of our services, products and activities are rooted in the principles of a well-being economy and the promotion of a circular economy model that looks after People, Place, Planet and Pounds. Together we can #remakeadifference. Our services will ensure diversion from landfill and promotion of skills required for Repair and Reuse - a circular economy model.



## Our Strategic Objectives:

To deliver our ambition, we will focus on four key work streams:

### Diversion From Landfill

#### E-Waste/Furniture

- Drive growth
- Disposal services
- Business contacts
- Refurbishing skills
- Community support

#### Workshops

- Public
- Gifted
- Corporate
- Tourism

### Education Hub

#### Employability

- Career pathways
- Apprenticeships
- Volunteering
- Links to schools/FE

#### Fundraising

- Grant funding
- Campaigns
- Gift Aid
- Donations

# E-Waste and Furniture

This new strategy for the Edinburgh Remakery's e-waste work stream will help significantly increase the number of businesses engaged with our services, increase direct tonnage diversion from landfill and reduce Co2 emissions. It will also provide employability and training pathways linked to our Education pathways. This work stream also has the greatest potential to significantly increase our income generation, as part of our retail service and alignment to funding opportunities.

Our ambition over year two and three of the Strategic Plan is to reintroduce the furniture refurbishment training and retail aspect of the organisation through a partnership with the Grassmarket Community Project (GCP), moving towards a sustainable income generating model.

## Workstream Activity

- 1. IT Disposal Service for Businesses**
- 2. Refurbished IT retail:** in-store, on-line and wholesale
- 3. Gifting IT equipment:** providing social value through our gifting service in partnership with four charities
- 4. Employability workshops:** Creating IT Hardware Repair accredited training pathways in partnership with RUTS
- 5. Repair surgeries for IT:** both free and income generating
- 6. Furniture:** refurbishment, training and retail to return through partnership with GCP

Over the next three years we will:

- Develop our existing partnerships with businesses through our IT Disposal Service to encourage continued and wider engagement with our organisation
- Increase the number of new business engagements with our Disposal Service to drive increased IT donations
- Continue to develop our online shop to promote the sales of our refurbished IT equipment
- Seek out funding to reintroduce free Repair Surgeries, free workshops and support for new premises for E-Waste and Furniture
- Support the development of bespoke education workshops for schools and further education
- Source new premises to meet the needs of our growing E-Waste services
- Develop new furniture model with GCP

## Measures of Success

Our E-Waste work stream will increase the number of businesses engaging with the Edinburgh Remakery and as a result will increase IT donations. We will meet the requirements of our current SLA with the City of Edinburgh Council and develop new opportunities around recycling and refurbishment of IT equipment. Income generation will increase and create a sustainable business model. Premises will be secured that meet new work streams for furniture and IT activities, and partnerships will be developed and sustained.

# Repair and Reuse Workshops

This new strategy for the Edinburgh Remakery's workshop programme will significantly help to increase the range of audiences we reach, increase the impact workshops have in line with our mission to share repair and reuse skills, whilst simultaneously ensuring they each make a fair contribution to our financial targets.

## Workstream Activity: Four Workshop Pillars

- 1. Public workshops:** Workshops that individual members of the general public can book onto
- 2. Gifted workshops:** Funded workshops that target disadvantaged community members
- 3. Corporate and bespoke workshops:** Private workshops that businesses can book for their staff and individuals can book for their own group events
- 4. Tourism workshops:** Workshops targeted to the Edinburgh tourism sector

Over the next three years we will:

- Develop these four workshop pillars to reach and support a wider audience with which to teach repair skills
- Continue to develop our online and in-person workshops to support more people in geographical areas outside of our immediate locality
- Introduce a range of bespoke corporate workshops to ensure continued engagement linked to our IT Disposal Service for Businesses
- Support the development of bespoke education workshops for schools and further education
- Develop increased income generating opportunities from workshops
- Develop free workshops for disadvantaged groups in hardest to reach communities
- Continue to develop range of workshops to cover textiles, furniture and IT repair and reuse

## Measures of Success

Increased numbers engaging with the Edinburgh Remakery and learning repair and reuse skills. Increased impact through indirect tonnage diversion from landfill achieved through behavioural change and adoption of more sustainable lifestyle practices. Primarily an income generating model with a small amount of funding to allow us to provide free workshops for disadvantaged groups.





# Education Hub - Employability Pathways

This new strategy for the Edinburgh Remakery's employability pathways programme will ensure our offer is robust, aligns to educational policies, provides a quality experience for participants, contributes to the creation of green jobs, and also ensures that the Edinburgh Remakery can gain valuable activity/outcomes through targeted projects and consultancy services.



## Measures of Success

Employability pathway opportunities clearly communicated resulting in increased uptake of apprenticeships, volunteering and school/ further education engagement. Alignment to key policy initiatives and seeking out and securing increased funding opportunities. Income generation as a direct and indirect result of activity through employability pathways.

- 1. Apprenticeships:** To bring in new staff and develop existing staff
- 2. Volunteering:** Structured programmes for volunteering
- 3. School and further education projects:** structured projects that provides career pathways for pupils and students, delivered via funding opportunities
- 4. IT hardware repair training:** Develop and implement a bespoke SQA accredited training programme in partnership with RUTS.

Over the next three years we will:

- Create employability opportunities to align with current Scottish Government Policy for Developing the Young Workforce and the Social Enterprise Action Plan
- Support apprenticeship opportunities aligned to our work activity, and to attract new staff and develop our existing team
- Develop a bespoke SQA accredited training programme in partnership with RUTS

- Support a range of volunteering opportunities across our work activity
- Introduce our IT Hardware Repair course to a range of schools within Edinburgh and Midlothian
- Continue to offer an annual consultancy project to Freshsight to align with the needs of the Edinburgh Remakery Action Plan
- Seek out funding opportunities aligned to our employability pathways

# Fundraising

The Edinburgh Remakery aspires to the principles of a Social Enterprise and therefore aims to return to a sustainable income generating business. As a result of Covid19 our business model reverted to a reliance on funding. This Strategic Plan takes us towards a better balance of funding and increased income over the next three years.



- 1. Grant funding:** Fundraising manager to maximise funding opportunities, allowing us to support a wide range of people in need; and to mitigate income shortfalls. The role will become embedded in our Staff Structure as a Strategic Partners & Fundraising Manager
- 2. Campaigns:** Utilise Crowdfunding to align to our activity and engage with customers
- 3. Gift Aid:** Developed and introduced for our donations and sales of refurbished goods
- 4. Cash donations:** Develop a strategy to increase opportunities for businesses and individuals to support our organisation in monetary terms such as sponsorships and legacy gifting.

Over the next three years we will:

- Develop a funding pipeline that decreases as our income increases
- Develop funding to enable the expansion of the organisation to new fit-for-purpose premises
- Introduce new funding campaign strategies working with our marketing team
- Seek out funding opportunities aligned to our work activities
- Embed the role into a key post within the organisational chart

## Measures of Success

Funding has supported business along the three year business plan. Premises have been secured with a sustainable funding model that will give us time to reach an income generating model.



# Next Steps; securing a resilient organisation

Our aim is to grow and diversify our income across all of our work streams and continue to support the development of our organisation and our staff.

We want to position our organisation as the number one service for businesses looking to tackle their e-waste through uptake of our Disposal Service and our training programmes for IT hardware repair. We want to maintain our strong community ethos and ensure our services and products are inclusive and that they protect the environment. We want our identity as an organisation to reflect who we are as a Team; we are passionate, committed to the cause and love what we do, and we feel supported and valued to continue with our work.

Over the next three years we will:

- Review our Board and ensure our Trustees deliver good governance and reflect the communities we work with and the work we deliver
- Ensure our organisational structure is fit for purpose and meets the needs of our strategic ambitions
- Invest in staff development that will ensure our staff and volunteers feel empowered and confident in their roles
- Review our premises to ensure that our working environment meets the needs, values and ambitions of our strategic objectives
- Develop meaningful partnerships and collaborations to maximise funding opportunities and to diversify income streams
- Align and inform services to government policies around the third sector, employability and the circular economy

## Measures of 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 key criteria that we think highlight quality work and the achievement of our strategic goals.





- Our education and training activities have built skills and opportunities that benefit our sector and the skills required for the future workforce
- Our work has raised awareness of the climate emergency and the solutions presented by a Repair and Reuse culture through mitigation and adaptation at individual and business levels
- Our activity continues to work with diverse communities, across generations and sectors to deliver environmental and social benefit for all
- Our organisation is valued and supported by the communities and businesses we work with
- We are seen as an exemplar of excellence for a successful circular economy social enterprise
- We have developed a sustainable business model that has the ability to not just survive, but thrive





# Keep in touch

Follow us on social media or visit our website for regular updates;  
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