



# esteem GOODNEWSletter



esteem  
GOODNEWSletter

## Special Edition

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Mercury & H&H	Keith & Beth's Office
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# Welcome from Sam Whitaker

## Chief Executive, Hull Esteem Consortium

Welcome to this very special edition of our GOOD NEWSletter, covering the amazing Hull Families Project renovation.

What started initially as a request by The Smile Foundation to come along and have a look at the Hull Families Project building, which was in need of a little work and 'brightening up', very quickly led to our team pledging to transform a rather desperate space into something that would allow the charity to focus their energies on what they do best, rather than battling with their premises and infrastructure.

It has taken many months in the planning, a lot of goodwill and a great many organisations and individuals to bring this project to life but I think you'll agree from this edition that it has been more than worth it. There were certainly tears on handover day! Courtesy of The One Point, regular filming took place and we'll update you with a link to the finished film once it's finished in the editing suite.

To see what has been done in just over two weeks is testament to the members of Esteem who were involved, to the Morgan Sindall and Houlton teams and to all those suppliers, supporters and volunteers who came together to give time and resources to turn these plans into a reality.

I can't express how proud I am of what has been achieved.

Happy reading!

Sam

PS. An open day is being arranged, more info to follow soon...



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# Esteem & The Smile Foundation

As you'll know from our regular editions, our Charity of the Year for 2013 is The Smile Foundation.

The Smile Foundation has been supporting the Hull Families Project for 14 months and the work that they deliver has an immense impact on families lives in our region.

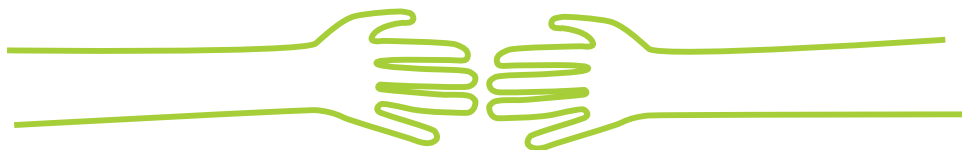
It was clear to see that the premises in which they worked was hindering them financially and restricting their delivery as the environment was not one in which you would like to work, or invite families dealing with complex issues to spend any time in.

In addition to giving funding and a network of new supporters the key thing Smile could do to help The Hull Families Project was to enhance their working environment.

What Smile does best is make limited funding work harder, go further and last longer, with the help of Smile and the Esteem partnerships contacts and a team of volunteers we were able to do this on a grand scale and deliver a bright, welcoming and effective new building in which we all believe the Hull Families Project will now thrive in.

This project has again highlighted the need in Hull and East Yorkshire for The Smile team. We are proud to have worked with Esteem and such a wide diverse team to deliver such a rewarding and inspiring DIY SOS... Who needs Nick Knowles!

Andy Barber  
Charity Manager  
HEY Smile Foundation



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# Hull Families Project

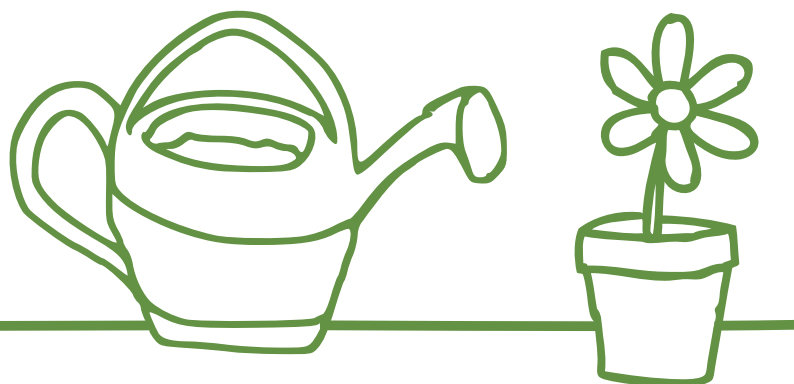
The Hull Families Project is a small charity working at the heart of the community in Hull. They do not receive any statutory funding and rely entirely on donations and grant funding to maintain their services.

Hull Families Project understands that at some point, every family will face challenging times. Their approach is to help families build up their resilience skills – giving every family member the skills and confidence they need to face and overcome difficult issues, both now and in the future.

The team work intensively with each family member and also with the family as a whole, to set and then work towards agreed goals. The support on offer is tailored to the needs of each family but can include elements such as positive parenting and discipline skills, self-esteem work and anger management strategies. Hull Families Project can also find families the help they need from statutory services. Their aim is always to support families to create a better quality of life for themselves, in a safe and secure family environment.

The team also work with local schools to provide drop-ins for parents concerned about family and parenting issues and work with local community centres to offer parenting workshops, learning tasters and to train local volunteers as peer-supporters.

The only thing letting them down was their facilities!



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# Working Together:

## Morgan Sindall & Houlton



Given the amazing work carried out by Sewell on the recent Sunshine House renovations and the need to not overburden one strand of our supply chain, we enlisted the help of Morgan Sindall and Houlton to give this project the weight and momentum it needed to succeed.

Both teams were involved in the early planning stages of the renovation but it was when we got to preparing to start on site that the collaboration really started. Steve Cheesman from Houlton and Craig Hurd from Morgan Sindall were relieved of their usual roles and assumed joint site management in conjunction with our project manager. By working together, they identified the best contractor practices for the job and ensured the project was delivered to the highest possible standard.

Given that the two organisations are used to working on solo projects, the way that members of staff from each team have come together is testament to the fact that great things happen when people come together for a shared cause.

**MORGAN**  
**SINDALL**

**Houlton**

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# Working Together:

## Mercury & H&H



It's not often something you hear of but as was the nature of this renovation project, Esteem's communications partner Mercury Marketing and H&H, the agency responsible for the rebranding of Hull Families Project, needed to work together to ensure we met our programme.

The rebranding of Hull Families Project was carried out recently by H&H, instigated via the team at The Smile Foundation to help give the charity a more welcoming, family friendly image. This branding was quickly picked up by the team at Mercury to ensure that site branding and internal graphics all followed suit.

The collaboration didn't stop there though, as the teams are currently working together to produce the charity's first ever annual report, which will include a four page feature on the renovation. Mercury provided one of its photographers to capture the renovation from start to finish, documenting the story as it unfolded. This will not only allow the charity to convey the right image to prospective funders but will also be a tool for all those who have contributed to the works to show what they have done and hopefully also encourage support going forward.



mercury

[www.mercury-marketing.co.uk](http://www.mercury-marketing.co.uk)

**h&h**

communications : people : branding

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# In The Spotlight:

## Tom Fletcher



From the outset we knew the scale of this project could not be underestimated. With the BSF programme in full flow and much of our team focussed on that, we can honestly say we were slightly concerned as to how we could deliver a project on this scale. Enter apprentice Tom Fletcher.....

### Name:

Tom Fletcher

### Role within Esteem:

Trainee Project Manager

### Role on Hull Families Project renovation:

Project Manager

### What were you doing before this project?

Before this project I was working on concluding elements on some of our previous schemes and gaining further knowledge on such schemes from the client side of the fence.

### How did you feel when were tasked with this project?

I knew this project would be a humongous challenge, I knew it would require numerous hours of coordination and planning but it was a scheme I was proud to be trusted with.



### Where there any lows on this project?

Not that I can pin point. If there were any issues, having the team I did around me, I knew anything could be solved.

### What about the highs?

Where do you start?! There were so many that it's hard to pull anything to the fore, from being entrusted with this project to the reaction on handover day. I think the only other point that really stuck with me was when we were getting down to the wire on programme and still did not have a kitchen – Craig and I hit the local suppliers and walked away with a donated kitchen and a huge sense of pride that people we had not met before believed in what we were doing and were willing to help us out.

### So what's next for you?

I've got a couple of months left on my Level 3 apprenticeship and then I'm looking for a permanent role. This has been the perfect project for my CV.

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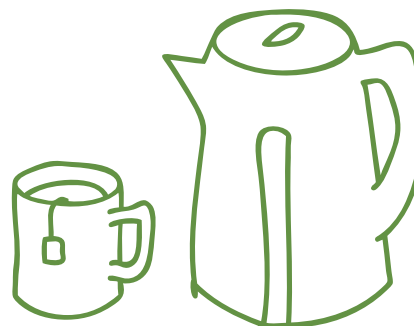
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# Project Timeline

February 2013	Project team identified and planning commenced
March 2013	Major packages of work pledged and assigned
3rd April 2013	Hull Families Project team relocated to The Exchange and work on site commenced
8th April	Electrical installation commenced
9th April	Plastering commenced
9th April	Decoration commenced
10th April	External works commenced and woodchip eradicated
15th April	Final brick laid to seal in the old rear opening
17th April	Plumbing installation commenced and kitchen secured
18th April	Windows and shutters replaced
19th April	Furniture and decorative items arrived on site
20th April	Furniture positioned
21st April	Sparkle clean and all hands on deck
22nd April	The Big Reveal!



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# Frontage

The most noticeable change to the local community is the new frontage, which saw a new shop front and shutters being installed as well as upper windows, signage and general redecoration.



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# Reception

The ground floor was substantially reconfigured which allowed for a welcoming reception area, something that was not particularly present before.



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# Informal Meeting Room

Owing to the reconfiguration, a small informal room was created at the front of the premises and furnished with donated items. This is now the ideal place for the first meeting with families and for offering counselling.



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# Main Office

As the space used by the charity's social work students, this room was extended into the front area increasing the desk space from 3 to 6 with opportunity to increase thanks to perimeter benching.



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# Disabled WC

The existing kitchen was removed and the back door relocated to allow this space to be transformed into a disabled WC.



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# Small Office

As the 'Just the two of us' sign on the door says, this small office ideal for two was simply redecorated and used perimeter benching for a more usable layout.



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# Meeting Room

Previously an office due to lack of usable space downstairs, a new and much needed meeting room has been created, incorporating an interactive whiteboard to make meetings and group sessions more effective.



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# Keith & Beth's Office

Once a cold and draughty room with miss-matched furniture, this office has been created to allow Keith & Beth the environment they deserve to help them move this charity forward.



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# Kitchen

This space has been transformed from a separate toilet and wash/store room into an impressive and properly equipped kitchen area.



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# Garden

With outhouses now removed this space has been excavated to below ground level and built up with a solid aggregate base to allow for a long lasting paved and play grass area meaning that this is now a safe, secure and usable space.



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The logo for 'the Hull Families project' is located in the top left corner. It features the text 'the Hull Families project' in a white, sans-serif font. The word 'the' is smaller and positioned to the left of 'Hull'. 'Families' is the largest word, and 'project' is smaller and positioned below it. A stylized sun icon, composed of a semi-circle and several triangles, is placed above the word 'Families'. The entire logo is set against a dark blue background.

# exit



# Facts & Figures

AGE OF  
VOLUNTEERS

**7-82**



PORTIONS OF FISH  
& CHIPS CONSUMED



**178**

VALUE OF  
MATERIALS  
DONATED

**£20-  
£8,000**



NUMBER OF MAN  
HOURS ON SITE

**1820**



NUMBER OF HOURS  
TAKEN TO ERADICATE  
WOODCHIP

**207**



NUMBER OF MILES TRAVELLED  
COLLECTING LOCAL DONATIONS



**757**

FINAL VALUE  
OF PROJECT

**£107,219**

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# Supporters' Quotes

MKM are proud to support The Hull Families Project, MKM was founded in Hull and with three branches here we are delighted to support this community project to support local families. The materials we supply we trust will find a good home and improve the quality of life for these families. We have supported the Hull Families Project through Smile foundation who we continue to partner to give support back to the local people of Hull.

David Kilburn,  
Executive Chairman,  
MKM Group

The One Point were really pleased to assist the project by filming the transformation – and Andy's tears! Congratulations on a wonderful job completed by great Hull Businesses!

Martin Lauer,  
Managing Director,  
The One Point

We have been a staunch supporter of the Smile Foundation for the past few years and when they approached us, we were genuinely moved by the plight of some of the families that we learnt about through Hull Families Project. We asked our suppliers if they could help with this fantastic cause, and once we explained about the charity and what it does, they were happy to help. They donated some of the materials and accessories we used, and we manufactured them. All in all, we manufactured a shop front for them, and seven other windows.

What is great about this experience, is that it demonstrates how generous all these East Yorkshire businesses have been, all coming together despite the difficult economic climate. I think what has been achieved in the past few weeks is nothing short of spectacular, and we hope the charity has many successful years in their fantastic facilities.

Nick Ward,  
Joint Managing Director,  
EYG Group

We have worked with Andy Barber from The Smile Foundation back in his time at Dove House. We had heard of the good work he was doing at The Smile Foundation so were thrilled to take up on the opportunity to be involved.

Ian Sargent,  
Owner,  
Sargent Electrical Services Ltd

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# Supporters' Quotes

Houlton and their Hull based Supply Chain were pleased to be involved in the Hull Families Project, a lot of effort was all worthwhile when we saw the delight on the faces of the people who work in the fully refurbished offices.

Dave Padden,  
Construction Director,  
GEO Houlton & Son Ltd

We were proud to play our part in helping this fabulous project; the Smile Foundation is our charity of the year for 2013, and we were keen to involve as many of our team in this as possible. Our SPS Technical team upgraded the intruder alarm, and we're providing the remote monitoring system. The ICS Cleaning team gave their time over the weekend to give the premises a deep sparkle clean, making sure it was ready for the Hull Families Project team and the grand unveiling on the Monday morning.

Kate Carroll,  
Marketing Manager,  
SPS Group

Moortown Construction are a building and civil engineering company that have been lucky enough to be part of the construction team on several of the Hull BSF projects, we feel that we've seen Hull change so much over the past 3 years and wish to continue to see change for the better for the people of the city. These brand new schools and charities such as The Hull Families' Project will help positively change the lives of people in Hull and East Yorkshire and we are proud to be a company that has an impact on that change, not only that I've always liked watching DIY SOS and when we heard that help was required for The Hull Families Project we jumped at the chance, we love a challenge!

We sincerely wish the Hull Families Project all the best and hope they like what we & Esteems members have achieved there.

Craig Milner,  
Contracts Manager,  
Moortown Construction Ltd

We were asked to help at the last minute due to a national trade kitchen company not fulfilling the previously promised items.

We supplied the same day an assembled kitchen from stock for the project and delivered to site that afternoon, Joinery Depot as a local supplier and manufacture of ex stock kitchens and allied products happily supported this great cause to ensure that the project was completed on time.

We are pleased that our support has enabled this worthwhile project on time completion and hope that the user find it to be of great benefit.

Tony Wiley,  
Group Trade Manager,  
Joinery Depot

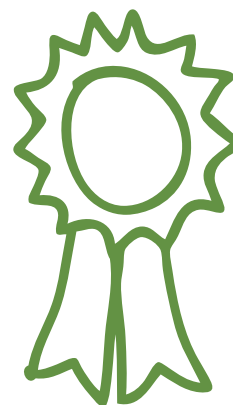
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# Roll of Honour

A. B. Rooms & Son Limited  
 Addplant Ltd  
 Andrew Jackson  
 Armadillo Self Storage  
 Beerhouse Self Drive Hire Ltd  
 K. Binks Heating Ltd  
 W. Boyes & Co Ltd  
 Carillion Specialist Services Limited  
 CFI Flooring  
 Claughton Office Equipment Ltd  
 Cleartech Waste Services Ltd  
 Coletta & Tyson  
 Construction Works  
 CPD Plc  
 Crown Paints  
 D&D Property Development Ltd  
 D3 Office Group Ltd  
 Dulux Paints  
 Elliott Group Ltd  
 ESA Ltd  
 Esteem

EYG Group  
 Fire Protection Supplies Ltd  
 George Boyd Architectural Ironongery  
 Gosschalks  
 Grade 3 Ltd  
 H&H  
 Horbury Group Ltd  
 Geo. Houlton & Sons Ltd  
 Hullgraphics.co.uk  
 Humberside Decorative Supplies Ltd  
 Humberside Doors Ltd  
 ICS Cleaning Ltd  
 Ideal Standard (UK) Ltd  
 Intrasource Limited  
 Joinery Depot  
 Jordans Sunblinds & Shutters  
 Joynsons  
 KCFM  
 Kcom Group PLC  
 Mercury Design & Marketing Ltd  
 MKM Group

Moortown Construction Group  
 Morgan Sindall Group PLC  
 Oxley Garage Doors & Shutters Ltd.  
 Paragon Data Services  
 RM Education  
 Sangwin Group  
 Sergent Electrical Service Ltd  
 SPS Group  
 The One Point  
 The Smile Foundation  
 Tony Cook Group  
 United Carpets  
 Vallectric Ltd  
 Vivergo Fuels Limited



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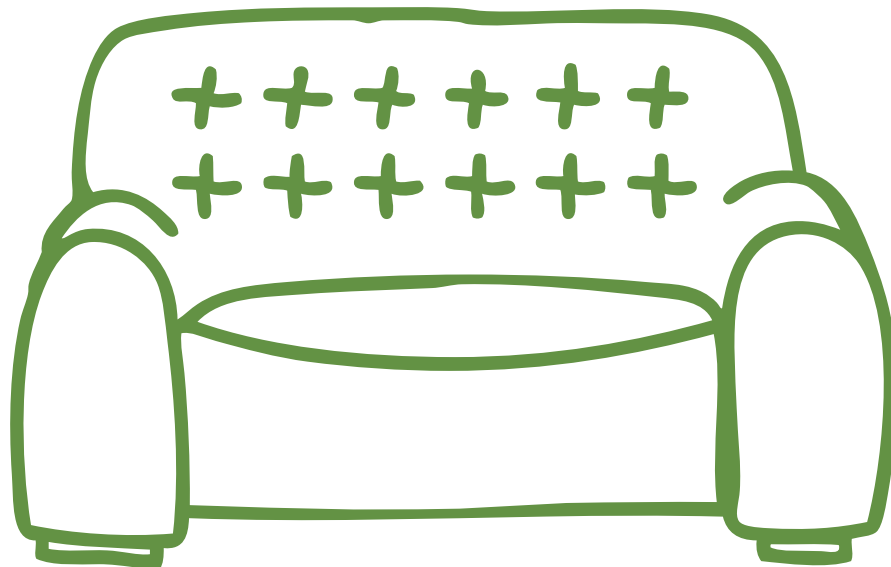
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# What's Next

Now that this renovation project has been completed and the premises handed back to the charity, things don't stop there.

We do still want to secure a few additional items and services for the charity to ensure they can work effectively and keep their costs to a minimum. We don't want to give too much away here but if you would like to know and may be able to help, please contact [ann.newlove@esteem.cc](mailto:ann.newlove@esteem.cc).

Much of the work was carried out through the generosity of local companies but there were items that were just too big to donate or were a step too far for some of the small organisations who were involved. As such the actual bill faced by The Smile Foundation for delivering this project stands at £7,500 (pending final invoices) which will need to be covered through fundraising throughout the year. There will be opportunities to get involved with us on organised events such as Devil's Kitchen and our Autumnal Ball but we would encourage you to get in touch with us about your own fundraising ideas or to simply give a donation using the following link: <https://www.justgiving.com/HFPDIYSOS/>



Welcome	Main Office
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Hull Families Project	Small Office
Morgan Sindall & Houlton	Meeting Room
Mercury & H&H	Keith & Beth's Office
Tom Fletcher – Project Manager	Kitchen
Project Timeline	Garden
Frontage	Facts & Figures
Reception	Supporters' Quotes
Informal Meeting Room	Roll of Honour
	<b>What's Next?</b>



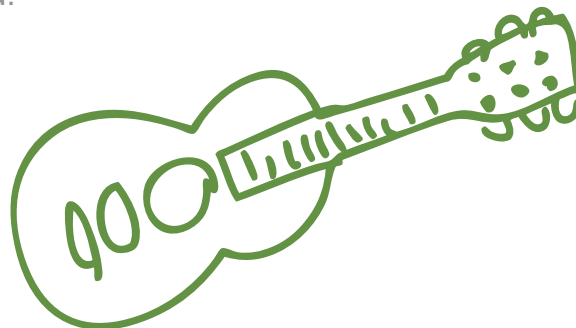
# A word from Hull Families Project

On behalf of the team and Board of Directors of the Hull Families Project we would like to thank all of the many people who were involved in the grand make-over of our building. We met so few of you and didn't know many more and yet you spent your valuable time working hours and days to achieve so much in a short space of time with tremendous results.

It is not just about the make-over itself, as fantastic as it is, but about people coming together to support a cause and project that has been our lives for many years. There have been many setbacks over the years without a doubt, a continuous struggle to keep the project going to support the families that need us the most. What you have achieved for us here is like a trophy in support of the work we do and it has given us the motivation to keep going on with our work knowing that people believe in what we do and share in our support of others. Every day we can now look around us and it will be a reminder of the support and belief people have in our work. We cannot thank you enough.

Members of the public have been stopping us in the street and telling us how wonderful the building looks now. We now have a building and garden where families can come and talk about their problems in relaxed surroundings. It has motivated ourselves and the team in ways you can't imagine, helping us to focus on the work in hand. You have raised the profile of Hull Families and in doing so helping the cause for families with the most complex needs in society. We have always endeavoured to regenerate community spirit within our family work and what you all have achieved with this work is help to 'foster the spirit of community' once more. Be proud of yourselves because we are certainly proud of you.

Keith Wardale and Beth Allen.



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**GOODNEWS**letter

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