

2026-2029 Strategic plan Goals and Actions

Friends of Windmill Gardens offers diverse experiences for visitors and volunteers across a range of successful and popular activities designed to be easy to access for all of the community that we serve.

Under the overall objectives of preserving the Windmill, improving the park and sustaining an education centre, in the development of our objectives, when we looked at our successes and weaknesses during 2025-26, certain themes stood out that form the structure of this Plan:

Heritage - Learning - Community - Environment - Inclusion



Heritage

Preservation: Caring and Sharing

Goal	Actions	When?	How measured?	Key stakeholders
H1 Strengthen maintenance strategy	- Establish regular contact with Lambeth officers - Formulate joint FoWG–Lambeth funding bid for repairs. - Create volunteer maintenance group to support millwright.	2026–2027	Funding bid submitted Volunteer group established	Trustees / Lambeth officers / Volunteers
H2 Increase heritage visibility online	- Identify artefacts suitable for online use; work with marketing team to plan “artefact of the month” type posts. - Engage with other heritage accounts to grow following. (Ensure that the online archive of objects is posted on social networks, ensure items to view are accessible to all visitors). - Promote the milling and flour as ‘living heritage’	2026-2027	Social media engagement and traffic to website	Marketing team / Heritage group
H3 Explore museum accreditation	- Clarify steps for accreditation with heritage leads - Work with fundraising committee on funding implications. - Plan publicity for accreditation success	By 2029	Trustee lead in place Feasibility ‘roadmap’ in place. Application submitted	Trustees / Heritage group
H4 Establish standalone annual Heritage Day with exhibition	- Research similar events (e.g. Wimbledon Windmill) Identify timing to avoid overlap. - Engage volunteers, stakeholders, and marketing team - Install heritage display in the Brixton Windmill Centre (BWC)	By end of 2026 (210th anniversary)	Heritage Day delivered; new display developed	Heritage group / Marketing / Volunteers

Learning

Education that strengthens our community

Goal	Actions	When?	How measured?	Key stakeholders
L1 Improve volunteer training and support	- Develop induction and refresher training. - Introduce “train the trainer” scheme.	2026	Training completion rate	Volunteer Coordinator / Trustees
L2 Strengthen school engagement	- Increase capacity for school sessions via part-time paid support.	2027	Number of school visits	Education lead / Schools
L3 Improve visitor experience	- Collect structured feedback (eg via surveys, QR codes, visitor book) use it to inform decisions	Ongoing	Feedback ratings / return visits	Events team
L4 Develop audience diversity for growing, food and cooking workshops	- Raise funds for low cost or free workshops for adults and young people	2027	Number of workshops	Education lead / Centre manager

Community

Engagement and partnerships with our community

Goal	Actions	When?	How measured?	Key stakeholders
C1 Strengthen volunteering	- Recruit Volunteer Coordinator to support recruitment and retention	2026	Increased volunteer hours	Trustees / Coordinator
C2 Maintain and grow events	- Ensure six free community events annually	Ongoing	Attendance figures	Events team
C3 Strengthen partnerships	- Add one new partner annually; maintain bakery and brewery relationships	2026-2029	Partnership records	Trustees / Partnership lead
C4 Grow revenue	- Increase hire income; grow membership (target: 100 by March 27); strengthen fundraising at events	2026-2029	Membership and financial targets met	Trustees / Fundraising team
C5 Increase open days	- Pilot two per month (during two months only) or extended hours in 2027, expand if successful.	2027-2029	Visitor numbers	Events / Volunteer guides
C6 Enhance volunteer retention	- Develop acknowledgement and recognition (badges, socials, governance involvement)	2027-2029	Volunteer retention rate/volunteer feedback	Trustees / Volunteer Coordinator

Environment

& Sustainability - Thinking for the future, acting now

Goal	Actions	When?	How measured?	Key stakeholders
E1 Improve gardens, biodiversity and food growing	- Apply for grants to fund garden improvements. - Expand planting and biodiversity surveys. - Promoting produce grown in park and locally in connection with cafe, open day sales and community club meals	2026-2027	Funding secured; survey results Quantity of fruit, herbs and vegetables grown in the garden	Fundraising group Gardening and cafe volunteers
E2 Enhance water and energy use	- Explore water harvesting options. - Develop feasibility of solar panels.	2026-2029	Feasibility reports / installation progress	Trustees / Council liaison
E3 Sustainable procurement	- Review sourcing of café, cleaning, event supplies, and merchandise. - Set policy on “environmental premium”	2027	Procurement policy adopted	Trustees / Café team
E4 Improve waste and recycling	- Strengthen recycling processes - Support venue hires to recycle more	2026-2027	Reduction in non-recyclable waste	Events team

Inclusion

Equality, Diversity & Inclusion (EDI) - reflecting our community

Goal	Actions	When?	How measured?	Key stakeholders
I1 Widen participation of under-represented groups to reflect our community	- Review/update Assemble database to identify levels of representation and meeting diverse needs - Enhance the visitor experience for people with diverse needs	2026 and ongoing	Increase completeness of data to 80% Number of BSL tours, resourcing for tailored tours for ground floor only, develop sensory elements.	Volunteers / Volunteer Coordinator Heritage lead
I2 Engage Blenheim Gardens community	- Identify relevant contacts - Run workshops/activities tailored for local people	2027 and Ongoing	Increase participation in terms of volunteers, members and attendees	Volunteer Coordinator / Community partners
I3 Improving access into and through the park and the centre	- Identify relevant contacts and work together to improve the entrance in terms of accessibility and visibility.	2027 and Ongoing	Entrance is visible, inviting, lit and fully accessible	Trustees, Lambeth, Blenheim Gardens