



**2022-25  
STRATEGY**



# OUR STORY





FRP has a proud history as Waltham Forest's oldest social enterprise and a pioneer of environmental sustainability across East London. Since our launch in 1989, we've reclaimed over 800,000 litres of paint, diverting it from incineration or landfill. We've promoted green practices, participated in community events and projects, provided affordable and sustainable recycled products for the people in the community, and worked with amazing volunteers who are often among the most marginalised and isolated in our society.

We're confident that we are making a positive impact, whether it's the stories of volunteers who tell us how FRP has helped them regain their confidence, or the 2,500 tonnes of CO2 equivalent we've helped to save through our work.





**“TO ACHIEVE CHANGE ON THE SCALE NEEDED, EVERYONE HAS TO ADJUST THEIR WAY OF LIFE - AND WE BELIEVE THIS CHANGE CAN BE LEAD WITH AUTHENTICITY AND PASSION AT A LOCAL LEVEL”**



There are two integrated and urgent problems we want to tackle: a social challenge and an environmental crisis. Our work, the diversity of our activities and our engagement with the local community are more important than ever in helping to address those challenges.

This strategy therefore sets a clear focus for FRP's aspirations and work plan for 2022-25. It builds on the strides we have already made to become a more financially sustainable, resilient organisation\* whilst looking forward to the future, navigating the challenging times we are all experiencing to meet the needs of our community over the years ahead.

\* You can learn more about FRP's work to date by viewing our annual reports, available on the Charity Commission website (if you are reading this online, you can follow the link [here](#)).







**OUR  
VISION**



**OUR VISION IS TO CREATE  
A GREENER AND MORE  
INCLUSIVE COMMUNITY.  
ENHANCING INDIVIDUAL  
WELLBEING, COMMUNITY  
HEALTH AND ENVIRONMENT  
ACROSS EAST LONDON.**



RAW £4 PER  
METER

SANDED £9.60 PER  
METER

SANDED AND OILED £14.40  
PER METER

OUR  
VALUES



## INCLUSIVE

We put volunteers at the heart of everything we do, and we believe they have just as much to teach us as we do them. We don't judge, we treat people as individuals and we involve people from right across the community in our work.

## SUSTAINABLE

All of our activities are driven by the need to address environmental problems and create lasting change. We believe that social and environmental solutions go hand in hand.

## COMMUNITY-FOCUSSED

We are firmly rooted in Waltham Forest and we focus our time and attention on practical projects to make our local area a greener place to live, work and play. We work with local residents and organisations to make it happen.

## ENTERPRISING

We are a social enterprise and we use creativity and commercial opportunities to help us meet our goals.

## COLLABORATIVE

We take a partnership approach to everything we do - we work collegiately as a team, build mutually beneficial relationships with our volunteers, and collaborate with local organisations to achieve shared goals.







# OBJECTIVES & PRIORITIES 2022-2025



## **Promote and Catalyse Re-Use as an Environmental and Social Solution**

Continue our work to recycle and upcycle waste paint, timber and fabrics into high-quality but low-cost products for retail, ensuring these materials are managed sustainably and add value to the community.

Continue to run the new Walthamstow Tool Library, supporting local residents to re-use, repair and create.

Explore new ways to bring local social and environmental benefits reflecting the needs of the local community.

Explore opportunities for partnerships with other organisations, including those offering re-use in other waste streams and product areas, to make it easier for local people to navigate and benefit from the local re-use ecosystem.







## **Enhance the Reach and Awareness of our Services and Engagement within the Community**

Continue our community and volunteering programmes, providing a growing number of local residents with opportunities to contribute to projects that benefit the environment whilst supporting them to play an active role in the community.

Provide our volunteers with support and skills. Provide extended volunteer pathways led by individuals' needs and interests, seeking to boost their access to the jobs market.

Offer activities to the community and volunteers that are accessible and flexible to those who wish to participate, including by expanding our offer of workshops and volunteer sessions whilst maintaining our more structured programmes and initiatives.

Increase our visibility within our local community, becoming better known among residents who may benefit from our work.



## Grow our Retail Presence and Income

Grow our retail income to create better impact and financial sustainability for the charity.

Increase our online and physical presence, so more people are aware of and able to access our retail offer.

Explore the potential to move to a single, appropriate site to bring the organisation together and improve accessibility.

