

## **Flanders: Adoption of a strategic plan**

We listed the following political challenges for the period 2011-2015.

### 1. Regarding the management

- From now on it is necessary for the administrative board to work in a more prepared way, with more planning and strategy.
- We will choose local management teams with a mix of backgrounds (elderly, young people, women, immigrants, natives) and which must be better structured.

### 2. Organisation

- In order to communicate better with our gardeners and potential members in our field of expertise, we opted for a more interactive website and a quicker communication of information.
- We will set a firm policy regarding volunteers.
- We will carry out a full enquiry of our customers (members), create a dynamic service for them and take action to acquire more space for allotment garden sites in Flanders.

### 3. Communication

- We will work to achieve more favourable regulations for allotment garden sites.
- Implementation of an up-to-date communication and marketing strategy.
- Planned approach and programme of activities for the next management period. The activities are more structured and better aligned with the four statutory functions of an association.

These challenges are turned into options and then developed into 7 strategic objectives

- 1<sup>st</sup> strategic objective: The administrative board of the “Vlaamse Volkstuin” works strategically. Once recognised as a socio-cultural association, this will be approached even more substantially.
- 2<sup>nd</sup> strategic objective: In 2015, 15% of our local branches will be more diverse (more young people, women and, if possible, immigrants/natives)
- 3<sup>rd</sup> strategic objective: In 2015, 20% of our local branches will meet the quality criteria for good governance.
- 4<sup>th</sup> strategic objective: From 2013, the new website will be available as a means of communication but also as a centre of information and expertise.

- 5<sup>th</sup> strategic objective: In 2015, the number of local branches will have increased by 5%.
- 6<sup>th</sup> strategic objective: In 2015, the “Vlaamse Volkstuin” will have launched a thorough campaign to show the need for allotment garden sites.
- 7<sup>th</sup> strategic objective: In 2015, the ASBL (NPO) will have completely implemented its communication and marketing plan.