

## ProHelp Impact Report (April 2022 - March 2023)

Norfolk ProHelp continues to create partnerships between community groups and a network of businesses committed to making a difference.

Over the last year, more community groups have been able to access the skills and expertise they need from a wide variety of businesses including law firms, photographers, accountants, web-designers and more.

**70** projects  
matched

**18** new  
businesses  
joined

**32** 'ask us'  
sessions

**70** webinar  
attendees

**52** workshop  
attendees

### TRAINING AND SUPPORT

Between April 2022 and March 2023, we had a total of 154 people attend our training events. We listened to the local community and responded with a wide range of subjects covered in various ways.

- **'Ask us' sessions** provide one-to-one support from an expert. **Creativity Unbound** have run sessions on topics including marketing, branding, fundraising and design. **Claire and Laura** ran sessions on fundraising and planning, and **Mad-HR** ran HR sessions.
- **Webinars** are online group training sessions by experts. Topics over the last year have included decision-making by **Larking Gowen**, avoiding discrimination in the workplace by **Leathes Prior**, tips for your website by **Nurture Marketing**, and sustaining a charity by **The Daisy Programme**.
- **Workshops** are interactive group sessions with an expert. Topics have included legacy giving by **East Anglian Air Ambulance**, fundraising by **Felton Fundraising** and impact and storytelling by **David Powles**, former editor of the Eastern Daily Press.

## PARTNERSHIP HIGHLIGHTS

### WELLS COMMUNITY HOSPITAL NORTH NORFOLK

Wells Community Hospital (WCH) is a charity promoting the positive health and wellbeing of local residents in and around Wells-next-the-Sea. Their volunteer-led support network aims to improve quality of life by making services more accessible, reducing rural disadvantage, raising aspirations and creating a sustainable community. WCH approached ProHelp for support with setting up a mobile community food hub as part of the Nourishing Norfolk Network. In particular, they required VAT advice and branding support. ProHelp were able to identify two professional advisors from their network to assist WCH.

Nik Knight from **Welbourne & Co** offered his time to support with VAT advice. Nik's research, answers and solutions enabled WCH's project to move forward. Rechenda Smith from **Nurture Marketing** produced brand guidelines for the community food hub project and assisted with the wrapping of their supermarket van. WCH appreciated Rechenda's support so much that they enlisted her help further with rebranding the whole charity.

The partnerships formed between WCH and the professional advisors were reciprocally beneficial. Not only did WCH gain the help they requested, but the advisors were able to be part of the impactful delivery of WCH's work. WCH currently have around 1000 people using their pop-up supermarkets in various towns and villages in North Norfolk. This includes six Ukrainian families, who have said they are grateful that the food hub is available to them. WCH are so busy they are now considering how they can expand their offer.

### NORFOLK SEN NETWORK COUNTYWIDE

Norfolk SEN Network aims to help the parents of children (aged up to 16) with special educational needs (SEN), and young people (aged 16-25) with SEN to find the right educational placement or provision to meet their needs. Norfolk SEN Network approached ProHelp for HR advice regarding their staff contracts.

ProHelp connected Norfolk SEN Network with Amanda Redwin from **Mad-HR**. Amanda took time to work with Norfolk SEN Network, reading their current contracts and understanding the staffing needs of the charity.

“ It's a real pleasure to be able to add value to the ProHelp client base!

– Liz Owers, Head of Client Services at Mad-HR



The advice given by Amanda helped Norfolk SEN Network navigate a sticking point with staff contracts, and provide clarity surrounding their HR management moving forwards.

## **RSPCA EAST NORFOLK**

The RSPCA East Norfolk branch not only rescue, rehabilitate and rehome sick and injured animals, they also run a Welfare Clinic for pet-owners who receive benefits and are unable to afford veterinary costs. They approached ProHelp for support in expanding their Welfare Clinic by way of a new building where they can offer more extensive veterinary services. What began as a humble request for design support and building advice, soon turned into a multifaceted project involving five businesses providing pro-bono assistance. Two of these businesses were not ProHelp members but were compelled to be involved by the momentum of this project.

John Dixon, Jordan Knights and Isaac Lenton from **Ingleton Wood** oversaw the project, providing design and planning assistance. Tom Lefever came on board as a structural engineer, and Andrew Marshall advised on drainage and flood risk, both from **Conisbee**. Jon Allison and Greg Norman from **Survey Solutions** became involved to assist with topographical surveys. Jonathan Bundock from **Golden Tree Surgeons** helped with arboricultural surveys, and Jonathan Nelson from **Richard Utting Associates LLP** joined the project as a quantity surveyor.

“ We are truly grateful for the support given and would recommend anyone with a similar need to reach out to Norfolk ProHelp!

– Kim Puttock, Branch Manager of the RSPCA East Norfolk

This project is a brilliant example of the power of collective action. What started as a request for planning assistance soon snowballed into a collaborative effort to help a small independent branch of the RSPCA which does not have the finances, resources or the know-how to take this project forward alone. The support of local businesses has resulted in RSPCA East Norfolk's vision taking shape: they are closer to realising their goal of being able to provide additional veterinary services to those in receipt of means tested benefits within the local community.

Once the design has been agreed, and planning permission and funding secured, building can commence to create a new clinic where veterinary services will be provided to all animals who come into the care of the branch, regardless of their owners' circumstances.



## YOUR OWN PLACE CIC COUNTYWIDE

Your Own Place CIC (YOP) works with young people to equip them with the skills, confidence and knowledge needed to live safely and securely. YOP approached ProHelp for support with designing a template for a collaborative homelessness prevention campaign with the Norfolk Strategic Housing Partnership (NSHP).

Matt Willis from **Wensum Print** provided graphic design support, creating campaign images that could be shared by YOP and their network. Without Matt's hard work, NSHP would not have been able to launch their campaign which has gone on to be hugely successful. The campaign was shared on the Norfolk Community Advice Network's email, going out to hundreds of local services with the photos by Matt attached and people encouraged to share on social media.

“ We are so pleased with the result, and it will make a real difference to people struggling. Knowing they can reach out for support will have a massive impact.

– Surya Campbell, Lead Facilitator at Your Own Place CIC

## STRATEGIC INITIATIVES NOURISHING NORFOLK

Over the last year, ProHelp members have supported on several Nourishing Norfolk projects, including the branding and accountancy support for **Wells Community Hospital's** Coastal Community Supermarket (see page 2).

**Sheringham Food Club** received support with planning advice from **Parker Planning**. Opening less than three months ago, the club already has in excess of 120 member households.

**Earlham Community Shop** received support from Giles Kerkham at **Larking Gowen** with completing their CIC application. This help has enabled the group to become established as a CIC and move forward with their proposed community shop.

**CAB Diss, Thetford & District** received planning support for change of use of their building from Abi Whitworth at **Parker Planning**, and architectural support from Andrew Clarke at **Canon Clarke** with designing the food hub area. Diss Community Food Hub is now on the way to opening as part of the Nourishing Norfolk network thanks to the professional advice provided by ProHelp members.

### Find out more or get in touch

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