

Our vision and role

We are passionate about working towards a circular economy in Scotland and realising the many complimentary **environmental, social, community** and **economic** benefits that would result from this.

Our vision is for a future where there is no waste, only resources. Where people, communities and the environment are valued and respected.

The purpose of this strategic plan is to create a **strong and growing CRNS...**

...to effectively support a **strong and growing community resources sector in Scotland.**

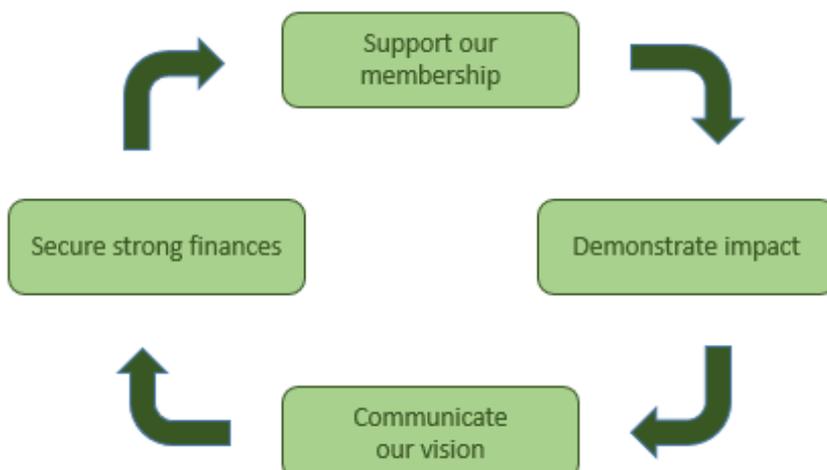


CRNS has a vital two-way role to play in **supporting and growing** the community resources sector in Scotland and **representing** this sector to a wide range of stakeholders.

However, CRNS needs to **change and adapt** significantly if we are going to have the impact we aspire to.

Our Strategy for the next 3 years

We have identified 4 main goals for the next 3 years:



The purpose of this plan is to deliver the key building blocks needed to ensure we can better support our members and deliver greater impact in the future.

1. Support and grow our membership. We are committed to adding tangible and increasing value to our members so that their organisations grow and thrive. This is the very life-blood of any membership organisation. We will review our membership offering this year and communicate afresh the benefits of CRNS membership. We have set the bold goal of growing our membership by 50% within 3 years.

Increase our
Membership by
50% in 3 years

2. Measure and demonstrate our impact. We recognise that it isn't enough to do good work, we also need to strongly monitor, evaluate and communicate our impact to our members and wider stakeholders. To do this we need to implement robust internal systems (including a new customer relationship management system) and to adopt a more impact driven culture. We will publish an Impact Report this September and annually thereafter.

Publish Annual
Impact Report

3. Communicate our vision. We want to be a strong, effective and representative voice for the community resources sector in Scotland. We will therefore implement a new website and review our wider communication channels. We will also review our name and brand. For clarity, we are in no way planning to move away from our current focus as a membership lead organisation, but we are willing to make changes to our name and brand so that we can better serve our membership going forward and communicate our vision for a circular economy in Scotland.

New Website

4. Secure strong and sustainable finances. With careful financial management, we will achieve greater financial security and sustainability. We will diversify our income streams by growing income from value-add/charged for services and a wider range of funding sources. This will provide a much stronger foundation for us to support our members in the future.

Diversify 50%
of income
within 3 years



These goals represent significant, but not insurmountable, challenges for CRNS. The staff and board look forward to working with our members and wider stakeholders to deliver the changes set out in this plan.

These changes will enable CRNS to deliver greater benefits for our members so that in turn the sector can deliver greater environmental, social, community and economic benefits.



Michael Cook
Chief Executive Officer



Sam Mills
Chair of the Board