

Aim	Objective	Action 2009/2010	Anticipated Funding Source	Targets
Create a thriving, sustainable organisation	To strengthen the membership base as a method of bringing people together and generating collective action.	Prepare a membership strategy to encourage take up and retention	Reserves/overheads/subscriptions	<ul style="list-style-type: none"> • 1000 individual members by 31 March 2010 • 25 organisational members by 31 March 2010 • 5 Business members by 31 March 2010
		Arrange events for members	Reserves/overheads/subscriptions/sponsorship charges	<ul style="list-style-type: none"> • 2 events by 31 March 2010
		Contact members with a view to encourage participation through volunteer activity	Reserves/overheads/subscriptions	<ul style="list-style-type: none"> • 5 additional regular volunteers by 30 September 2009
	To be seen as the premier sustainability hub in Dorset with a recognised brand.	Reinvigorate da21 by renaming and rebranding	Reserves/overheads/subscriptions	<ul style="list-style-type: none"> • New name agreed by 31 August 2009
		Prepare a marketing strategy and plan	Reserves/overheads/subscriptions	<ul style="list-style-type: none"> • Launch event by 31 March 2010
	To maximise the potential of the board of trustees, staff, volunteers and members	Create a management group to guide the implementation of the business plan and running of the organisation	Reserves/overheads/subscriptions	<ul style="list-style-type: none"> • Management group set up with agreed membership and chair by 30 June 2009
		Create a membership, marketing and communications group to prepare and manage the marketing strategy and plan	Reserves/overheads/subscriptions	<ul style="list-style-type: none"> • Membership, marketing and communications group set up with agreed membership and chair by 30 June 2009

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Create a thriving, sustainable organisation (cont'd)	To secure financial sustainability for the organisation	Explore opportunities for securing core funding through grants	Reserves/overheads/subscriptions	<ul style="list-style-type: none"> • Sources of grant funding identified by 30 June 2009
		Explore opportunities for partnerships with other organisations	Reserves/overheads/subscriptions	<ul style="list-style-type: none"> • Potential partnerships identified by 30 April 2009
		Explore opportunities for delivery of training and consultancy to other organisations	Reserves/overheads/subscriptions	<ul style="list-style-type: none"> • Potential training opportunities to be identified by 31 March 2010
Communicate effectively with individuals and communities to inspire them to create a sustainable county.	To communicate clear and relevant messages on sustainability and climate change to the people of Dorset	Maintain the da21 newsletter as a key communications vehicle for sustainability in Dorset	Reserves/overheads/subscriptions	<ul style="list-style-type: none"> • Redesigned newsletter by 30 September 2009 • 4 issues of the newsletter to be produced in 2009/10 with publication dates and production deadlines agreed by 30 April 2009
		Obtain sponsorship for the printing of the newsletter	Sponsorship	<ul style="list-style-type: none"> • Printing of newsletter to be at zero cost to da21
		Newsletter to be integrated with website		?

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<p>Communicate effectively with individuals and communities to inspire them to create a sustainable county (cont'd)</p>		<p>Develop an events programme showcasing sustainability</p>	<p>Chalk & Cheese/ Partners/Event charges</p>	<ul style="list-style-type: none"> • Identify funding for events programme by 30 June 2009 • Host the sustainability marquee at the Dorset County Show in September 2010 • Work with partners to deliver 1 further showcase events by 31 March 2010 • Work with partners to develop a programme of professional seminars
	<p>To provide an effective network of advice, support, and access to best practice.</p>	<p>Set up the Green Choices website to provide information on local contacts and expertise on sustainability</p>	<p>Community Partnerships/ Business Sponsorship</p>	<ul style="list-style-type: none"> • Approach community partnerships for additional funding by 30 April 2009 • Approach local businesses and obtain sponsorship from 1 business by 30 September 2009 • Website live by 31 December 2009
		<p>Explore the potential for sustainable living centre(s) in Dorset</p>	<p>Partners/ Esmee Fairbairn</p>	<ul style="list-style-type: none"> • Identify potential voluntary, public and business sector partners by 30 September 2009 • Identify funding sources by 30 September 2009

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<p>Communicate effectively with individuals and communities to inspire them to create a sustainable county (cont'd)</p>	<p>To create an effective voice for sustainability in Dorset.</p>	<p>Maintain and develop meaningful engagement with the community planning process</p>		<ul style="list-style-type: none"> • Hold an event for Sustainability and environment forum representatives by 30 June 2009 • Establish remit of sustainability and environment forum representatives by 30 June 2009 • Identify relevant regional networks by 30 June 2009
		<p>Explore the potential for creating a Dorset network of sustainability experts</p>		
<p>Empower the third sector to take action in Dorset on Sustainability.</p>	<p>To work with 3rd sector organisations in Dorset to support and enable effective action on sustainability and climate change.</p>	<p>Work with Dorset Community Action, Dorset Youth Association and Dorset Volunteer Bureau through the 3SIG partnership to deliver the 3SIG business plan</p>	<p>Lottery (Basis)/ DCC/DSP</p>	<p>?</p>
	<p>To lead the Dorset Climate Change Coalition and work effectively with coalition partners</p>	<p>Seek funding for the Dorset Climate Change Coalition to continue to employ staff to promote action on Climate Change in Dorset</p>		<ul style="list-style-type: none"> • Funding bid to be submitted by 30 April 2009

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Empower the third sector to take action in Dorset on Sustainability (cont'd)		Work with Coalition partners to create a communication strategy for the Dorset Climate change Coalition		<ul style="list-style-type: none"> • Communications strategy in place by 31 September 2009