



The

**BASEMENT**  
Project  
"Creating a Foundation for  
Independence"

Supporting young people in  
Worcestershire

# NEWS LETTER



**Autumn 2021**  
Newsletter No. 41

Registered charity No 1106209

## Thank you Jackie and Good luck...



As reported in our Summer Newsletter, our long serving CEO, Jackie, who was one of the original trustees when the Basement started over 20 years ago, has decided to retire, so obviously we held a celebration for her, to wish her "Good Luck" for the future and thank her for all the efforts she had put into the organisation. Jackie took over as Operations Manager whilst we were still housed in the basement of the Baptist Church in Bromsgrove and then was subsequently promoted to CEO. There is no doubt that she has had a huge impact on the organisation and the Basement is the well respected charity it is today thanks to her leadership skills. She is seen (*left*) cutting her special cake with the words "The Legend has Retired" on it, and below (*left*) with her team, enjoying the speech given by Senior Support Worker, Marina, and at

home (*right*) on one of the first evenings of her retirement, enjoying a glass of wine in her garden by the fire pit, that was one of the gifts given to her by her friends and colleagues to celebrate her special day.



**Happy Retirement!**

## ...and welcome to our new CEO, Jerry Robinson.



Jerry, who was previously the Chief Operating Officer at the YHA (England & Wales), was credited with transforming the charity between 2014 and 2020 into the efficient, financially sustainable and outcome focused organisation it is today. In 2020 Jerry worked on the Government initiative for the homeless by repurposing 47 YHA Hostels to support 100,000 overnights of accommodation for those most in need. Prior to this he volunteered for the Prince's Trust as a mentor and coach, combining this with a successful career in hospitality, travel & tourism where he managed the challenge and balance of developing people as well as delivering objectives and financial outcomes. Most notable was an award-winning Apprenticeship program at Greene King.

He has a Masters Degree in strategy and leadership from Birmingham City University and has been awarded Fellow status with the Chartered Institute of Personnel and Development. He is also a Non-Executive Director and Trustee at the Mead Educational Trust, and separately Coventry University Students' Union. Jerry is married with one child who has just navigated the challenge of a GCSE year. We all look forward to working with Jerry.



**Keep informed  
and join the fun!**



**Basement Photo Gallery**

(Left) Vicky, Bex, Becky and Joe from Bromsgrove Ladies Circle who held a "Stay Up" (instead of a "Sleep Out") in August and raised us £330; (Right) Kelly & Barb at Bromsgrove's first Pride! event where they provided information about our services, ably supported by volunteers Teresa and Jo. We attended Fresher's Fairs at HoW College's Bromsgrove Redditch & Worcester Campuses where our Support Workers and volunteers Jo and Heather chatted to new students about



the support we can offer. We also ran our "Picnic in the Park" in collaboration with Sarah McIntosh, BDC's Community Safety Officer. Our thanks to all who supported this and other events.

As can be seen, fun was had by all!



We also want to thank all the organisations and individuals who have supported us recently including the Bromsgrove Ladies Circle (see above), staff from Bromsgrove's West Bromwich Building Society, who completed the Midland's Four Peak Challenge raising £1,579, Catshill, Lickey End & Bromsgrove Methodist Churches, North Bromsgrove High School and Sunny's fryer. We are grateful for gifts of money, food and toiletries, and even youngsters helped with sorting food donations (right).

**BIG Give Christmas Challenge Campaign**

Local businesses and organisations supported our Big Give Christmas Challenge Campaign and pledged an amazing £2,500, smashing our target so a huge thank you to Nature's Intention, Catshill Methodists, Bromsgrove Ladies' Circle and Bromsgrove Lions. This means that we are now eligible for Champion Match Funding, which will be provided by the Four Acre Trust. The campaign goes live on #GivingTuesday 30th

November for 7 days, where donations from the public will be doubled. Hopefully we can reach our Challenge target of £10,000 to support young people in crisis this Christmas. More details can be found at: <https://donate.thebiggive.org.uk/campaign/a056900001wWOjDAAW>



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