



GETTING BACK TO WORK

A Life Changer for Paul McCabe

+PLUS

SUSTAIN & Colebridge Trust – How It All Fits Together

A New Funding Support Service From SUSTAIN

Two New Volunteering Centres Coming to Solihull

Solihull Together Charity Ball and Solihull Together Walk

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WORKING TOGETHER IN CHALLENGING TIMES

Welcome to the latest issue of our Newsletter. Inside you will find some great examples of the work we have done and of partnership working within our own and other sectors.

There has been a real sense of pulling together on a number of fronts since the recession first bit and this has generated real benefits on the ground in our community. Some of our private sector colleagues, for instance, have been tremendously helpful in supporting initiatives and not only has their help been deeply appreciated by the community groups they have supported but those involved have found it really rewarding as well.

The help that we have been able to give smaller community organisations through our Solihull Together fund has been much appreciated as well. We have more fundraising events planned for this, including the Ball on July 15th and the Walk on October 9th. I urge you to think

about supporting these and realising the benefits for your own organisation

Meanwhile, there remain challenging times ahead and we all need to continue working together and do so even more effectively, to support each other and deliver to the needs of our clients and members.

We hear predictions, from a number of sources, that we will all find ourselves in an even more competitive environment and that national players will be looking to compete for localised work. We need to be sure that our locally run organisations can compete effectively and continue to serve the best interests of our communities.



Dave Pinwell, CEO

NEW VOLUNTEER CENTRES ARRIVING SOON!



Maureen Shepherd,
Solihull Volunteer Centre Manager

SUSTAiN are delighted to announce that, following a successful bid in partnership with Warwickshire Association of Youth Clubs (WAYC), we are working towards opening 2 new volunteer centres in Chelmsley Wood and

Solihull Town Centres. The first centre to be opened will be in Chelmsley Wood in the summer and the second centre will open in Solihull soon after. Both centres will be open for anyone to walk in and look at opportunities and will be staffed by volunteers.

This exciting development builds on the successful work already undertaken by SUSTAiN and WAYC in the borough. The new volunteer centres will allow volunteering to be promoted more effectively and opportunities made more accessible. Solihull Volunteer Centre Manager, Maureen Shepherd said "Providing a face to face service at the heart of the community will enable us to provide more support and information to anyone wanting to volunteer their time, skills and experience."

As well as engaging with individuals the volunteer centres will be keen to work with employers seeking volunteer-

ing opportunities for their staff.

"Volunteering is a great way for organisations to develop their staff as well as contributing time and expertise to the communities in which they work" continued Maureen, "We also want to increase the range of opportunities that are available and I would welcome new and existing voluntary and community groups to contact me to find out more about the project and how we can work together."

If you want to know more about this project please contact Maureen Shepherd on 07919 577475 who will be pleased to meet with you or talk to your group. Regular updates on the project development and opening dates will be available at solihull-sustain.org.uk.

NEW FUNDING SUPPORT SERVICE



Alan Crawford, Funding Officer

the team at SUSTAIN. Alan has extensive experience of the voluntary sector having previously worked at BVSC in Birmingham.

Alan's role will be to work in conjunction with organisations in the borough to help them identify suitable funding opportunities and work with them to produce quality funding applications.

Alan will not be able to write your applications for you but he will be running regular training sessions, workshops and will be on hand to offer advice, information and guidance to help you ensure a successful outcome for your application and the project you need funding for.

Please note due to the expected demand, we cannot guarantee that we

will always be in a position to provide you with support, as we will be operating on a 'first come first served basis' and within the context of bidding deadlines.

The best way to find out when Alan is running the training sessions and workshops is to sign up to our regular SUSTAIN Alerts. These are sent by email every two weeks. You can sign up by visiting www.solihull-sustain.org.uk and using the sign up form on the right hand side of the home page.

If you would like to have a meeting to discuss receiving support in accessing funding you can contact Alan by email at alanc@solihull-sustain.org.uk or by calling 0121 711 3148.

It's been a while coming but we are pleased to announce that a new funding officer, Alan Crawford has joined

LEARN SOMETHING NEW

Want to Advertise Your Training or Looking for Learning and Improvement Opportunities?

If you want to advertise your training services or you are looking for training that meets your needs, look no further.

Finding the training course that is

perfect for you or advertising the training you provide has just got a whole lot easier thanks to the launch of a brand new website:

www.learnsomethingnew.org.uk

The website was set up by SUSTAIN with some initial funds from the Skills Funding Agency to help connect training providers with each other and to provide a one stop shop for people in Solihull looking to develop their skills.

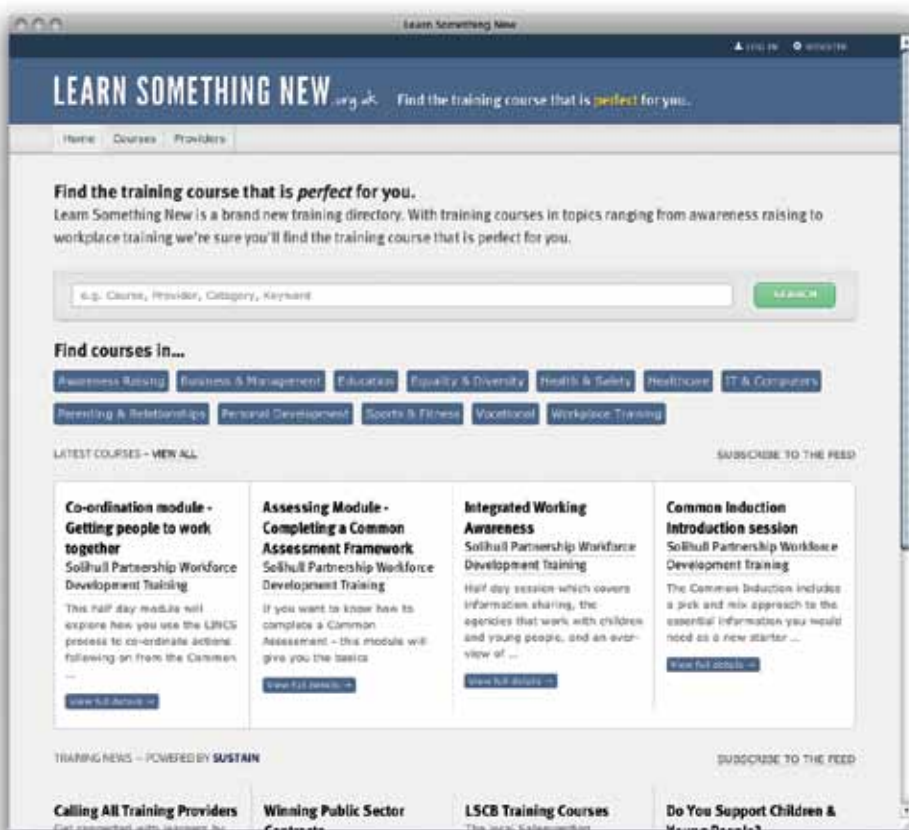
Training providers can advertise the courses and services they offer through a very simple interface and get the latest news on policies and funding.

If you are a Voluntary and Community or other not for profit organisation then advertising is free. If you are a private business providing training, advertising on the site is very keenly priced. You would be daft not to consider it.

For anyone looking to develop their skills in any area, Learn Something New provides a simple way of seeing what's out there.

So, visit the website and start searching for the training that you need or sign up to advertise your services by going to www.learnsomethingnew.org.uk/members/register/

If you need more information, contact Charles Rapson on 0121 770 8222 or email charlesr@solihull-sustain.org.uk



BE SAFE NOT SORRY

Safeguarding Children Is a Statutory Requirement and Not to Be Overlooked



Andrea Davis,
Children's Services Development Officer

“Good intentions can sometimes be misguided. Now is the time to make sure you and your organisation are aware of statutory guidelines and at SUSTAiN we have all the right contacts to advise you and keep everyone safe. A lot of VCOs find it hard to keep up to date with the latest developments and may not have the policies or practices in place which is why I've been appointed as Children's Services Development Officer, to provide support and advice.”

— Andrea Davis, Children's Services Development Officer at SUSTAiN

The disturbing case of Vanessa George, the nursery worker from Little Teds Portsmouth, jailed for a string of sexual and indecent assaults, highlights the importance and need for all services to have measures in place to promote the safety of children and young people.

“Safeguarding children must be taken seriously to protect everyone involved. A lot of VCOs may not be aware of statutory guidelines and don't have the right policies or practices in place. I've recently been appointed Development Officer, Children's Services to help VCOs understand what they need to do to protect children, staff and volunteers.” said Andrea Davis at SUSTAiN.

Key lessons from a review of Little Teds serves as a good reminder of policies which should be in place as standard when working or volunteering with children:

- Child Protection Policy and a named point of contact
 - Safe recruitment practices
 - Safeguarding awareness training for all staff and ongoing supervision
 - Procedures if an allegation is made against a member of staff or volunteer
- All of the above should be ratified

by the trustees / governing board of an organisation and reviewed on an annual basis. It is recognised that organisations may need support to put the above measures in place. The SafeNetwork toolkit *Are They Safe* is a great resource aimed at voluntary organisations and it is available direct from www.safenetwork.org.uk or via SUSTAiN.

SUSTAiN are working with the Local Safeguarding Childrens Board (LSCB) to develop safeguarding training and a common induction for the sector, delivered by the sector and more information will be circulated shortly.

Andrea says *“if you don't work with children and young people you may not feel safeguarding is an issue for you, but you'd be wrong. Vulnerable adults are also protected by safeguarding legislation so if you are unsure whether you are meeting required safeguarding needs please contact SUSTAiN for advice”*.

If you want to understand what safeguarding support or training is available contact Andrea on 0121 711 3148 or email andread@solihull-sustain.org.uk, dates for level 1 courses are also available on SUSTAiN's website.

SEE THE SHOW, WATCH THE MOVIE, READ THE BOOK

Voluntary Services Exhibition, Brand Video, Voluntary Services Directory

It's a challenge. Commissioners, funders and decision makers don't know who is out there and what you do.

The reality is there are hundreds of excellent voluntary sector organisations supporting people in Solihull. Over 600 at the last count.

To help address this SUSTAiN, Enable-Solihull and SWICDA have joined forces to stage an exhibition of a cross section of organisations on 7th June at Solihull College's Blossomfield Campus. The event will be open to members of the

public but the main audience is commissioners and senior managers in the public sector, councillors, funders and other key decision makers.

Colebridge Communications has also produced a voluntary sector promotional video for SUSTAiN to coincide with the event to give an added dimension.

SUSTAiN will also publish its 2011/12 Voluntary Services directory which lists most of the 600 or so organisations serving Solihull. The directory will be widely distributed and there will also be

an online searchable database on the SUSTAiN website coming in the near future.

After this, no one should be saying “I don't know what's available”!

The Voluntary Services Directory will be made available electronically and on SUSTAiN's website. The video can be viewed online. Limited numbers of each will be produced in hard copy to reduce costs.

A LICK OF PAINT AND HELPING HANDS

A Lick of Paint and Helping Hands Makes A Huge Difference to Everyone

Branches Community Project, based in Chelmsley Wood, runs a weekly club called Kidzone for primary school age children in a local community hall. The hall has been in existence for about 30 years and was in dire need of a bit of TLC.

June Mole, SUSTAIN's Services Development Officer, was visiting the Coventry Building Society one Saturday on personal business. June however never misses an opportunity and got chatting to Sue Burrows, Customer Services Manager at the Coventry Building Society.

June managed to turn this chance meeting into the perfect Corporate Social Responsibility (CSR) opportunity to benefit all involved.

Listening to June explain how CSR works helped Sue realise that The Coventry Building Society could be of help to their community and get something from it themselves. As Sue says, "The Coventry Building Society has a Community Champion employee at each branch who is always looking for new



Sue Burrows, Customer Services Manager at Coventry Building Society with June Mole

ideas. When June explained I thought this was something we should help with if June could find us a suitable Team Challenge. We were keen to work with a local organisation benefiting children."

June set up a meeting between The Coventry Building Society and Branches and it was agreed that a team from the Coventry Building Society would paint the main community hall, the kitchen

area and a stock room.

On Sunday 17th October, seven members from the Solihull, Chelmsley Wood and Sheldon branches of the Coventry BS arrived at Branches Community Hall and in four hours transformed the hall.

"This project was an ideal example of what can be achieved in a comparatively short space of time," says June. "The hall is now much brighter, lighter and more inviting for the children. Not only have the Coventry Building Society employees offered to come back and do a bit more to help, they have also inspired the children's parents to get involved."

Sue says, "We really enjoyed getting out into the community as a team to lend a helping hand."

If you and your organisation feel you could lend a helping hand in the local community we would love to hear from you. Call June Mole at SUSTAIN on 0121 711 3148 or email her at junem@solihull-sustain.org.uk

SKILLS FOR JOBS

Confidence and Financial Stability Through Work

SKILLS for JOBS

For those who feel far away from employment there is a way to get back into the workplace with support being offered from Skills for Jobs, a project based at Chelmsley Wood Baptist Church Centre.

Skills For Jobs is a service offered by the Colebridge Trust to anyone in North Solihull, over 19 years old who has been out of work for 12 months or more. They can offer guidance on benefits, including Better Off in Work calculations, CV writing,

basic IT skills, advice on volunteering, work trails and interview techniques – in fact everything anyone wishing to return to work could want.

One of those feeling far from being employable was Ann Medland. Through her own admission, Ann lacked self confidence, but was very keen to get back into the job market after years raising children, looking after her parents and recently widowed. She didn't know where to start but joined a job club in Chelmsley Wood where she was referred to Skills for Jobs.

Skills For Jobs started by finding Ann voluntary work to help rebuild her confidence. They held weekly meetings with her and showed her

she could apply for vacancies within the care sector. Although she had no formal qualifications, she had plenty of hands-on experience.

Skills For Jobs contacted care homes and age support organisations, got her an interview and drove her there to provide practical and moral support. Ann got the job.

"I am very grateful to Skills For Jobs for helping me sort my future out" says a delighted and employed Ann Medland.

For more information call Sophia Nasresifahany or Kate Bithel on 07825 414 372

SOLUTIONS FOR HERONFIELD ANIMAL RESCUE CENTRE

Heronfield Animal Rescue Centre in Knowle does such a great job helping unwanted, injured or orphaned animals and birds, that visitors find it difficult to leave without putting their hands in their pockets. Funders, looking at applications for vital money to keep the Centre going, assessing the work on paper from a distance, though, were proving less easy to convince.

Mith Withy from Heronfield Animal Rescue Centre said *"SUSTAiN has been excellent and always at the end of the phone. SUSTAiN provided a very good service helping with personnel and equipment and we're looking forward to working with them in the future to support our organisation"*

Having been unsuccessful with a series of bids, this family run centre contacted SUSTAiN. We realised they needed help to align the strength of their legal structure and business strategy with that of their animal care.

We realised there were a number of



Mitch Withy from Heronfield Animal Rescue Centre with two rescued ferrets

things we could support them with. Charitable status needed consideration and there was a need for support with business planning, PR and marketing, fundraising ideas and some general organisational tips.

The centre has a very small team who spend their time hands-on with the animals, so we suggested getting a

specialist volunteer who could support with the strategic and planning work. We provided details of someone suitable to put them in touch with, as well as two further volunteers to help in the office. In addition we were able to link them with the right people to get the Centre a reconditioned PC and some office furniture.

Now we are linking the Centre with some of our Corporate contacts to get help with general repairs and painting projects. As a result of these changes, Heronfield ARC will be in a much stronger position to apply for funding for new projects. The quality of their work will be mirrored more effectively on paper in their funding applications than it was before.

If you would like to find out how SUSTAiN could support your group you can contact Alan Crawford at alanc@solihull-sustain.org.uk or by calling 0121 711 3148.

HELPING THE GILSON LADIES FIND FUNDING

Making a Difference in Kingshurst



Gilson Ladies is a growing local support group with over 60 members. They meet at Seeds of Hope Hall in Kingshurst and organise a range of activities, speakers and meetings but mainly it's about creating

a community and support network.

After a tough year, the Gilson Ladies decided they wanted to do something special for their members at Christmas. The problem was funds were very low and some members would find it dif-

ficult to be part of the celebrations without some help. The Gilson Ladies approached SUSTAiN for advice.

We helped them search for suitable funders and also provided some general guidance on completing the application process. This helped ensure the group's success in obtaining funds to help with the cost of a much needed social event for all of their members.

Now the group has a better understanding of the types of funding available and how to approach future applications such as looking at the 'outcomes' for its members – the difference it will make to them - rather than the activity itself.

If you would like to have a meeting to discuss receiving support in accessing funding you can contact Alan by email at alanc@solihull-sustain.org.uk or by calling 0121 711 3148.

KINGSFORD COURT

What do a board of volunteers do when they have a contracted management company not delivering on its obligations and as a consequence they have paid workers threatening to walk out? Kingsford Court called SUSTAiN for help as they had reached an impasse with their management company and really didn't know what to do.

Kingsford Court is a sheltered housing scheme with 40 apartments. The board consists of residents who give up their time to ensure the service charges received are put to best use for all residents. Having had the chance to talk through the issues it was apparent to Claire that the management company were not looking after the best interests of the residents and had actually forced the board into a very difficult situation with the on-site staff.

Over 15 months SUSTAiN provided ongoing support to ensure issues were resolved including guidance on Working



Time Regulations, change of staff contracts, payroll issues and potential breaches of contract by the management company. During this period SUSTAiN acted as intermediary between the board and the management company and also held meetings and consultations with the on-site team.

Ultimately the board's trust had been lost with the management company and so, once the immediate issues with the

SUSTAiN was very supportive of the board in our "Right to Manage" campaign.

— Mrs Bush, Kingsford Court Chair

staff were resolved, SUSTAiN helped them find a new company; one that was supportive of the residents "Right to Manage". We did the initial research, guided the board with the tender and interview process and supported the switch-over of management company.

The changeover of management companies has now been completed with accounts transferred over, a new bank account opened, new systems in place and even the on-site team have had a pay rise whilst residents will see a reduction in costs from April!

If your group needs help contact SUSTAiN on 0121 711 3148 or email junem@solihull-sustain.org.uk

SWANN PROJECT

A Wind of Change Is Blowing and Local Residents Are Generating the Storm

A wind of change is blowing in Smiths Wood, and a team of local residents is generating the storm. They are determined to make the area a better place for everyone to live and work in. They have set up a new charity, now known as Smiths Wood Action Neighbourhood Network (SWANN). It has a list of priorities, to be achieved in partnership with service providers over the next five years.

This includes rebuilding community spirit, reducing anti-social behaviour, drug taking and crime, bringing in more community activities and facilities and generally improving the local environment including employment opportunities and transport links.

The SWANN project is designed to encourage participation by every resident in the local community whilst working alongside the Council, the Police, the

PCT and other local service providers such as Solihull Community Housing and Solihull SUSTAiN.

The project builds on work started by Hazel Stuteley, an NHS community engagement specialist, who explains: "I was bringing experience from Falmouth, where I was working as a community nurse on a very disadvantaged estate. In four years we halved the crime rate, doubled the exam success rate and decimated the number of child protection cases. We turned around an area that was approaching rock bottom. I have found a group in Smiths Wood who are equally eager and energetic and are sure to succeed in bringing change into their community".

SWANN chairman, Malcolm Cullen, has a positive outlook for the first time in many years. He says: "We have put up with too much for too long and lost our

sense of community. Now that Hazel has unlocked the door for us, we will bring about change by showing us that we can do things for ourselves and take the future more into our own hands. When we talked to people in Falmouth about what they had achieved, it really opened our eyes".

Malcolm leads a group of residents who believe it is important to be positive and determined to bring about significant changes in their neighbourhood. He adds: "We have achieved a lot in a short time with a small group. We have had great support from our partners. Now we want more residents to come and sign up to the cause. It's time to stop looking back and start looking forward."

For further enquiries please contact Malcolm Cullen, Chair of SWANN on 0121 314 2740.

SUSTAIN AND THE COLEBRIDGE TRUST

If you have ever wondered what Colebridge Trust does and how it relates to SUSTAIN you are probably not alone, so here we try to clarify and make sense of it all.

The Colebridge Trust has been around for some years and became the *accountable body* for the SUSTAIN Consortium, a partnership that consisted of 8 or 9 different support or umbrella organisations.

As the work of SUSTAIN grew and became such a large part of what Colebridge Trust did, the Trustees of Colebridge and members of the SUSTAIN Consortium felt the sensible thing to do was to merge the two organisations into one. A couple of the SUSTAIN Consortium members and a couple of the Colebridge Trust board, along with some independent specialist help, formed a new Board

of Trustees. To simplify the legal process, the Colebridge Trust name was retained, governing documents amended and SUSTAIN (which had no formal legal status) became a *brand* operated by the Trust.

The diagram shows the structure of Colebridge Trust and the various brands (or projects) it operates.

Third Sector Infrastructure



Social Enterprise



colebridge:communications

THE BENEFITS

"If you want to know how to grow flowers, ask a gardener."

Through its Community & Enterprise activity, Colebridge Trust faces the same challenges that other organisations face and this helps SUSTAIN understand and anticipate the support needed by other front line services.

For example, Waterloo Woodwork

provides work experience and training for people with Learning Disabilities to help them find paid employment. This is currently funded by the combination of a block contract with the Care Trust and the income it makes from its trading activity. With the changes in the NHS and Personalisation, block contracts will end and will be replaced by Personal Budgets. We realised, at Waterloo, that

this changes the way we market and promote our services. We also realised that others are in the same boat. So, through SUSTAIN & Colebridge Communications, we ran a number of well received and timely Marketing workshops and some one to one sessions to help organisations understand the impact and what they needed to do to develop a new promotions strategy.

GET INVOLVED

You can have a say in the way Colebridge Trust operates by becoming a member of the Trust.

We need your involvement to help us improve our effectiveness and ensure that, as SUSTAIN, we can better represent the views of the Voluntary and Community sector.

Membership is free and is open to

anyone over 18 who lives or works in Solihull. Membership gives you an opportunity to:

Inform our work and the ways in which we can support you.

Keep up to date on current issues and developments around the Big Society.

Network with organisations and people with similar interests.

Get involved with shaping the community in which you live and work.

For more details and an application form, call Tina on 0121 711 3148 or email members@colebridge.org or visit our websites www.colebridge.org or www.solihull-sustain.org.uk



Community Development

SKILLS for JOBS



Health Trainers

LEARN SOMETHING NEW

STEERING SUSTAIN

The team at SUSTAIN represents the voluntary sector on a number of Local Strategic Partnership groups, as do others within the sector. It's imperative that the sector's best interests and views are considered by public sector agencies when considering future strategy and services.

We have a duty to ensure that those representing the sector are representative

of the general consensus. We also have a responsibility to help representatives establish a two way communication with other organisations within the Borough and to provide admin support to make their life easier.

To help ensure effective sector representation in the future, a Sector Reference Group is being established. The Terms of Reference has been agreed

after a period of consultation earlier in the year. The group will be made up of individuals nominated by the sector to represent the sector.

For more information on this, contact Dave Pinwell on 0121 711 3148 or email davep@solihull-sustain.org.uk

SOLIHULL TOGETHER

Helping You

Everyone who has organised a fundraising event will know that it's hard work. That's where Solihull Together comes in. The programme was set up in response to the recession some 18 months ago as a way of raising funds for the smaller voluntary & community groups who do not have the time and resources to organise their own events.

Solihull Together gives organisations like yours an opportunity to raise funds

without the hard sweat that goes on behind the scenes, It gives businesses and opportunity to contribute financially in a way that benefits the largest number of organisations. It gives individuals an opportunity to take part in something enjoyable, knowing that it will benefit a wide section of the community.

In its first 18 months, the programme raised over £18,000 through various events and business donations.

Every penny raised gets distributed to voluntary & community groups in Solihull by a panel made up of main donors and local people.

There are two major events each year. A superb charity ball and a fun sponsored walk across Solihull.

For more information on Solihull Together please contact June Mole on 0121 711 3148

SOLIHULL TOGETHER BALL

We had a fantastic evening; it was a great opportunity to get together with colleagues in a social context, meet new people and have some fun, whilst knowing you were contributing to and helping local charities and voluntary groups at the same time. It's great to know there are groups in Solihull helping others in this way, through their hard work and dedication and it was a pleasure to support the evening, so much so we've already committed to and are looking forward to this year's Ball

— **Tommy Sweeney,**
BT Account Director at Fujitsu

"I attended the ball with members of my own team and some from our partner agencies. The evening went really well with a great atmosphere, good food, a talented magician and some really good raffle prizes. It was nice to know that the proceeds would go towards helping voluntary and community groups in Solihull and the bonus was that we also raised funds for ourselves. I am really looking forward to the Ball this year and we will definitely be attending. You have to be quick to book your tickets as they went like hot cakes last year!"

— **Joanne MacKinnon,**
Executive Director at Welcome



SUSTAiNs June Mole with General Manager, Mohammed Azam and Regional Director of Sales, Samantha Brown from The St Johns Hotel, Solihull.

The first Solihull Together Ball was held in July 2010, thanks to the kind support of the Ramada Hotel, Solihull. Tickets quickly sold out for a magical night with fine food, music, dancing and a guest appearance from Solihull based Ben Hanlin, one of the youngest members of the Magic Circle.

This year's ball will be held on Friday 15th July and is being supported by The St Johns Hotel, Solihull. If you would like more information or want to book tickets please call 0121 711 3148 and speak to June Mole.

HOW TO GET INVOLVED

You can get involved buy selling tickets to the Solihull Together Ball to your supporters and contacts. You keep half the money you raise, the other half goes into

the Solihull Together pot.

You can also register to take part in the Solihull Together Walk for a modest entry fee. You get to keep all the money you raise through sponsorship and the entry fee goes to Solihull Together

HOW TO GET FUNDS

Once there is enough money in the fund, we will issue a call for proposals for funding. This is usually once a year. It's a simple application process and we tell you about it through our regular email updates. If you don't receive our email alerts, visit our website at solihull-sustain.org.uk and sign up



SOLIHULL TOGETHER FUND

Solihull Together has so far provided small grants to 27 Solihull based VCOs including Blue Bell Allotment and Leisure, DIAL, Holidays for the Physically Handicapped, Lowbrook Stroke Club and 1st Olton Scout Group, to name just a few. The funds have enabled day trips/outings for groups, purchased equipment, covered membership fees, paid for repairs/decoration costs and generally supported those who are struggling in the current economic climate.

SOLIHULL TOGETHER WALK

There will be another opportunity to raise funds for your organisation without the hassle of organising the event when the 2011 Solihull Together Sponsored Walk is staged on **Sunday 9th October**. This will again be a cross borough stroll with a range of optional lengths.

Last year's walk was a great success with participants walking the full 12 miles between Babbs Mill Park in Kingshurst to finish at Knowle Primary School, or choosing the 3, 6 and 9 options in between. Most of the walk was taken along parks and canal towpaths and so gives an opportunity for walkers to see the borough from a different perspective to usual.



"We at Changes really enjoyed the walk, said Steve Dixon, CEO of Changes UK, it was a great opportunity for us to raise some much needed funds for our project and to meet others willing to do what they can for worthwhile causes".

If you would like more information or want to register your interest for the 2011 walk on 9th October, please call 0121 711 3148 and speak to June Mole.

Solihull **SUSTAIN**
PROUDLY PRESENTS

SPONSORED BY
 *The St Johns Hotel*
Solihull



MASQUERADE CHARITY BALL

FRIDAY 15TH JULY 2011 from 7:00 PM
St Johns Hotel, Solihull

ALL PROCEEDS TO



Ticket price
£35 per person



Ticket line
0121 711 3148



A fabulous evening of fine food, music, dancing and more

HEALTH TRAINER SERVICE



This amazing transformation has been brought about through the hard work of Doreen, but she says she couldn't have done it without the full support and backing from Solihull's team of Health Trainers.

Doreen continues "The trainers were sensitive and focused. It was refreshing to talk about my struggles without feeling criticised or put down for previous failures". The change in Doreen has been very positive and she has dramatically changed her lifestyle. The Health Trainers gave her a lot of useful and practical advice; they explored possibilities that opened up Doreen's horizons to healthier eating plans and exercise.

Health Trainer clients, such as Doreen, are encouraged to keep health diaries, noting down their daily food intake and their activity. The centre provides access to a health care assistant who can provide tests for cholesterol, diabetes and other personal health concerns. Health Trainers also find local, suitable and affordable courses. One such course is a 12 week course called "Size Wise" which is divided into food education, portion sizes and attitudes to food. The course also includes physical exercise which is tailored to individual abilities.

The Health Trainers provide an important service because they deal with sensitive issues which some clients find difficult to address. They encourage and support clients to build their confidence in achieving personal targets.

This exciting health trainer service partnership with Solihull Care Trust is designed to provide one-to-one advice to individuals in North Solihull who require practical support with making changes to their lifestyles. The team of Health Trainers are helping people with

some of the prevailing health inequalities in North Solihull. Realistic action plans are developed with Clients after sensitive one-to-one risk assessments, which includes looking at exercise, healthily eating, smoking and alcohol intake or simply a way to help people to feel healthier and to support them with important changes to their lifestyles. The service has supported 450 clients since it opened its doors in October 2009.

"I was encouraged to have a reward system. I decided to put £1 per day in a pot if I achieved my goal. The first month I treated myself to a new hairstyle and since then I've been on a Spa weekend and was really pampered – it was fab". Doreen says she can't recommend Health Trainers enough, "It is such a valuable provision in the community others need to enjoy the benefits of this great service".

Contact Harpreet Sohal on 0800 0153265 or visit you+, 1 Coppice Way, Chelmsley Wood Shopping Centre for one-to-one support towards achieving healthier lifestyle goals.

COLEBRIDGE COMMUNICATIONS

Web & Media Services

Moving images are engaging and therefore a distinctive and informative film makes a powerful, desirable communication tool with multiple uses. Using films to tell stories about your organisation or your products will get across messages quickly and easily.

ReCOM wanted a video that celebrated and proved the value of their work on their Access IT project funded by the Learning Skills Council. Access IT was aimed at providing individuals who were housebound, disabled or disadvantaged with access to a free computer, internet connection, training and support to know how to use their equipment.

Access IT was a huge success and there was a need to show the funders and commissioners the real, grassroots

difference this project had made to the quality of people's lives. It was decided that words and heavy reports would not be enough to convey the real benefit and so they chose the medium of film.

The video featured interviews with some of the people who had benefited directly. One interviewee, Les Bicknell, is captured on film saying "These things can change people's lives". Short, emotive testimonials like this, create a powerful impact and leave a lasting impression. Video allows the funders to see the differences they have helped to make.

The Access IT video was accompanied by a detailed 105 page report which, without reading and simply on the strength of the video, the funder extended the funding for another 12 months. The video gave the best evi-

dence on how valuable the project was and the positive change it had made to scores of people.

If you are wondering how to best "evidence your outcomes" have a chat with the people funding your project. It is very possible a video will be exactly what they would like to see and they might even be willing to fund it. It could save you having to write that hundred-page report and they may even showcase it. The Access IT video was played in the main reception of the LSC headquarters in Birmingham for some time.

P.S. The Access IT video was so successful that ReCOM came back for a second video on another project.

Watch other videos we've made by going to <http://vimeo.com/colebridge/>

WATERLOO WOODWORK

Achieving Goals Against The Odds



Paul McCabe had a goal and he set out to achieve it with the support of Waterloo Woodwork. He is now one of our success stories and we are very proud of him.

Paul was a Client at Waterloo Woodwork before Colebridge Trust took over the running of the project. Although, Morrisons Supermarket had given Paul a part-time work placement, he ended up being there so long everyone thought he was a paid member of the staff. He had reached his goal within that placement to the point where he demonstrated excellent customer skills and was well liked. The placement was obviously of no further use to Paul, and he stated his wish to obtain part-time paid employment.

With the backing and support of Waterloo Woodwork, Paul completed a series of training courses together with confidence building, interview skills and CV writing. All his new found abilities helped Paul on the road to his next job.

The new ASDA was opening in Chelmsley Wood and Paul decided to try for a job. He got it.

“Paul is reliable and doing well in his job, plus everyone loves his character”, said Paul’s Manager, Sue Weldon

Gaining his first ever paid job has been a huge boost to Paul’s self-esteem, confidence, general independence and dignity. Paul is a good example of what can be achieved when skills and goals are realised and pulled together. Waterloo Woodwork is very proud to have supported Paul to reach his potential and he should be very proud of himself!

Find out more about Waterloo by visiting www.waterloowoodwork.co.uk or calling Simon on 0121 770 7555

FUTURE JOBS FUND

The Future Jobs Fund (FJF) has enabled a number of long term unemployed people to gain skills and valuable work experience within Solihull’s Voluntary and Community Sector, but it’s been a two-way win as the VCO’s who have taken on the roles have also gained by having additional support that they could not otherwise afford. The quotes below give just a taste of the value FJF has been:

“Sarah came to work at Solihull Shop mobility through the Future Jobs Fund (FJF) has become a valued member of our team. Even when the six months came to an end, Shop mobility kept Sarah on as a member of staff.

— **David Williams, Solihull Shop Mobility Manager**

“Future Jobs Fund (FJF) has provided me with an insight into an unexplored sector, giving me an opportunity to develop confidence and new skills in the world of employment. With no previous work experience the FJF allowed me to avoid the usual catch 22 faced by young people seeking work.

— **Matthew Hardy, FJF Employee**



Future Jobs Fund Employee, Peter Farr

“It was a great way to get back into work. I got some great experience and loved working with the team. The added bonus is that I got an extended contract at the end of FJF so it proved to be a great way back into employment!

— **Peter Farr, FJF Employee**

“We wouldn’t have been able to take Melanie on without the funding from FJF. She has been a real asset and having the extra resource has enabled us, as a team, to provide a better service to our clients.

— **Alice Singleton, Advice Service Manager, D.I.A.L.**

Thankfully we have managed to secure another 7 roles before the fund closes in March, so providing additional resource until the end of September 2011. There is talk that the Government will introduce a new scheme; if they do we will do our best to get more roles agreed for the sector and let you know as soon possible.

THE COLEBRIDGE BUS



The new Colebridge Bus in action at Asda, Chelmsley Wood

Colebridge Trust owns a large mobile exhibition bus called Suzi to her friends. The bus means you can take your event to your audience rather than hope they turn up at your location. The mobility of The Bus means targeted campaigns and events can move quickly and effortlessly to different audience locations.

One recent hiring of The Bus was by Denise Milnes, Smoke Free Co-ordinator

at Solihull Care Trust who was running their "Breathing Space" campaign which gives friendly and practical advice to families about the risks of smoking with babies and children in the home.

The Bus was suitably decorated to attract attention, with helium balloons and large banners, and a route was planned to optimise locations families would frequent.

Being outside infants schools when

parents collected their children and outside supermarkets at key times meant the campaign could attract larger numbers than if they were in a static location.

The powerful visual appeal and presence of The Bus attracted children and parents alike.

We helped Denise plan and execute her event to make it as effective as possible.

Denise was suitably impressed, she wrote: "I would like to say an enormous and heartfelt thank you for the use of your fabulous exhibition bus for the Breathing Space launch. You were incredibly accommodating, flexible and planned every small detail for which we are extremely grateful. The event went very well and we signed up a pleasing number of families to the scheme"

Let us help you get your message across and be as delighted as Denise. The Bus is available for hire by Third Sector organisations, Care Trusts, Local Authorities and Private Sector Businesses.

Talk to Charles Rapson on 0121 770 8222 or email charlesr@colebridge.org to find out how.

GET YOUR MESSAGE OUT

Save Money and Support the Community



What do you need to get information delivered to every home in Solihull?

A phone call to Charles Rapson at Colebridge Communications on **0121 770 8222!**

This local social enterprise operates a distribution service which helps local people earn some extra cash and helps the community by delivering informative publications to them by providing a service which is winning commendations for its reliability. What is more, using Colebridge Communications

will cost something like a third as much as second class post.

Says Charles:

"We started this service to do our own distributions having found the postal service too expensive and other distributors unreliable. Finding boxes of our own material in a local skip when we were paying for its delivery was the last straw. We pride ourselves on the quality of our team and on getting the job done."

For more information, call Charles or send him an email at distribution@colebridge.org

colebridge:communications

making communications matter

Colebridge Communications is one of the Social Enterprises operated by the Colebridge Trust. The proceeds from which helps support the services SUSTAIN provides.

Design for Print

Everything from business cards to glossy brochures

Web Design and Development

Helping you get online with professional websites that are easy to keep up to date

Video Production

Helping you tell your story through the power of video

Exhibition Bus

The best way to get your message out into the community

Marketing Consultancy

Let us help you develop a marketing & communications strategy for your organisation that works

Marketing Training

We can teach you the secrets of good marketing & communications

Door to Distribution

Reach people at home with targeted communications

Find out how Colebridge Communications can help you reach a wider audience with the right message, at the right time and to the right audience.

Contact Charles Rapson

0121 770 8222

charlesr@colebridge.org

www.colebridgecommunications.co.uk

WATERLOO
 Work Experience & Training
 for People with Learning Disabilities

Waterloo Woodwork provides work experience and training for adults with Learning Disabilities and prepares them for paid employment.

In doing so, Waterloo produces a wide range of high quality outdoor timber products and services that are built to last and to exacting standards.

Garden Benches, Picnic Tables, Pergolas, Signs, Planters, Garden Structures, Bird Boxes & Feeders and Garden Fencing

For learning disability services
 info@waterloowoodwork.co.uk

For timber products & services – email
 sales@waterloowoodwork.co.uk

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Support your community



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