

Project Brief	
<p><i>The Project Brief is the first thing to do. It should be completed before any activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</i></p>	
Project Name	Hands of Hope – Reaching Out
Project Manager	Ann Rhodes
Document Author (if different from Project Manager)	
Organisation Name	Selby Hands of Hope



Benefit

Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.

Selby Hands of Hope is unique – it has a simple mission to change lives for the better. It acts as a last hope for many in crisis – providing funds, equipment, contacts and support for individuals, families and local community organisations. Selby Hands of Hope brings a refreshing realism to the needs of our local community. Our aim is to address the gaps and reach the people other services fail.

Selby Hands of Hope was created by its founder Wendy Singh who had experienced personal problems in her own life and was shocked at the lack of support available when she needed it most. Years later Wendy was determined to turn her negative experiences into something positive.

Since creating Hands of Hope in 2009 the charity has to date supported 5,725 people and 67 Organisations awarding just under £400,000.

Through events, donations and appeals a ceiling has been reached which the Trustees now wish to smash through. More than a charity shop – the first Hands of Hope enterprise has provided learning opportunities and paid work for some of the most vulnerable people in our community. At the same time, it provides a range of donated goods that can either be sold or given to families and communities in need.

Opened in 2014 the shop has been successful but limited by its location and space. In 2016 our second shop was opened which is in a more central location, providing much needed space and the ability to increase the number of volunteer, work and paid opportunities to local residents.

Through each shop we have needed to create a team of staff and volunteers. Focus has been on providing opportunities to many of the individuals the charity has supported in recent years.

By working with the Job Centre, Selby District AVS and other local charities we have created specific opportunities for paid and volunteering positions. We have created our own training structure from induction to specific areas including; customer care, shop management, using the till, financial systems, health and safety and confidence building. This has created 10 paid

staff opportunities and recruited over 20 volunteers to assist. Individuals have had a range of barriers that we have successfully addressed, including mental health, anxiety, learning disabilities, offending and people with no formal qualifications.

We support individuals and groups to change their lives. We receive many requests from families and individuals seeking support both financially and in kind. Too often the main thing people are seeking is an opportunity, someone to listen, someone to believe in them.

We have found that through our work we are able to engage with people, listen to their issues and encourage them to make a change. This often leads to people volunteering with us, accessing support and information through the Selby District AVS Social Prescribing Service which we provide some funding for, and for some securing paid employment with us.

Our two successful charity shops sell a wide range of electrical goods, furniture and clothing at very low prices. Many people we meet have highlighted the wish that we were able to be closer to where they live, and that more things go on in their area to support and address the issues they face.

To this end in we have piloted two new initiatives.

Discosize

We established a Discosize fitness and friendship class at Eggbrough Sports and Social Club in September 2017, running every Wednesday from 5.30pm – 6.30pm. This weekly class combines exercise, yoga and meditation – adapted to the needs of participants.

So far, we have attracted a diverse range of attendees from people with physical disabilities, people with mobility problems and many who are isolated and lonely.

The class is run by a young man who has no sight, who we have supported and trained as part of his rehabilitation and return into paid work. Josh has successfully adapted the training so that people are able to maximise their workout within the constraints that their health gives them.

Attended by a regular core of 10 residents we are keen to expand the number of people involved and maximise awareness of this class. Attendees comments have included;

“this brightens up my week surrounded by so many nice people”

“I can’t believe what I am doing, it is so much fun and so good for me”

Pop Up Charity Shop

In October we took our Charity Shop out on the road to a Community Event run by Tadcaster and Villages CEF. Our large stand was very popular with over 100 people visiting it and raising over £150 on a very wet and windy day!

During the day we made a lot of contacts, arranged for our van to collect a range of donations, informed people about volunteering opportunities, and discussed the ways in which we support individuals and groups in the community.

Details of the Project

Please list the details of your project

We wish to take the work of our charity into the District so that we can benefit the whole community.

Our plan is to coordinate a series of 12 pop up days in villages across the Southern CEF area. Each event would tie in with other community events taking place. We would provide publicity and staff to transport a range of items from across our two shops.

We pride ourselves on the quality of stock, the cheap prices we offer items and the friendliness of our staff team.

More than a charity shop, we will also be promoting a free pick up service for unwanted items ensuring we benefit from more items for future selling. We will also promote the grants we make available to local groups and organisations across Selby District, volunteering opportunities, and work placements.

Our aim will be to use the profits from our sales to build a unique pot of funds to hold future events in the Southern CEF area – enabling a sustainable service that we continue to roll out.

Discosize – we wish to increase the numbers of people attending the weekly class. If we can double the number of attendees we will have a sustainable model that pays for the venue hire, the class instructor, and raises funds for Selby Hands of Hope to invest in ongoing support and services in the Southern CEF area.

We wish to fund an awareness campaign to further promote the weekly class, have an incentive that enables people to try the class at no risk that can be distributed through referral organisations including CEF Partnership Board members, Parish Councils and local services. It will also pay for exercise mats for the class to have.

Project Objectives

What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?

The Project will hold an initial 12 Pop Up Charity Shop events across a year. Our aim will be to attend a range of community events in different locations promoting our free van pick up service, take a range of goods to sell at each event, promote the volunteering opportunities with our organisation, and create a sustainable pot of funding to continue to run the Pop Up Scheme after our initial years funding.

For Discosize we will increase awareness of the service to double our number of attendees ensuring that this service continues.

Combined we aim to;

- bring two sustainable services to the community
- increase opportunities to access two activities that are locally delivered
- enable people to purchase essential goods at low prices
- enable people to donate unwanted goods for the charity
- provide access to volunteering opportunities with the organisation
- find out about the support available for local groups and individuals
- increase people's fitness and widen their friendship circles

Our Project will compliment the aims of the Southern CEFs CDP by;

- Providing opportunities to address loneliness and isolation by running two services across the Southern CEF area. We already have a number of people being picked up and dropped off by other attendees of the discosize class.
- Taking our services into the community removing the reliance on public transport which acts as a barrier for the many small villages in the CEF area

- Promoting the work of the Southern CEF by including information in our publicity and promoting the work of the CEF and Public Forums at the Community events we will attend.

Benefits

Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.

Our project will enable people to donate unwanted items that we can recycle back to the community turning the money raised into a sustainable service in the Southern CEF area.

We will be able to recruit a small team of volunteers from the local community to assist with our Pop Up Service.

We will also provide opportunities for people to improve their fitness, develop a new friendship network and support a local community venue. Our trial scheme will enable us to target and encourage those people most in need to “give it a go”.

Project Approach / Delivery Options

Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.

Having trialled the Pop Up Charity Shop we know that we need a paid coordinator to bring everything together and ensure we maximise the impact of each event.

Our van and drivers will be able to load up the van, drop off all items for sale and pick up unwanted items from around each monthly location. We would also offer an additional collection day in each area following the event.

Our Discosize class is delivered by a quality instructor who is skilled at fitness, yoga and meditation. He can adapt the exercises to address the needs of people with different health issues, physical constraints and fitness levels.

Project Timescales (Milestones)

Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.

Assuming a confirmation of funding from the Southern CEF PB in January we would aim to have all events booked for the year by April 2018.

Exercise mats would be purchased in February 2018.

Pop up shops and Discosize would then be highlighted in a flyer – promoted on the CEF website, in the Selby District AVS newsletter, on our own website, facebook, as part of the publicity for each local event and door dropping in the local area.

A separate email would detail how people can be referred onto the Discosize trial– ensuring we target this opportunity to those most in need.

Events would run through to the end of March 2019.

Project Resources (people and money)

These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.

Item	Cost
Discosize	
20 mats exercise	£100
12 people 6 subsidised sessions £5.00 x 6 sessions x 12	£360
Publicity Print Run	£120
Pop up Charity Shop	
Staffing for each targeted event	
Driver £7.50 x 8hrs x 12 events	£720
Helper £7.50 x 8 hrs x 12 events	£720
Pop Up Charity Shop Sales person £7.50 x 16hrs x 12 events	£1,440
Coordination of events for the year 3 days x 8 hrs x £7.50	£180
Diesel for van average miles per event 25 miles x 0.45p = £11.25 per trip x 12	£135
Additional collection day per event	
Driver £7.50 x 8hrs x 12 events	£720
Helper £7.50 x 8 hrs x 12 events	£720
Diesel for van average miles per event 25 miles x 0.45p = £11.25 per trip x 12	£135
Publicity	
Design of promotional material	£70
Printing of Promotional materials	£150
Stationary	£100
Trestle Tables x 4	£80
Total Project Cost	£5,750

Funding

Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.

Our aim is for the Southern CEF funding to kick start this new Pop Up Charity Shop Service and support the growth of Discosize. Through the CEF support this would create a sustainable future for both activities.

Our contribution will be our vehicle, donated items from our two charity shops and the use of our promotional materials to encourage people to donate unwanted items.

Risks / Issues

Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.

Poor Participation

To maximise awareness and income generated we intend to “piggy back “ onto community events already taking place, in accessible venues where we can contribute to the success of the event.

Our publicity will be widely distributed to ensure people know what we do, what we offer and how they can get involved.

Sufficient Staffing

As we will be planning the events in advance we will be able to book the staff we need to ensure we make the most of each event.

Links and Dependencies

Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?

Both elements of our project are unique bringing new activities to the Southern CEF area.

Selby Hands of Hope has a well-developed network of other organisations, services and activities enabling it to successfully signpost people in need of further support and advice.

We have successfully trialled each element and now wish to develop them as sustainable activities for people to access across the Southern CEF area.

The people who currently attend Discosize are already picking up others to take them to and from the class. We also have vehicles to pick up people who may wish to volunteer for our Pop Up Charity Shop removing the reliance on public transport.