

# HEART OF HOLOECK



"As a long-term supporter of HEA and as its Patron, I very much hope that local businesses will support the wonderful work it does. So much can be achieved when businesses and voluntary organisations work together and pool their resources. The regeneration of Holbeck is a really exciting opportunity for our community, and there is no better time to build strong links between successful businesses which have made Holbeck their home and its local residents so that we can overcome loneliness and isolation and improve health. HEA can do so much to make this happen."

Rt Hon Hilary Benn MP



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businesses supporting the local community in partnership with HEA

Once the beating industrial heart of Leeds, Holbeck has a rich history shaped by the people who have lived and worked in the area. It's a history brimming with pride, entrepreneurship and success.

Yet more recently Holbeck's situation has been better reflected by the startling fact that it is one of the 0.2% poorest areas in England and challenged by deprivations in income, employment, education, health, housing and environment and suffering from high crime rates.

This is more than just a statistic – it's reflective of the social, economic and health inequalities faced by people in our community day in and day out.

However, as the focus shifts to regeneration of the area, new opportunities are emerging. We see established businesses flourishing and a new generation of companies making Holbeck their home – people are starting to feel like the tide is turning. Many modern businesses want to ensure they not only thrive and grow, but that the communities where they're based benefit from their success too.

Yet without direct links into the most vulnerable sections of the community it's hard for businesses to know how best to help.

*Heart of Holbeck* has been developed by HEA (Holbeck Elderly Aid) to enable local businesses to engage with the communities of Holbeck. By providing a trusted and targeted way of offering support, *Heart of Holbeck* puts local business at the forefront of ensuring the whole community benefits from the changes that are happening in our area.

This booklet explains how *Heart of Holbeck* works, the difference companies like yours are already making, and some of the exciting ways that your business can get involved.

# Twenty five years of making a difference in Holbeck

HEA has been supporting older and vulnerable people in the Holbeck area for over a quarter of a century.

Our proven track record of targeting resources where they have the greatest impact has seen many hundreds of Holbeck's most vulnerable and excluded residents access the support they need to reconnect to their community.

Many of the older people supported by HEA struggle to get out and do the things most of us take for granted. HEA delivers a whole host of services designed to ensure they regain and retain their independence and improve their health, happiness and wellbeing.

 Luncheon clubs – provide nutritious homemade hot meals served in a warm welcoming environment where older people can meet new friends young and old

- Outreach Team works with people individually to make sure they get the advice and support they need to live independently
- A befriending service a highly valued volunteer-led project to combat the social isolation experienced by many older people
- Supermarket shopping trips weekly return transport to the supermarket to help older people continue to do their own shopping with support
- Outings HEA organises regular trips to the seaside, theatre and other social activities – subsidised to make them affordable for older people on lower incomes

In recent years HEA has also started to see an increasing demand for support and advice amongst wider groups and communities living in the area. HEA is perfectly placed to help – but we need the support of local businesses to make this happen.

#### In 2017 HEA:

- provided 1,897 individuals with intensive one-to-one support
- received 158 new referrals for support and advice
- carried out 517 home assessments
- prevented 46 hospital admissions
- had 6,613 attendances at our activities
- ran 116 supermarket shopping trips
- served 2,872 hot, nutritious meals

## HEART OF HOLOECK

# Heart of Holbeck: how you can be a part of it

## HEART OF HOLOECK

*Heart of Holbeck* provides businesses with a simple and trusted route to supporting highly effective grass roots activity.

As a *Heart of Holbeck* partner you can help reduce the impact of social isolation and the complex needs faced by the most vulnerable in our community by:

- **Funding specific job roles** such as Outreach Workers who work with the most vulnerable members of our community, connecting them with services and organisations that can help.
- **Sponsoring weekly lunches** where an affordable hot meal and a chance to mix with others is often the only time older people meet to chat and enjoy social interaction.
- **Supporting community initiatives** that foster inter-generational contact at the neighbourhood level, building the kind of community resilience that can prevent social isolation.

You may simply want to offer a one-off financial gift or discuss regular giving. You may prefer to help with in-kind support or via your staff volunteering their time. Or you may wish to become an Ambassador for our charity – spreading the word amongst your own business contacts about our work and the partner opportunities we have.

*Heart of Holbeck* also runs an annual 'Challenge 500' initiative which encourages partners to raise or donate £500 per year for the chance to win a prize – maybe you could provide the prize in future years!

Whatever your preferred way to be involved, HEA will work closely with you to develop a bespoke package of support that reflects your interests and supports your CSR agenda. 'It's made a lot of difference to my life. If it weren't for them, I would be in the house, and not going out at all. You know, I'm right thankful that they've got places like HEA to help us older people to get out. Years ago there were nowt like this for elderly people. And it's really good, because it keeps us active, and living longer. Which, look at me, I'm 80 next year, and I'm still sprightly... Oh, they've done a lot for me over the years. I wouldn't be here today if it weren't for them. Mary

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## Recognising your support

As a *Heart of Holbeck* partner, your contribution will receive the recognition it deserves. *Heart of Holbeck* provides a platform for showcasing the positive things that local businesses like yours are doing, ensuring the true story of business engagement in our local area is told.

**Raise your profile** – we will work with you to raise awareness amongst your colleagues and customers of the difference you are making, and your involvement will encourage others to follow the socially responsible lead your company is taking.

**Regular feedback** – we will regularly update you on the impact of your support, to help you demonstrate progress towards your CSR objectives.

**Use our skills** – we want this to be a mutually beneficial relationship. We can add to your employee support package for example by providing talks and support on retirement or advice about care packages for parents that need extra support.

**Networking opportunities** – every partner is invited to join us at the annual Heart of Holbeck networking event, attended by high profile figures from business and public life, to celebrate the difference your company is making to Holbeck and its people.

### HEART OF HOLOECK





# You'll be in good company...

When you join *Heart of Holbeck* you'll be in good company. The project has already attracted a number of key organisations, both large and small, who recognise the value to their business of supporting this local initiative to make a positive difference.



#### Leeds United

"Many of our fans live and work in Holbeck and on match day over 30,000 people stream through the area to support the Leeds United team. Our roots are in this community and HEA's ongoing work to make local people's lives better totally connects with our aspirations for Holbeck's growth and regeneration. We look forward to marching on together to help make Holbeck a great place to live and work."

Angus Kinnear Managing Director, Leeds United Football Club



#### Westward Care

"As a care provider with our head office in Holbeck our business is all about supporting older people to live as independently as possible. Our business values align directly with the activity that HEA delivers on our doorstep and the great work they do, and for that reason we are proud to annually support the organisation financially and with in-kind time."

Peter Hodkinson Managing Director, Westward Care



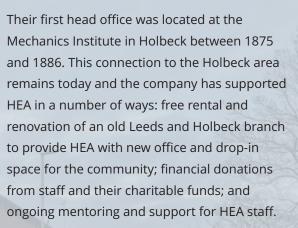
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#### Leeds Building Society

In 1875 Leeds Building Society were formally established and named Leeds and Holbeck (Permanent) Building Society.

Leeds



"Holbeck was the site of our very first head office, giving us a strong connection to the area and the people. Our purpose is simple – to help people save and have the home that they want. The HEA team provides vital help to the Holbeck community providing services and support to people's everyday lives. We are delighted to help HEA via their *Heart of Holbeck* initiative which has proved to be the perfect vehicle to make this happen." *Karen Wint, Chief Operating Officer, Leeds Building Society* 

## Next steps



Elissa Newman, Chief Officer, HEA

Where shared values and targets are aligned social change can happen in a community. That's why we believe that by working with you we can help create a better Holbeck together.

Your support will touch the lives of so many people – and make a difference every day.

The size of your organisation or how much you can support us doesn't matter. It's about placing your business at the heart of the community and becoming part of a much wider network.

More importantly the people of Holbeck – and your clients and customers – will see that you are a business that cares.

Want to be part of the *Heart of Holbeck*? Let's start with a coffee and a conversation... call Elissa Newman, Chief Officer of HEA today on 07802 338449 or 0113 245 5553 to arrange a chat about how your business can get involved.

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Many thanks to Ollievision Photography who kindly donated their time to take the photographs used throughout this publication



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