

Business Plan 2019 – 2024

LIFT D+G C.I.C



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www.liftdumfries.com

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1.0 Introduction

Lochside is Families Together (#LIFT D&G) was formed in 2016 after identifying the need for a representative voice of those living within our communities in north west Dumfries. Project work evolved to support the most vulnerable people in our communities and in 2019, the organisation rebranded as LIFT D&G and registered as a Community Interest Company. The founding principles of supporting our vulnerable neighbours out of poverty, reducing dependence and building resilience, as well as tackling social issues, continue to be embedded in our core values.

This need for a change in LIFT D&G's governance model coincides with the need for a permanent base to build its capacity to sustain and grow services that are vital to improving the quality of life of its community and to make good its commitment to become inclusive and accessible to all. The former Lochside Library, now known as the Community Exchange, offers the required space and more importantly, the accessibility and discrete access to our services. A trial opening of the Community Exchange generated sufficient income in two days to pay for two months' electricity costs, proving that it can be financially sustainable. Any surplus will always be reinvested into LIFT D&G's charitable aims.

LIFT D&G is acutely aware of the area in which it operates. Its marketing strategy reflects this by ensuring it provides the right information, in the right format, to the right people, at the right time. This can range from leaflet drops, posters, social media and website, to word of mouth, school visits and partnership working to spread the word further. Having a permanent base would allow us to promote our services more directly to members of the community who would be visiting and using the building.

The organisation relies on donations to stock its food bank and has developed productive relationships with local and national commercial retail outlets who donate generously and frequently to support LIFT D&G's social impact whilst meeting their corporate social responsibility and reducing food waste. Further donations of food, clothing, footwear, and children's toys are kindly donated by the local community, schools and fundraising initiatives.

The volume of donated goods currently overwhelms volunteers' homes, making it necessary to acquire a secure and spacious base to cope with storage requirements. LIFT D&G are keen to accept valuable offers of joinery and shop-fitting labour and materials that would make a retail space more attractive. It would then be able to display stock to its full potential and turn over seasonal items more quickly.

Volunteer training is integral to LIFT D&G's ethos of confidence building, developing social and retail skills, and increasing employability. More and more volunteers are coming forward who are keen to learn and help make a difference in their local community, some of whom are bringing in their own children to introduce them to volunteering. The organisation needs space for volunteers to train and move around safely and comfortably as they familiarise themselves with the working environment.

These initiatives are positive reasons why LIFT D&G needs a permanent base to grow its capacity to serve its community. However, one of the consequences of not having a dedicated site means that there is no separation between work and home/family life for key volunteers.

People can appear unannounced at various times of the day and night for a variety of reasons as they need support often in crisis. This can impose on family life and raise concerns about health and safety, especially that of children, when dealing with vulnerable groups.

LIFT D&G is a trusted organisation led by caring, committed and experienced people who know how to embed positive change in their neighbourhood. LIFT D&G supported successful applications to secure substantial funding to transform community buildings and green spaces into places in Lochside and Lincluden that people want to live in, work and play.

2.0 Services

LIFT D&G makes a positive difference to the life of its community by organising social events and trips for families who could not otherwise afford them, provides food parcels to those in need, supports young people to initiate and plan their own activities, runs a clothing scheme for families on low incomes, and works in partnership with statutory bodies and third sector organisations to signpost its users to other support services. LIFT D&G is run by the community, for the community, and the effective application of local solutions has forged strong connections within the community that ensure support and trust. These services are described in more detail here:

2.1 Social events and trips to build trust and break down barriers

LIFT D&G supports families with challenging social backgrounds, who have no disposable income, which can act as a barrier to participation (going on trips/holidays).

LIFT D&G raises funds to pay for trips during the school holidays and at weekends. The group has free access to two buses and two drivers from Woodgrove Taxis. This equates to £280 per vehicle including driver and fuel costs. Mabie Forest is only minutes away by car and public transport, yet many parents do not drive or own a car and cannot afford to take a family on public transport for non-essential reasons. Some parents have never visited the variety of local nature spots that LIFT D&G is able to introduce them to.

The social impact revolves around discovery and novelty and is educational – developing vocabulary by naming plants, foraging, finding out what is edible through expert tuition. One trip continued to Southerness Beach where children saw the lighthouse, ran into the sea, had a scavenger hunt for sea glass and shells, made a mermaid mural in the sand, and had chips afterwards. These trips are about making lasting memories. LIFT D&G share a guiding motto ‘Always try to be the person you could have done with as a kid’

For those children who live in flats, their playground tends to be their close landing. A young artist will paint murals that the children have chosen themselves – children in one close have asked for an underwater theme – to make their ‘play area’ feel like it belongs to them.

2.2 Food parcels

LIFT D&G provide parcels of non-perishable food items made up according to the individual/family to last for 4-5 days. This support allows up to three free parcels to discourage dependency, e.g. people prioritising their money for alcohol/drugs. All items LIFT D&G stocks have long shelf lives to ensure reduced food waste. There is no competition with organisations who are members of the Fairshare scheme. These organisations often provide fresh produce although those using the food parcel scheme are encouraged to supplement their diet with items from Fairshare.

The food parcel initiative started one Christmas as a ‘gift from LIFT’ to combat ‘holiday hunger’ and included food, toys and clothing. In the last 3 years, we have seen the number of those who need this service rise from 15 to 300+

The food parcel scheme is strongly supported by local schools where children are asked to bring in a tin, daily or weekly, if they can afford to do so, as well as commercial sources such as local supermarkets who regularly donate to the food bank. The Youth Beatz Festival was free and attended by over 10,000 people who were asked to bring a tin to get in. These filled two mini-buses. We have helped 314 people in our area since Youth Beatz took place in June 2019, as well as helping other organisations with their food supply.

2.3 Support for youth activities

LIFT D&G youth team is made up of two age groups, under 16 and 16 to 25, who are supported to develop ideas for what they want to do. The under 16 group is very involved in organising and delivering the gala and running fun stalls. The over 16 group has a passion for Dungeons and Dragons, the fantasy tabletop role-playing game, run by the Chair of the over 16s. LIFT D&G fundraised for young Cosplay fans to attend Comic-Con in Edinburgh in 2019, in costume and ready to meet the stars, an experience that would have been cost prohibitive for all of the attendees.

LIFT D&G young team's other passion is virtual reality. One of the founder's sons was introduced to gaming by his mother. He developed his own enthusiasm and talent which inspired him to find therapeutic ways to help his younger brother cope with autism through gaming. His findings are the foundation of a career path that links the positive effects of gaming on children with ADS. Parents of young people with additional support needs have reported positive behaviour changes in their children following the sessions he leads. He now has his own gaming business called Battlestations, which attends LIFT D&G events.

2.4 Learning activities – indoors and out

Photography – Director 1 is qualified in photography (HND) and runs photography classes on Thursdays from 4-6pm using cameras funded through the £20k Poverty Fund award. Children learn at different stages and are taught that everybody can be a photographer, and that those who are keen and talented can even make a living from it. Young photographers exhibited their work with half of the proceeds of the sale going to them half to fundraising.

Hook to Cook takes place at Jericho Loch, a stocked trout fishery, and costs £500 for a weekend's fishing. Four children are taught how to safely set up a campsite, light a fire, set up rods for fly fishing, catch, kill and cook a fish. Afterwards, they tidy up their campsite, remove all items so that nothing is left, to protect wildlife and the environment. It aims to steer young people away from taking a wayward path by teaching them responsibility and life skills.

Nana's (Nature and Nurture Area) Project is about nature and nurture in urban and rural areas, and is open to everybody. People are shown, for example, where to pick berries, and how to make jams and tarts. The rationale is that if people know about it, they will look after it. LIFT D&G as begun working on overlooked and neglected green spaces to turn them into pocket parks – watch this space!

2.5 Clothing scheme to support families on low incomes

This successful clothing scheme runs on donations that allow LIFT D&G to provide free clothing to those in need. One boy who only ever had his dad's trainers handed down received an anonymous gift of a brand new pair of Michael Jordan trainers and was overwhelmed. The organisation works in partnership with local schools who identify children most in need and provide the child's name and address.

Parcels arrive as a 'gift from LIFT D&G'. There is also a 'for hire' section that stocks special occasion clothing, footwear and accessories for men and women.

2.6 Signposting to other services

This is an area in development. LIFT D&G display leaflets from statutory bodies that could be useful to its users for advice and support. We are planning to hold drop-in sessions with representatives from organisations, e.g. Citizens' Advice, and provide a private room for privacy for people accessing advice from those services. This will be held in the YMCA building on the Lochside Road where we have just secured an office space. Due to sensitive matters and GDPR, we will be able to store forms and personal information away from LIFT D&G's public space.

2.7 Partnership working

LIFT D&G understands that partnership working and sharing the same goals strengthens the capacity of all parties to serve their communities more effectively. It strives to forge and maintain productive working relationships that bring tangible benefits to those most in need. Here are some examples:

Local schools LIFT D&G works with pre-school, primary and high school staff who identify children in need and provide their names and addresses for anonymous gifts at Christmas, and provision of clothes and footwear for returning to school after the summer holiday.

Dumfries YMCA LIFT D&G was been able to acquire tv screens for the YMCA's gaming room and musical instruments for its music room through a 'shout out' to their own contacts. In turn, the YMCA provides space for the LIFT D&G youth team's Dungeons & Dragons sessions. LIFT D&G will also have use of a room to hold one-to-one advisory sessions where privacy is required, e.g. for benefits advice.

Creative Futures LIFT D&G often works alongside Creative Futures who deliver arts and crafts activities and their Let's Get Sporty programme that provides fun, physical activities at community events.

Dumfries & Galloway's Housing Partnership's Community Participation Officer works closely with LIFT D&G. The DGHP has provided land to work on to build NANA's project and high visibility, DGHP branded, work wear.

The Stove Network have been following LIFT D&G's work and have provided letters of support and offered to share their skills and experience.

The Circle is a group that will be held weekly to focus on the spiritual wellbeing that is often overlooked by, yet can complement, physical and emotional wellbeing. It will be a drop-in service for local people and representatives from organisations who will sit in on discussions, thus providing advice and expertise when needed.

3.0 Strategic direction

3.1 Mission

LIFT D&G is committed to promoting social inclusion, tackling poverty, ensuring our communities remain diverse, and improving mental and physical health and well-being. The organisation will ensure there are no barriers to participation in any of the events or activities it hosts. It will strive to promote and fulfil partnership opportunities with the public, private and third sectors.

3.2 Aims

- to empower people from disadvantaged areas to enable them to increase their skills through volunteering opportunities
- to provide social and cultural activities for all including trips, training and workshops
- to help people back to work by offering help, support, advice and volunteering opportunities
- to support our most vulnerable people at times of crisis by providing food parcels and clothing donations
- to provide work experience and transferable skills via the shop front: stock taking, accounting, customer service and marketing
- to ensure a partnership approach by participating in forums to assist our local community

3.3 Objectives

To offer discrete, confidential and appropriate support to those who need it most.

4.0 Evidence of Need

4.1 SIMD statistics for Lochside and Lincluden

The Scottish Index of Multiple Deprivation (SIMD) 2016 is the Scottish Government's official tool for identifying concentrations of deprivation in Scotland.

The Scottish Index of Multiple Deprivation (SIMD) combines seven different domains (aspects) of deprivation:

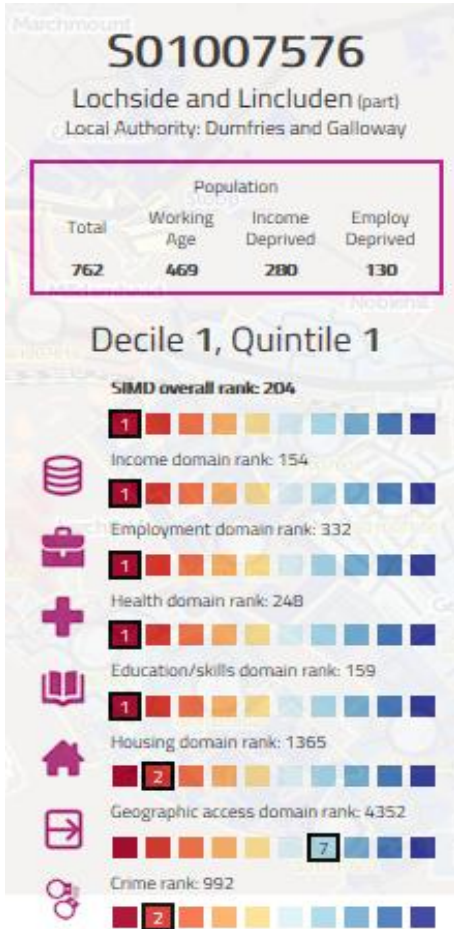
- Income
- Employment
- Health
- Education, Skills and Training
- Geographic Access to Services
- Crime
- Housing

These domains are measured using a number of indicators to form ranks for each domain. Data zones are ranked from 1 being most deprived to 6,976 being least deprived. Each of the seven domain ranks are then combined to form the overall SIMD. This provides a measure of relative deprivation at data zone level.

There are 8 data zones in the Lochside and Lincluden area. 1 of those areas is in the top 15% most deprived, 3 are in the 10% most deprived, and 1 is in the top 5% most deprived. There are significant differences between the least and the most deprived, although even the least deprived falls short at 2756 against the least deprived ranking for the whole country at 6,976.

Data-Zone	Overall SIMD Rank
S01007574	2756
S01007575	625
S01007576	204
S01007577	393
S01007578	582
S01007579	1288
S01007580	766
S01007581	1520

1	Most deprived
6,976	Least deprived
Top 20% most deprived area	1395 or less
Top 15% most deprived area	1046 or less
Top 10% most deprived area	698 or less
Top 5% most deprived area	349 or less
Top 1% most deprived area	70 or less



This area of Lochside is the most deprived of the 8 data zones in Lochside and Lincluden. It has the lowest possible ranking at 1 for the domains of income, employment, health, education/skills. The domains of housing and crime follow immediately behind at 2.

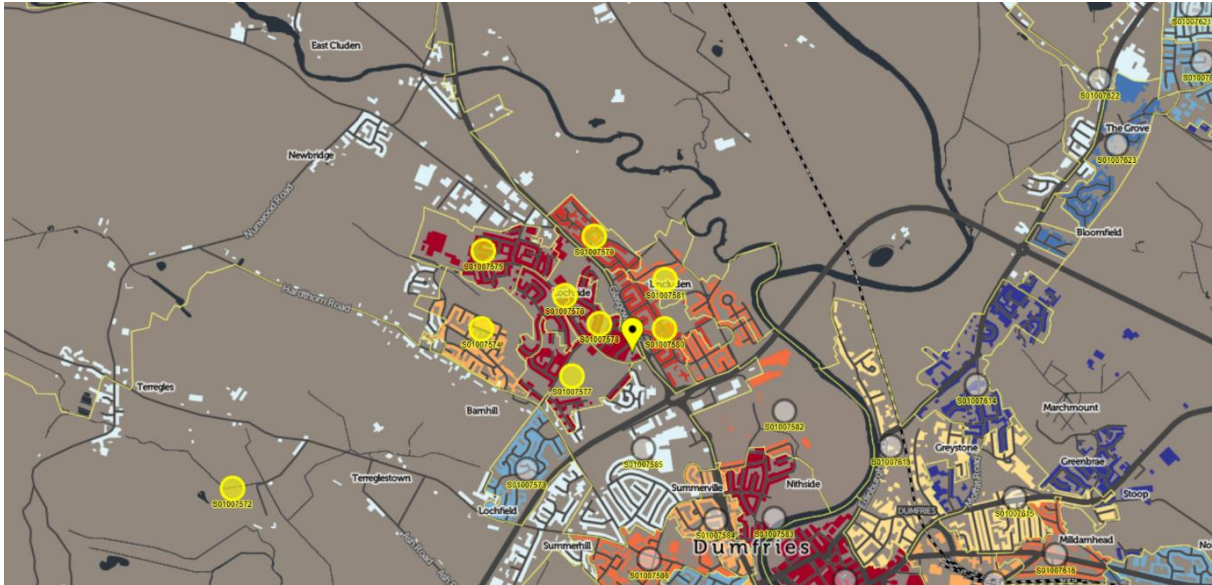
These official statistics clearly emphasise the multiple challenges the local community faces to meet the fundamental requirements for enjoying a better quality of life with equal access to opportunities that can be found in less deprived areas.

These findings underpin the drive and motivation behind LIFT D&G’s work to help people out of poverty and redress the balance by providing services that meet the community’s needs. LIFT D&G is able to demonstrate how each of its services impacts positively on each of the SIMD categories described.

An Excel spreadsheet showing Decile and Quintile for all 8 data zones can be found in Appendix X or by using a link to an interactive map on the Scottish Government’s website.

https://simd.scot/2016/#/simd2016_20pc/BFTTTT/14/-3.6299/55.0805/

Note: A set of data divided into five equal parts is called a quintile. A set of data divided into ten equal parts is called a decile.



The symbol on the map highlights the location of the proposed Community Exchange at the former Lochside library, Lochside Road, DG2 0LW and the 8 data zones around it. More details and information can be found by using the following link to an interactive map on the Scottish Government’s website.

https://simd.scot/2016/#/simd2016_20pc/BFTTTT/14/-3.6299/55.0805/

4.2 Supporting the Scottish Government’s National Outcomes



In particular, LIFT D&G supports the following six National Outcomes -

- We tackle poverty by sharing opportunities, wealth and power more equally
- We live in communities that are inclusive, empowered, resilient and safe

- We grow up loved, safe and respected so that we realise our full potential
- We are well educated, skilled and able to contribute to society
- We are healthy and active
- We value, enjoy, protect and enhance our environment

It also shares and promotes the Scottish Government's Values and Purposes in its own community.

4.3 Supporting Dumfries and Galloway Council's Strategic Outcomes

LIFT D&G can claim to support Dumfries and Galloway Council's Strategic Outcomes, its 'Priorities' through the work it is already doing or has set in motion.

Dumfries and Galloway Council's Strategic Outcomes -

- Build the local economy
- Provide the best start in life for all our children
- Protect our most vulnerable people
- Be an inclusive Council

It also shares Dumfries and Galloway Council's Vision to create opportunity for all, to support ambition, promote prosperity, and establish Dumfries and Galloway as the best place to live, work and learn.

LIFT D&G's work means it is best placed to understand and contribute positively to the particular issues around Demographic, Poverty, Economy, Children and Young People, and Health and Wellbeing, described in the Council's Plan.

5.0 Management and personnel

5.1 Board

LIFT D&G CIC is managed by a Board of seven Directors who oversee the strategic management of the organisation. There are two Executive Directors of the Company, who are managed by, and accountable to, the Board of Directors. The Executive Directors, having established the Company, cannot be removed from Office. The Executive Directors are entitled to receive a salary for any project work they become involved in or can act in a voluntary capacity. In addition, the Company has an open membership policy where anyone who supports its aims and objectives can join.

There is no fee to join and the Company currently has 70 members. The Board of Directors may appoint additional Directors to its Board to fill any skills gaps.

5.2 Board members

Director 1 was born and grew up in Lochside and has become well known as a community activist who understand her neighbours, their issues and the solutions required. She has earned the confidence and trust of her community through her tireless voluntary work in making Lochside and Lincluden better places to live, inspired by her own lived experience. As the mother of three children who also grew up in Lochside, Director 1 is motivated to make it a better place for them.

Director 2 lived in Lochside until she was six years old then returned to Lochside as an adult to live with her own family. She studied at the University of the West of Scotland and gained a degree in Marketing and Management. She enjoys helping others and believes in making Lochside and Lincluden a better place to live. She is using her knowledge and skills to help LIFT D&G thrive even more in its own community whilst looking how its success stories could benefit the wider area.

Board member 1 is a strong independent woman - mother, wife, and grandmother. She has been the manager at Lincluden Community Centre for nearly 14 years and has volunteered there for thirty two years. Board member 1 is Brown Owl for North West Brownies and 1st North West Rainbows and volunteers with LIFT D&G. She has always been passionate about the community, with an ethos of "if you can't get over it, go around it". With 35 years as a volunteer in many different capacities, Board member 1 brings a wealth of organisational skills and experience of working with statutory and non-statutory bodies.

Board member 2 has been interested in supporting children, families and communities for over 35 years. She has worked with children on the autistic spectrum (some with diagnosed and some with undiagnosed conditions) and their families and schools to ensure as full access as possible to school and community life. Board member 2 is co-founder of a local group called Wellbeing Connections which aims to bring groups and individuals together to work on their own wellbeing and that of their communities. Board member 2 brings a range of valuable skills including communication, organisation, networking and event management.

Board member 3 For the last 25 years, Board member 3 has worked in the arts in communities around Scotland. Seven years ago, he decided not to travel for work anymore, but focus solely

on his home region of Dumfries and Galloway. He is one of the founders of The Stove Network and the Midsteeple Quarter Project in Dumfries. It was through The Stove's 'Creative Futures: Lincluden and Lochside' project that discovered LIFT D&G's work for the first time. He has watched with admiration how the group has developed and all that they are doing for the local community. He is honoured to serve on the board and hopes to do his bit to help this amazing bunch of people achieve their dreams for Lochside.

Board member 4 is north west Dumfries born and bred and has stayed in Lochside/Lincluden for most of her life. She is a mother of two young children and to relax, she enjoys drawing portraits and doing arts and crafts. This is the skill that Board member 3 brings to the group. She will be organising craft sessions for every event that LIFT D&G organises.

Board member 5 is a mum of 3 children all Lochside born and bred, she was a huge part of the community working within the local primary school. Board member 5 is now employed at the new school as a lollipop lady and still very much enjoys helping in her community. She has 25 years' experience working with kids. Board member 5 is also our secretary for LIFT D&G.

5.3 Roles and responsibilities of Executive Directors

Director 1 is responsible for the strategic direction of the company and will manage ongoing projects. The vision and goals of LIFT D&G will be delivered by implementing policies and procedures, managing a team of volunteers/staff, and ensuring that all mandatory training is up to date whilst investing time into volunteer/staff development. She will promote the work of LIFT D&G through working closely with members of the public, funders, local council and many other organisations, and be available to give presentations and attend meetings.

Director 2 will establish a financial strategy for the profitable, long term growth of the company to build its capacity to deliver more services to the community. She will be responsible for reconciling all monthly income and expenditure (including dealing with NI, tax and pension contributions), report the financial position to Director 1, and submit annual records to the company's appointed accountant to produce year-end accounts. An electronic system will be installed to process accounts and payroll.

LIFT D&G are ambitious to appoint a creative director as soon as funding allows.

5.4 Volunteers

LIFT D&G is currently supported by 20 regular volunteers and another 50 volunteers who can be called upon for one-off and ad hoc events, all of whom need a place to meet and train. Stock taking, stock rotation, cash handling, till operation, customer service, community noticeboard, selling raffle tickets, asking for and taking donations from businesses.

The Community Payback has provided two volunteers who will work with LIFT D&G. One will carry out gardening and practical maintenance tasks such as clearing gutters and upkeeping the look of the building. The other will carry out painting and decorating, both indoors and out. Both of these workers need somewhere to have a break, eat their lunch, have access to toilet facilities and shelter in poor weather.

6.0 Finance

6.1 Current sources of income

LIFT D&G relies on donations and grant funding as its current sources of income.

LIFT D&G will aim to secure funding over a 3-year period to cover the running costs and delivery of its main functions from funders such as The Holywood Trust, Robertson Trust and The National Lottery. Once a community base has been set up and established, increased volunteer capacity is intended to reduce the need for external funding after the first three years.

6.2 Future sources of income

Dumfries & Galloway Council have provided LIFT D&G with a rent-free retail unit with LIFT D&G's only outlay being for heat and light. The shop is run on donations and volunteer support to keep costs low. LIFT D&G generated enough sales income over the first two days of opening to cover the first two months of electricity costs, quickly demonstrating how to make the shop financially sustainable.

There is a simple charging system of £1 per item and £5 per bag of children's clothes already made up according to age and gender. All sales are cash and recorded through the till.

LIFT D&G will also fundraise through raffles and prize bingo. If proceeds do not exceed £20,000 in any one year, there is no requirement for a Gambling Commission licence, although the organisation must be registered with the local authority.

6.3 Finance

Income	2019/2020	2020/2021	2021/2022
Cash from sales (note 1)	£8,000.00	£9,600.00	£11,520.00
Project Funding (note 2)	£25,000.00	£25,000.00	£30,000.00
Donations (note 3)	£1,200.00	£1,440.00	£1,728.00
Total Income	£34,200.00	£36,040.00	£43,248.00

Expenditure	2019/2020	2020/2021	2021/2022
Wages (note 4)	-	£8,320.00	£16,640.00
Premise Costs (note 5)	£660.00	£750.00	£890.00
Insurances	£247.00	£271.00	£298.00
Telephone/Broadband	£300.00	£330.00	£350.00
Refurbishment	-	£100.00	£250.00
Project Work (note 6)	25,000.00	£16,680.00	£13,360.00
Total Expenditure	26,207.00	£26,451.00	£31,788.00

BALANCE

£7,993.00	£9,589.00	£11,460.00
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Note 1 based on £200/wk over 40 trading weeks in year 1 - annual increase of 20% for years 2 and 3

Note 2 external funding will be applied for to cover running costs and project activities

Note 3 based on £100 per month over 12 months increasing by 20% annually in years 2 and 3

Note 4 if funding was unsuccessful we would scale back on staffing

Note 5 this includes a peppercorn rent to D&G Council and utility costs

Note 6 if funding was unsuccessful we would scale back project activities. This does not include funded staff posts.

6.4 Cost considerations

Utilities - LIFT D&G are contracted to pay for electricity at the former Lochside Library at a cost of £55 per month until any change is applied following an asset transfer through a long term lease.

Travel - The only vehicle available at present for transporting people or goods is a personal car or taxi hire. Hire of a mini-bus from Woodgrove Taxi and Mini-bus Service costs £280. If future profit margins allow, LIFT D&G will purchase a small van for exclusive use.

Internet - The current provider is Vodafone at a cost of £25 per month for a mobile Wi-Fi box. LIFT D&G are looking at alternative providers/tariffs that will deliver a reliable signal and support the increase in telecommunications once a permanent base is up and fully running.

Other - LIFT D&G is aware that other costs will impact on its finances. Once these are costed, they will be factored into the cashflow projection, e.g.

- Training – First Aid, Health & Safety, PVG
- Meet Health & Safety regulations
- Building insurance
- Signage at front of building
- Purchase of waste bins and uplift/disposal
- Structural, plumbing, electrical maintenance and telecoms connections
- Upkeep of exterior decoration, gutters, weeding and general appearance
- Stationery - sign in/out book, accident book, petty cash book/tin etc

Appendix 1: Support for the Community Exchange

LIFT D&G is embedded in the local community, run for local people by local people. Through consultation with our community, the evidence that our service is vital, is clear.

The main themes that emerged from letters of support (Appendix *) received from the community for the Community Exchange are:

- Reduction of stigma for people who are too embarrassed to access services in the town centre
- Removal of the cost of travel expenses associated with taking public transport further afield which many cannot afford
- People feel encouraged people to volunteer 'on their doorstep'
- Increased employability through being able to learn new skills and build confidence in an informal setting

In a recent Survey Monkey (Appendix 4) where 100 people were polled:

- 97 stated that they would use a LIFT D&G service at the Community Exchange
- 96 stated that they would use the building for activities, training and local community information
- 94 stated that they would use the building as a 'one stop shop'
- 72 stated that they would use the building to collect food and clothing parcels
- 46 stated that they would be interested in volunteering with LIFT D&G

In November 2018, LIFT D&G was Specially Commended in the Voluntary Group/Organisation of the Year category in the Dumfries & Galloway Life Awards by independent judges from a shortlist from more than 500 nominations received from Dumfries & Galloway Life readers.

Christmas 2018

- 63 people including volunteers sat down together to enjoy food, drink, company and entertainment
- 76 had booked but for personal reasons, some could not make it
- 124 people received parcels from the 'gift from LIFT D&G' nominations
- 30 families benefited from the local Aldi's food give away
- Leftover perishable food was donated to Mossburn Animal Farm and Kirkcudbright Wildlife Park

LIFT D&G helped over 1,200 people with donations of food and clothing in 2018-19 and over 1,700 have attended events and activities or received advice and support.

During LIFT D&G's trial week of opening, 20 people visited daily on a Tuesday, Wednesday and Friday. LIFT D&G aim to open 6 days a week as volunteer capacity allows.

Appendix 2: SWOT Analysis

The findings from LIFT D&G's SWOT Analysis are commensurate with the case made in more detail throughout the business plan about the community's need for its services, its capacity to deliver and the difference that having a permanent base will make.

Strengths

- Local organisation, managed and run by the community, for the community for the past 3 years
- Strong social media presence (over 2000 followers)
- Effective partnership working with other community groups to provide mutual referrals and support
- Track record of delivering projects and achieving outcomes
- Trusted local directors where the community know who they are and feel they feel comfortable enough to approach them and ask for help

Weaknesses due to the lack of a permanent base

- Currently operate from volunteers' personal addressees
- Limited ability to respond as quickly as required - online support and guidance is restricted
- Range, consistency and regularity of service delivery is hampered by availability
- Limited capacity to hold much needed, donated stock without storage

Opportunities

- Additional funding avenues opened on registering as a CIC
- To increase awareness, availability and accessibility to reduce the negative perceptions of poverty
- To increase independence by offering a 'hand up' not a 'hand out'
- More funding could also mean helping more areas in Dumfries & Galloway
- To provide jobs in the community, training and personal development

Threats

- Small community and sometimes dates clash - we will work/communicate with the other groups to avoid that happening and feed into Creative Futures' newsletter with dates three months in advance.
- Duplication with other groups that are more established - we will link with them using our extensive outreach to tackle projects together
- People becoming dependant on our services and not being able to continue with us due to not helping themselves

Appendix 3: Market Analysis

LIFT D&G is aware through its extensive local knowledge and networks that there are no direct competitors within north west Dumfries for the variety and scale of services that it provides. It works in partnership with a number of organisations to ensure its community is effectively supported and to avoid duplication of resources (see 2.7 Partnership Working).

In a relatively small community, people's personal circumstances and relationships can inevitably influence their choice of service provider. LIFT D&G strives to ensure that there is always a door open for everyone in its community, e.g. offering to help Lochside Grub Club with a supply of food to help combat holiday hunger.

Desk top research was undertaken to support LIFT D&G's claims about the market and these findings are shown below:

- Food parcels - The nearest foodbank is the Dumfriesshire Foodbank, part of The Trussell Trust.
- Clothing donations - can be donated at the Lincluden Household Waste Recycling Centre, Oxfam shop and two clothing banks in Tesco and Morrisons, all in Dumfries.
- Community trips and social events, training events and meetings, birthday parties, café, community days, fundraisers - Lincluden Community Centre
- Hall hire, tea dance, Grub Club, Halloween parties, table-top sales - Lochside Community Centre
- Christmas events - Dumfries YMCA
- Volunteering opportunities - Lincluden Community Centre and Lochside Community Centre
- Help and advice to families on low Incomes - Citizens Advice Dumfries

With reference to the SIMD 2016 data for Lochside and Lincluden (see 4.0 Evidence of Need), the high demand for support within the local community can be said to require all of the services available without those services being at risk of competing with each other.

Appendix 4: Policies and Procedures Index

LIFT D&G takes seriously the health, safety and welfare of staff, volunteers and the community who use its services. Staff and volunteers meet statutory requirements for PVG membership, first aid, and health and safety training.

It also has a range of policies that are available on request:

Examples

- Accident Book
- Data Protection
- Health and Safety
- Volunteer Handbook
- Vulnerable Persons