

Business' Circularity Gap Analysis

Business: Growing Links CIC

Student: Gabriel Ezeh

Course: Sustainable Development MSc

Date: 20th June – 15th July 2022

Growing Links CIC, based in Penzance, Cornwall, aims to bring communities together to grow, celebrate and eat, whilst increasing wellbeing and access to locally grown food and reducing impact on the environment.

Project



- Growing Links identified a gap in their ability to quantify their circularity, particularly on their vegetable bag scheme from the Community Garden.
- In response to this Gabriel produced a strategic gap analysis for the business' vegetable bag scheme, including a S.W.O.T. analysis, an action plan towards circular economy and a 5-year projected cash flow.
- This highlighted key strengths and challenges faced by the business. Their strengths include a clear mission statement; inspired and committed leadership, as well as the high levels of support from the Cornwall



Image kindly provided by Growing Links CIC

“Gabriel was fantastic and supplied a gap analysis and a suitable legal structure.”

Lynne Dyer, Managing Director

Council and within the community. These strengths are countered by over-reliance on volunteers and donations, as well as the lack of a strong purchasing power and absence of a sustainable source of food items.

- Gabriel identified business opportunities, particularly in relation to new funding streams; both grants, and the capacity to reach new market segments.

The Impact



This project enabled Growing Links to move towards the development of a Community Benefit Society, to improve the wellbeing of farmers, local homeless people and underprivileged families, and to build a circular economy within Cornish communities.