

Full member consultation

160+ response to WineGB member satisfaction and strategy surveys

150+ attendees to the seven Q1 regional roadshows – 89% highly rated the day

30 Regional Chairs, Working Group Chairs and the Board

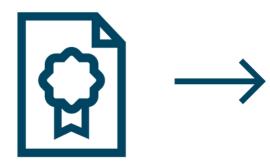




Member consultation

Strategy day

Team strategy development



Board review



Membership presentation



Progress checking

3 year plan



Vision

Great Britain is a sustainable wine region of world renown, recognised and celebrated for the quality of its wines and visitor experiences

Mission

To represent, lead, and support the sustainable growth of the Great British wine sector.

Addressing these key sector challenges





Production & People





Sales & Quality



Reputation

Objectives





Production

Manage the challenge of long-term consistency in a cool climate while weather patterns are increasingly variable



People

Ensure that the industry can secure and educate a workforce that tracks production



Sales

Sales track production



Quality

Ensure that quality continues to improve, and develop materials to support trade/consumer understanding



Reputation

Use proactive leadership to ensure that the reputation of the sector is enhanced to protect business and advance the industry



2024 - a foundational year

Knowledge

- Knowledge gap analysis
- New research, guidance and toolkits
- New working groups

Marketing

- Record growth in the WineGB Awards and the Trade Tasting
- Record export engagement

Reputation

- Manifesto for Growth
- Reports <u>Tourism</u> and <u>Sustainability</u>
- Budget response

Core team hires



Sustainability & Creative Executive



Knowledge Manager



Industry Relations Lead



Policy Director

Production & People



Delivered by 2028

Accurate

Timely

Responsive

- Gaps identified regulations tracked updates made. Full set of core templates and toolkits
- Better members area essential reading upskill and inform
- Grape Press blog timely information sharing
- Annual webinar and in person training programme
- On way to best in class knowledge library
- Showcase a career inside the sector

Sales & Quality



Delivered by 2028

Evidence lead strategy

Improved impactful delivery

- Coordinated Strategy Sales and Marketing / Export / Tourism.
- High quality category wide messaging through brand + website refresh.
- Well supported, toolkits and insights report more useful for members market development.
- Still and Sparkling PDO/PGIs with the Trade





Delivered by 2028

Ensuring license to operate

Collective voice for industry wins

- Secure a cellar door relief
- Taking a leadership role on issues that could cause harm upskilling and comms
- Media and socials to support sales
- To inform and empower members with core messages that disseminate our category story and galvanise political interest
- To ensure members voice is heard in relevant consultations and the Budget



Summary

Clear strategy and 3-year programme

How: Delivery = Value

- Working with members
- Working with partners and patrons
- Through the right skilled team

Addressing these key sector challenges







