

# Our Business Plan 2020 -2021

## Our mission

To create a country where everyone has the freedom to enjoy the outdoors on foot and to benefit from the experience

## 2020/21 priorities

1. Growing **awareness & engagement** with the Ramblers and what we do
2. Growing our **membership and income**
3. Commencing the **culture change** required to make the charity an inclusive, engaging and diverse organisation

### Themes

Helping everyone find their feet

Creating a country designed for walking

Growing members, supporters and income

Becoming a great charity

### Objectives

Launch and establish the **new Ramblers brand positioning**

Deliver a **new website** to increase awareness, engagement and grow revenue

Develop and commence delivery of our **new self-guided walking programme**

Develop and **diversify our led walk offer** to grow awareness and engagement

Develop our **long-term paths and access offer**

**Engage more people** in our paths and access work

Deliver **high-profile, impactful advocacy** that protects and promotes public access

**Diversify our membership offer** to attract and retain more members

**Refine our fundraising mix** to increase supporter engagement and year-on-year income growth

Use Salesforce to grow income through **optimal supporter experiences**

Develop a **clear people strategy** for the next 3 years

Establish and embed a dynamic programme to ensure the organisation becomes **more diverse and inclusive**

Develop a **volunteering strategy** to grow engagement and deliver a **great volunteer experience**

Deliver Ramblers 'reboot' project to **create new ways of working** for our staff and to save money post Covid-19 crisis