



PROJECT FOOD'S STRATEGY FOR 2020–2025

VISION	Our vision is a world where everyone has the skills, knowledge, confidence and motivation to enjoy a healthy and sustainable diet				
MISSION	Our mission is to enable people in the South West to improve their diet, so they enjoy better physical and mental health				
WHAT WE WILL DO	We will provide a helping hand to healthy eating				
	We will educate and inform	We will deliver skills		We will support	
	Project Food is about good food and good health. It is about the importance of cooking, eating and sharing real food. It is also about improving our understanding of the links between the food we eat and health we get to enjoy.				
HOW WE WILL DO IT	Our beneficiaries We will: <ul style="list-style-type: none"> inspire school children and young people to understand the links between a sustainable diet and their health; support people affected by diet-related conditions; help elderly and/or isolated people to develop skills they need for a healthier diet. 		Our infrastructure We will: <ul style="list-style-type: none"> improve our technological infrastructure so that we can communicate better internally and externally; make the Project Food office and support groups comfortable and better suited to the needs of employees, volunteers and the people we work with. 		
	Our communications & marketing We will: <ul style="list-style-type: none"> understand the needs of all our stakeholders, and communicate with them appropriately; increase brand awareness of Project Food and its services using a variety of means. 		Our expertise <ul style="list-style-type: none"> - We will ensure we base our information, education and advice on sound and up-to-date expertise, using external resources as appropriate. - We will thoroughly assess the impact that our post-Covid services have: identifying clear outcomes for all our beneficiaries which will form the basis of all our future work. 		
WHAT SUCCESS LOOKS LIKE	By 2025, primary aged children in the South West will tell us they understand how to make healthy and sustainable food choices.	By 2025, people in the Axe Valley with type II diabetes, pre-diabetes and conditions which make them more susceptible to other diseases, will have the food skills they need to create nutritious meals from scratch.	In 2025, elderly and/or isolated people will tell us that they have the skills and feel confidence to improve their diet.		
OUR WORK WILL BE UNDERPINNED THROUGHOUT BY OUR CORE VALUES					
CORE VALUES	COMMITMENT	SUPPORT	RESPECT	INSPIRING OTHERS	EXCELLENCE