

Theory of change



Our belief

Community ownership is one of the most powerful ways to make our vision for thriving, inclusive and resilient rural communities a reality.

Our role

We help rural communities create and sustain community-owned businesses. And we work to unite them as a movement.

The challenge

Rural communities face growing social and economic pressures, including:

- loss of local services
- rising costs
- hidden poverty
- isolation and loneliness
- pressure on community business

Our strategic priorities

Stronger community business

Help more rural communities create community-owned businesses and strengthen those already trading.

- Grow the sector
- Strengthen resilience
- Maximise impact

Stronger movement

Build a more connected, visible and influential rural community business movement.

- Connect the movement
- Champion community ownership
- Represent the movement

Stronger Plunkett

Build a financially sustainable, modern and capable organisation that can lead the movement for the long term.

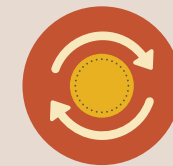
- Diversify income
- Modernise systems
- Strengthen capability

What changes

Community ownership creates: **better businesses and communities** for:



People



Economy



Environment

And we achieve **our vision** for...
thriving, inclusive and resilient rural communities.