

Community Greengrocer

ESTD. 2013

Dig-in

BRUNTSFIELD

We are community-owned and supported and aim to provide quality fruit, vegetables and other produce, locally sourced and organic where possible. We also plan to strengthen community spirit, to connect local suppliers and consumers, and simply to celebrate our love of food!

Strategy 2021

The purpose of this strategy is to outline our priorities and activities for the next 3 years to 2021.

We add diversity to the grocery market in Bruntsfield and meet the needs and aspirations of our community.

We are a reliable and quality source of fresh produce and healthy groceries, with a focus on seasonal, local and organic.

The shop

We are a sustainable and robust business.

Dig-In is a great place to work and volunteer.



We foster a strong sense of community spirit in Bruntsfield.

We are supported by and support a strong volunteer base.

We engage with our customers and local community to promote our aims.

We have a reputation as a source of quality, local, organic and seasonal fruit, vegetables and groceries.

We are an active voice on sustainable food systems and our role within it.

We actively promote ourselves to grow the business.



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Strategy 2021

Activities planned

We add diversity to the grocery market in Bruntsfield and meets the needs and aspirations of our community.

Continue to offer diversity in the grocery market.

Understand the needs and aspirations of our community.

Increase our offering based on clear evidence and market research.

Explore new opportunities with existing and new suppliers.

We are a reliable and quality source of fresh produce and healthy groceries, with a focus on seasonal, local and organic.

Maintain and grow strong relationships with new and existing suppliers.

Staff and volunteers maintain focus on quality standards.



We foster a strong sense of community spirit in Bruntsfield.

We present ourselves as a friendly and welcoming community business on the high street.

We engage with, publicise and participate in local activities.

We are supported by and support a strong volunteer base.

Build our volunteers' skills and capacity to engage with the wider community.

Increase volunteer participation in achieving wider strategic aims.

We engage with customers and local community to promote our aims.

Deliver and host community events.

Communicate regularly with our members and supporters.



We are a sustainable and robust business.

Maintain focus on profitability.

Promote strong governance and staff team collaboration.

Increase customer numbers and average spend.

Optimise existing space and review premises needs.

Dig-In is a great place to work and volunteer.

Recruit, train and support a strong staff and volunteer base to run the shop.

Increase number of active volunteers.



We have a reputation as a source of quality, local, organic and seasonal fruit, vegetables and groceries.

Maintain and develop a consistent brand and unique place in the market.

Clear and consistent signage in and around the shop.

Present accessible information on our suppliers and our supply chains.

We actively promote ourselves to grow the business.

Develop effective marketing strategy and campaigns.

We are an active voice on sustainable food systems and our role within them.

Highlight and publicise the work of our local producers.

Participate in relevant events and conferences.

Participate in the Scottish Progressive Retailers Network.

Support Scotland to become a Good Food Nation.

