

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 – Creating Lasting Links
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 was reached which the Trustees wanted to break 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 was 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. We have been able to create 10 paid staff opportunities and recruited over 20 volunteer roles 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 positive 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 others securing paid employment either with us or elsewhere in the District.

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 situated closer to where they live, and that more opportunities go on in their area to support and address the issues they face.

To this end in we have piloted a new initiative.

Pop Up Charity Shop

In October we took our Charity Shop out on the road for the first time to the Community Discovery Day 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.

We found that our stand provided an opportunity for people to browse and talk to our staff team in a safe environment. As at our charity shops, we also had information available and were able to signpost a number of people to relevant services.

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 Tadcaster and Villages 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 promote our free pick up service for unwanted items ensuring we benefit from receiving more items for future selling. We will also promote the grants we make available to local groups, organisations and individuals 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 Tadcaster and Villages CEF area – enabling a sustainable service that we can continue to provide.

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 project after our initial years funding.

We aim to;

- create a sustainable service for the Tadcaster and villages community
- increase opportunities to access activities that are locally delivered
- enable people to purchase essential goods at low prices
- enable people to donate unwanted goods for the charity that we can recycle
- provide access to practical volunteering opportunities with the organisation
- find out about the support available for local groups and individuals

Our Project will complement the aims of the Tadcaster and Villages CEFs CDP by;

Economy, retail, and tourism

- We are creating a sustainable model that creates a Pop Up Charity Shop service to the communities across the CEF area, providing retail and practical opportunities for people to volunteer with us and learn new skills.
- At the same time our project makes a positive environmental impact – recycling unwanted goods for the benefit of others, with monies raised being ploughed back into the community.

Leisure, culture and education

- Taking our services into the community removes the reliance on public transport which acts as a barrier for the many small villages in the CEF area
- Our project creates new opportunities for people to get involved, supports current community events and raises awareness of other support available in the community.

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 Tadcaster and Villages CEF area.

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

With a range of events across the year, our community project will also be a wonderful opportunity to promote the work of the Tadcaster and Villages CEF, the community funding it has available and the numerous Public Forums that take place each year.

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.

For each event that we hold we will also provide an additional collection day in each area following the event. This will be promoted in our publicity and at each event. Residents will be able to book a time for us to collect their unwanted items.

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 Tadcaster and Villages CEF Partnership Board in March we would aim to have all events booked for the year by April 2018.

Pop up shops would be highlighted in a specifically designed 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.

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
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	£5,170

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 Tadcaster and Villages CEF funding to kick start this new Pop Up Charity Shop Service. Through the CEF support this would create a sustainable future for the project.

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.

Our flexible approach will ensure the Pop Up Shops take place at events and locations aimed to achieve maximum impact.

Sufficient Staffing

As we will be planning the events in advance we will be able to book the staff and volunteers 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?

Our project brings a new service and activity to the Tadcaster and Villages 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 this sustainable service for people to access across the Tadcaster and Villages CEF area.

We have vehicles to pick up people who may wish to volunteer for our Pop Up Charity Shop removing the reliance on public transport.

Our project will also be able to promote the work of the Tadcaster and Villages CEF, promote other activities and support a range of community events taking place throughout the year.