

CEO reflections on the journey so far...

We asked our new CEO, Jerry, for his reflections on his first few months at The Basement. His response was, *"It is pleasing to see as Covid-19 restrictions have eased, we have instigated a full programme of events for 2022 and were oversubscribed for our first "picnic in the park". We need as much engagement in the community as possible as we are seeing the demand for services grow and the volume of young people and families in hardship increase.*

Of the many good observations is the strength and stability of our people who bring many years of experience, expertise and a clear focus on delivering as a local charity for those under 25. This has been evidenced through the pandemic, where the team were able to work within the restrictions to deliver as many face to face support hours as were delivered pre pandemic.

Building on great foundations we recognise and appreciate the journey of 23 years at the Basement Project. The need for our services remains, and the mix of Floating Support (where we work in communities), Drop-in service (where people can come to us) and Food Bank combine to provide a relevant and client centric approach. As we evolve, we look forward to welcoming more volunteering in all aspects of our work, in further growing our reach across the county, growing our partnerships and seeking opportunities to bring our expertise to support young people.

Pamper Packs!

To celebrate International Women's Day on 8th March, we gave all our female clients a small pamper pack of treats and goodies, which was kindly funded by public donations. We also posted selfies on social media.

Men – don't feel left out – we're planning a similar initiative in June for Men's Health Week.



Photos show the pamper packs ready to go out (left), contents (right) and the selfies.

Picnics in Sanders Park

Left: We have held picnics in Sander's Park during the February half term and Easter Holidays for our clients and their families. We've also opened these events up to families of children on free school meals. The Easter picnic included Easter eggs and food provided by Louise Hall at BDC/Starting Well, whilst we gave each family an outdoor activity pack for them to take home. Clearly the Easter event was a great success (why wouldn't it be with all that chocolate?).



If you don't know where you're going...

"...any road will get you there" is a common saying in business when management want to encourage planning and forward thinking. You need to know what your objectives are so that you can plan the best way to reach your target. And even though the Basement is a charity, it is still a business so the same principle applies. Consequently, over the last few months and since we welcomed Jerry as our new CEO, who comes with a different background to his predecessor, Jackie, and with a pair of fresh eyes, we have been looking forward to "what's next?" for us. So we have reviewed and are redoing our 5-year plan; we are revisiting our marketing and media material, including our logo, to see what, if anything, needs updating; and we have recently advertised for new Trustees who can bring added expertise to our very active Board and to replace 3 trustees who are retiring this year. In addition, our Chair of Trustees, Lindsay, has to step down at the AGM in June, as she will have completed 3 years in the role, which is the maximum allowed under our constitution, so we will be appointing a new Chair at that meeting. So if you are interested in where we are going, come to the AGM, on June 13th at 4pm at Catshill Methodist Church.

Drop In centres around the County

We've mentioned new Drop In centres around the county several times in recent Newsletters, and two of the regular new ones have been in Malvern and Evesham. In Malvern we have opened a drop in every Tuesday at Malvern Cube Community Centre (*Sadie is pictured (left) with The Cube banner*) and in Evesham we can be found every Friday at the Wallace House Community Centre (*Zoe is pictured in front of the Wallace House mural*). We have also recently held "pop up" drop ins at Coston Village Hall, Wythall, Bromsgrove and Rubery Libraries and The Pod in Charford.



Details of future "pop up" Drop Ins will appear on our website.

Thank you!

As always we've been blessed with many donations of money, food and toiletries including support from many individuals and local churches, with many Easter Eggs being donated. In addition we would like to thank the following for their support: Brook Court; Bromsgrove & Redditch NHS Retirement Fellowship; Bromsgrove Rotary Club; Fell Good Shopping; 1st Romsley Guides; Councillor Josh Robinson; The Royal Oak in Catshill and Bromsgrove Masonic Lodge. Also thanks to Bromsgrove Ladies Circle – as we have benefitted from being their chosen charity and they have raised an impressive £1300 by doing a Santa Sleigh, a Stay Up, Car Boot and retro sports evening.

The Basement on BBC Hereford and Worcester

On April 7th CEO Jerry and Support Worker Sadie were both interviewed on BBC's local radio station, Hereford and Worcester, where they explained what the Basement does and how we help young people in crisis. The interview sounded great and has been well received but there is no truth in the rumour that Jerry and Sadie will soon become the new presenters on BBC Breakfast News!



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