

STRATEGIC PLAN

2026-2028

BACKGROUND



1

Set out to create a strategy to provide direction and clarity for the work carried out by the Chamber

2

Carried out member feedback via online survey and an interactive session at the EXPO, led by Sharron

3

Reflected on what is working, what is not and where the Chamber aspire to be

WHAT WE DO

VISION & MISSION



VISION

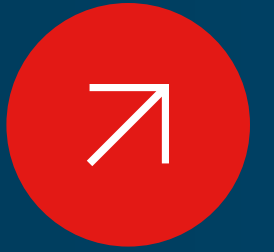
To be the most trusted, dynamic and independent champion of business in Fife.

MISSION

We connect, champion and support businesses across Fife by providing opportunities for connection, trade, lobbying and visibility.



HOW WE DO IT



VALUES

INNOVATIVE

Embrace new ideas and approaches to continually enhance the value we deliver for our members and Fife's business community

SUPPORTIVE

Champion and stand alongside our members, providing the guidance and connections to enable them to grow and succeed

RESPONSIVE

Listen, adapt, and act quickly to meet the evolving needs of our members

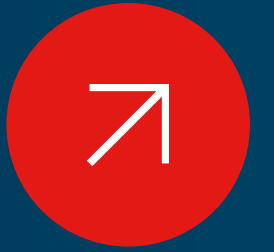
INCLUSIVE

Create an open and welcoming environment where every business, voice, and perspective is valued

RESPECTFUL

Build trusted relationships through integrity, fairness, and professionalism in everything we do

STRATEGIC PILLARS



MEMBERSHIP OPPORTUNITIES

Create meaningful opportunities to connect, collaborate, and grow

Tailored business introductions

Member-to-member offers and exclusive discounts

Mentoring support

BUSINESS COMMUNITY

Create events programme for connection, knowledge sharing and celebration

Communications and marketing to raise the profile of Fife Chamber of Commerce, and Fife's business community

CHAMPION BUSINESS

Give a voice to Fife's businesses, representing their interests on the issues that matter most

Influence policy and drive positive change

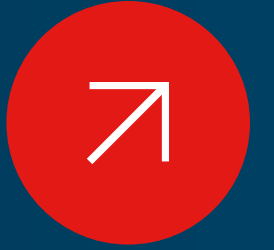
Regular and impactful communication with local MPs and MSPs

STRONG ORGANISATION

Operate with integrity, transparency, and sound financial management

Invest in our people, governance, and infrastructure to strengthen our capacity to deliver

STRATEGIC AIMS



MEMBERSHIP OPPORTUNITIES

- **70% of operating cost through membership fees**
- **Working with 12 Premier Partners 1st Jan 2028**
- **Increase total membership to 380 businesses by 1st Jan 2027, and 460 by 1st Jan 2028**

BUSINESS COMMUNITY

- **Fully booked events programme**
- **30% revenue generated from events**
- **Establish the Chamber as a recognisable brand**

CHAMPION BUSINESS

- **Established engagement with local MPs and MSPs**

STRONG ORGANISATION

- **Robust governance with an independent Board**