

JOCK TAMSON'S GAIRDEN

Strategy 2025 - 2028

Our strategy was reviewed and revised by our Trustees in April 2025. Building on the foundations of the previous three years we are focussed on evolving the Gairden so it can continue to deliver our purpose.

Our Purpose

Jock Tamson's Gairden is a place to grow things, nurture people and provides a beautiful, tranquil space. It is an inclusive environment for individuals and groups who want to find peace, friendship, learn a skill, wander and enjoy nature. It meets needs in our community that perhaps are not currently being met.

Jock Tamson's Gairden is a place for people from all walks of life and background. It is an environment which is conducive to health and wellbeing by giving opportunities for learning skills and providing space and activity for people to be and enjoy. It improves wellbeing, alleviates social isolation and loneliness, offers respite and uses the land responsibly.

There are four components to our strategy:

Feed our roots:

We will build on the strong foundations we have developed and refine our existing policies and processes.

Secure our Future:

We are currently dependent on fund raising and grants. In order to safeguard our survival we will look to diversify our sources of funds.

Improve People's Lives:

Many people from diverse backgrounds benefit from our Gairden. We will work to ensure the Gairden continues to enrich and improve the lives of our volunteers.

Protect the Magic:

The Gairden is a very special place. We will ensure that this will remain the case.



FEED OUR ROOTS

We have set up processes and policies across HR and Finance. This foundation has allowed the Gairden to be run professionally and helped address operational risks. We will evolve and improve our processes to address any remaining gaps and nurture a sustainable future for the Gairden.

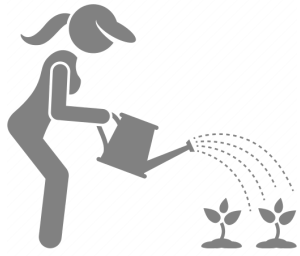
In order to ensure every penny counts we will set up a subcommittee charged with enhancing our oversight of financial matters. Specifically the committee will:

- Improve how day to day finances are managed.
- Create a framework for selecting and monitoring our capital investment in projects to develop the Gairden.
- Ensure we focus on completing existing projects before starting others.

We will enhance our risk management processes to include emerging external trends and risks such as

- Climate change.
- External economic environment.
- The unification of Duddingston Kirk with other congregations.

We will improve our evaluation process so that we can robustly demonstrate our impact to potential funders and inform future decisions.



SECURE OUR FUTURE

We have been successful in attracting funding from grants and raising money through events and selling our produce. To secure our future we will diversify our sources of income.

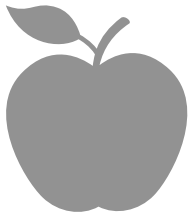
We have many possible ways to broaden our sources of funding. We will develop an approach to help prioritise and take an experimental approach to testing what works best. Some suggestions include

- We will develop our engagement with corporate volunteers to maximise the benefits to them and to the Gairden.
- We will look at different sponsorship models.
- We will maintain our focus on grant applications and develop a pipeline process for ensuring we focus in the right areas.

We will nurture strategic relationships with the most relevant stakeholders

- Expertise in Funding.
- Other players in the volunteering sectors (community gardens, certification programs, other volunteering organisations).
- Local statutory authorities.
- Duddingston Kirk and the broader Church of Scotland.
- Local Community.

We will develop a communications and social media strategy that shares the stories of our people and the outcomes provided by The Gairden with a view of attracting funding opportunities.



IMPROVE PEOPLE'S LIVES

Our real harvest is not the food we grow but the lives we enhance. We have improved the lives of a diverse set of people by giving them support and a safe space in which to build new skills, developed their self esteem and provided a pathway to a more fulfilled life.

Jock Tamson's attracts volunteers of all kinds. We will continue to ensure each and every volunteer, employee and visitor is able to enjoy and benefit from their time in the Gairden.

We will define outcomes for each category of visitor and volunteer.

We will develop a healthy flow of new volunteers and focus on volunteer retention to ensure each volunteer realises the potential benefit by:

- actively looking for those who will enjoy the most benefit from experiencing the Gairden (eg social prescribing).
- defining pathways for volunteers to establish themselves in society.

Grow employment opportunities through partnerships and formal placements.

Improve accessibility to allow more volunteers to enjoy the Gairden.



PROTECT THE MAGIC

Jock Tamson's Gairden is a very special place. While we strive to improve what we do and how we achieve it, our number one priority is to ensure the magic of the Gairden is protected.

Every new initiative or strategic proposal must pass the "Magic Test" - if it doesn't preserve our unique essence, it doesn't proceed.

The beating heart of Jock Tamson's Gairden is our culture of belonging and acceptance. We will ensure this is protected.

We commit to sustainable growing practices and producing exceptional organic plants.

The Gairden will remain a visual testament to our values - meticulously tended, abundantly beautiful, and inspiring to all who enter.

We will continue to build a sense of community through community gatherings, shared meals and story-telling.