



MARSHA MILES
CONSULTANCY

IMPACT REPORT 2022/23

APRIL
2023

Prepared by Marsha Miles, Founder & Director

www.marshamilesconsultancy.co.uk



Key achievements this year...

- Continued to develop effective and high-quality services
- Streamlined our service offer and developed a marketing plan for each strand of work
- Improved our customer evaluation processes, enabling us to share our successes
- Launched our new corporate social responsibility program
- Embedding our ethos as a socially responsible business.



A WORD FROM OUR DIRECTOR

This year we moved our home from Somerset across the border to Devon, and took up residency in our own office in Newton Abbot. This was possible because my partner and I acquired a record store in the town, which my partner manages whilst my team and I work upstairs.

The timing of this was key, as the start of this year saw the Cost of Living Crisis and Energy Crisis take hold. The charity sector, as well as the SME sector, saw huge pressures added through the steep increase in heating and other life essentials.

We were commissioned by Citizens Advice to develop and deliver a blended program of training and mentoring for Chief Executives who run individual local branches, who are experiencing a huge increase in the demand for their services.

In this year I started my ILM Level 7 Coaching and Mentoring for Senior Executives training and started to build my offer which I will be launching in the late spring of 2023.

We welcomed new Devon-based members of the team and continued to work with our core team, however, we had to say a sad farewell to Gill who retired this year.

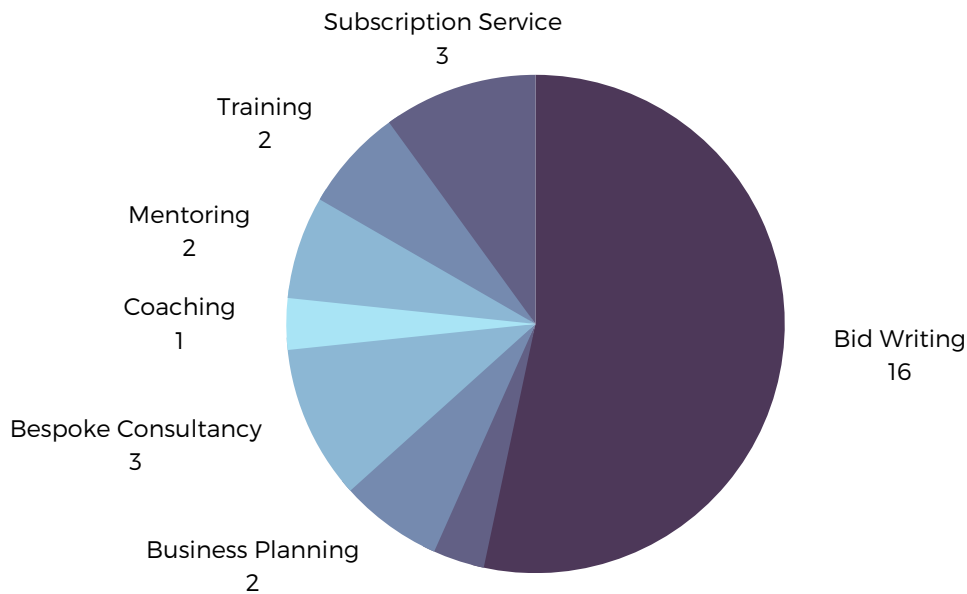
As we finished this financial year we reflected on the ambitions that we set at the start of the year, and set some new goals for the year ahead.

Thank you for reading about our year and we welcome you to continue to be with us on our journey.

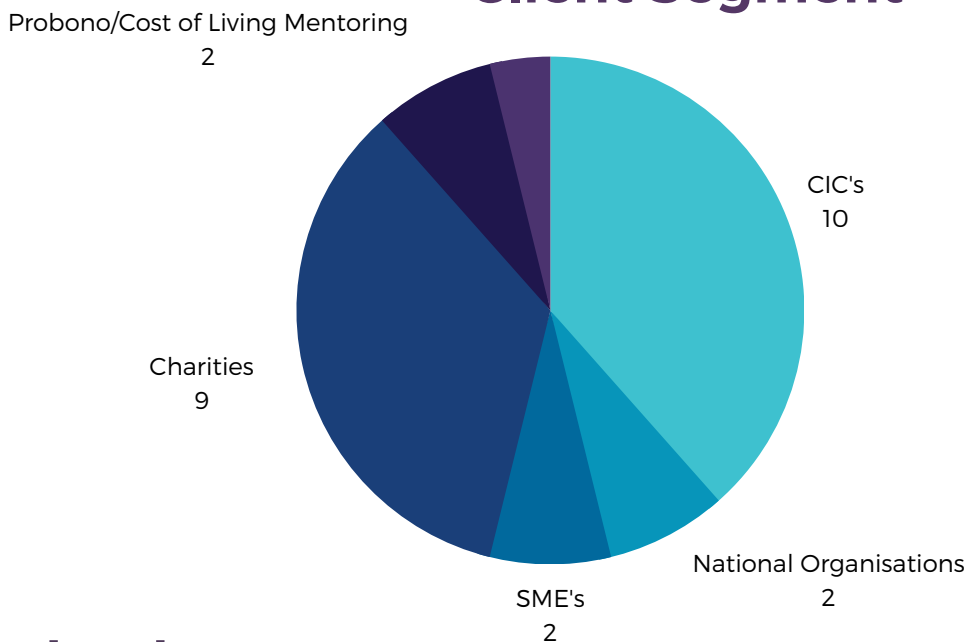
Marsha

ACHIEVEMENTS

Service Delivery



Client Segment



Thank You...

We have benefitted from support from our current and new partners and referrers this year.

A special thanks goes to Cooper Associates, Tozers Solicitors, GRIN SW, Phoenix Sounds team & Newton Abbot Chamber of Commerce.

Sales

We have developed our sales process and have a new service pack that we can share with our clients. We are revisiting past clients to find out how they are progressing and updating them with our current offer of support. We have devised a new kick-start session which we offer free to our new clients to ensure we have all the information that we need to get started. We have joined new networking groups such as Newton Abbot Chamber, Devon Women in Business, CIOF South West Group and the South West Fundraisers Forum.

Marketing

600

people on our mailing list

2961

followers across our social media platforms

3142

visits to our website this year

Team

Thanks goes to our committed and supportive team for enabling us to produce the work we have this year.

- 5 Employed Team
- 3 Self Employed Team



ACCREDITATIONS & MEMBERSHIPS



Consultants Directory

**Chartered
Institute of
Fundraising**



Registered with
**FUNDRAISING
REGULATOR**



**MINDFUL
EMPLOYER**

EMCC UK

*European Mentoring &
Coaching Council*



OUR MISSION

is to empower and nurture organisations, including small businesses, Social Enterprises, and charities, to grow and thrive, through the delivery of professional, high-quality consultancy services and products.

OUR VISION

is to see strong, resilient organisations able to deal with the challenges and opportunities in an ever-changing world.

CASE STUDY: TRUST & FOUNDATION BID WRITING

Helpful Hounds Assistance Dogs (Helpful Hounds) aim to change the lives of people with diagnosed physical, mental, and medical needs. They do this by forming partnerships and training Assistance Dogs that help enhance happiness, reduce stress, support ability to cope with physical disablement or life-threatening illness and enable a greater confidence and quality of life in individuals and families. Their goal is to help each person achieve their maximum potential, educationally, socially or in work.

Helpful Hounds is a charity that has enjoyed success in raising funds from BBC Children in Need and some local funders. They came to MMC having received a legacy and wanted to raise funds to invest in their core services, projects and organisational development.

The work began with the challenge of overcoming the significant legacy received. We worked closely with the volunteer CEO and provided the wording to explain the Trustees plan for spend in the annual report. The next step was to establish a Funding Pack which enabled the MMC team to gather all the information and data to write compelling funding applications for Helpful Hounds. Once the MMC team had developed the cases for support for core and project funding, we were able to submit applications to a range of suitable Trusts and Foundations.

The Charity had an opportunity to submit its first response to a tender. We connected Helpful Hounds with one of our clients who had been successful in this area. Helpful Hounds is now delivering a contract for the local authority with other potential contracts in the pipeline.

We continue to expand our work with Helpful Hounds Assistance Dogs, identifying and sourcing income from trusts and foundations. In response to the charity's plans to work with corporates we have developed a case for support to help build these relationships.

This year we have supported Helpful Hounds to build relationships with local and national funders. Funds are being used to increase the number of Assistance Dogs to meet the increasing need of families in South and East England. We have been able to see first-hand how these Assistance Dogs have impacted on these families.



CASE STUDY: STRATEGIC SUPPORT

Impact & Evaluation: New Leaf Life Design, a B Corporation, 'Next Stage Organisation,' located in Somerset, provides counselling and training services for Small to Medium-sized Enterprises (SMEs). In November 2021 New Leaf celebrated winning a contract, funded by Somerset County Council to implement the SME Wellbeing Project across Somerset.

New Leaf engaged with five groups (visitor economy; arts & entertainment; construction; health & social care; farming & agriculture), resulting in 88 participants attending the mental health training sessions and an additional 4 people joining a wellbeing walk. The project aimed to support the Somerset Public Health Team to:

1. Help SME business owners embed and promote skills in managing their own and staff's emotional health needs and develop sustainable health work practices.
2. Providing targeted support enabling people to improve their wellbeing and find coping mechanisms that support their emotional health
3. Supplying resources and training to assist SME businesses in improving wellbeing, motivation, and productivity, and enable greater staff retention as well facilitating staff recruitment.

Upon completion of the project, these resources were created and shared on a central platform.

New Leaf approached MMC to assess the impact and evaluate the project for the Funder report. MMC created a comprehensive set of evaluation tools using online and offline survey/data collection methods to gather the evidence of improvement in wellbeing knowledge. These methods included tailored questionnaires using Survey Monkey, case studies and interviews. Additionally, our work involved preparing the end of project report that New Leaf could share with the funder and other relevant stakeholders as required

"We were delighted to commission Marsha Miles Consultancy to evaluate our recent project SME Wellbeing Project for Somerset. This was a complicated piece of work over a period of a year. They had to work with various variables from telephone interviews to paper evaluations pre and post-course. At the end of the work they had to work with us to create a detailed project report to our funder which met their funding requirements. Her team were very professional throughout and the final report was well received. I would not hesitate to use their company again for this difficult work.

Becky Wright Director
New Leaf Life Design



CASE STUDY: STRATEGIC SUPPORT

Jo Hardy the Early Interventions National Liaison Officer at the National Fire Chief Council (NFCC) and Marsha Miles worked together for 12 months to produce a framework for young people who are supported within the fire and rescue service who take part in interventions at their local fire service as part of a wider community offer.

The work included Marsha working closely with Jo to develop documents, ideas and communications with the NFCC which was shared with all of the Fire and Rescue Services in the UK.

The contract deliverables included:

- Early Intervention Implementation Framework Document and tools
- Theory of Change training and development
- Executive Level Coaching for Jo Hardy

What is the Implementation Framework?

This Early Intervention Implementation Framework provides the UKFRS with clear guidance and a suite of practical tools for strategic direction, implementation, monitoring and evaluation to deliver effective Early Intervention Programmes. It sets out the NFCC's National Core Approach for early intervention which reframes the existing provision to an evidence-based practice of "what works" and aligns the practice to meet Home Office priorities and statutory duties.

Jo Hardy shared: "it was very motivating to work with Marsha, she brought structure and drive to the project whilst also supporting my development on my secondment to NFCC. Marsha was a constant and consistent support for all aspects of the project, drawing on a range of experience, skills and knowledge. Marsha was helpful in enabling the project to develop organically in response to various changes throughout the development of the framework. Marsha helped me to produce a high quality product that really meets the end user need. It was a pleasure to have such a strong professional relationship."



CASE STUDY: TRAINING & MENTORING

The Citizens Advice network of independent charities offers confidential advice online, over the phone, and in person for free. As part of Citizens Advice (CA) national work in 2022 to deliver new income and fundraising training for local Citizens Advice, we were commissioned to deliver a package of Training and Mentoring to support fundraising knowledge and activities in small to medium sized local Citizens Advice.

A training session was delivered in September 2022 via a live Zoom webinar entitled 'Foundations for Funding', offering an overview of the fundraising landscape, getting the basics right, the state of the sector, myth busting, building a culture of fundraising with the Trustee Board, and strategy for small to medium-sized charities. These were all areas of need identified in consultation with local CA offices. Key learning outcomes for the session were:

- Update in knowledge
- Deeper understanding
- Determine the funding mix for your organisation
- A practical guide to developing a case for support
- Guidance to help create a culture of fundraising
- Useful resources and strategies

We provided a range of resources and handouts after the session including, examples of Case for Support letters, Corporate Funding and Individual Giving guidance, along with a range of information sheets including links and support to carry out Fundraising Audits and support for their Trustee Board.

The live session was recorded and then subtitled as an ongoing resource for wider dissemination.

Following this training session, individuals were invited to apply for a limited number of mentoring places.

The mentoring consisted of 6 x 45 minute one to one sessions with 12 learners.

The sessions were then tailored to the needs and ambitions of the individuals. The feedback and results from these sessions were incredibly positive.

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"Receiving mentoring from MMC was a wonderful experience and gave me knowledge and understanding that I can use in fundraising but also in everyday project management. Marsha is incredibly well organised, professional, supportive and responsive to her mentee's needs. I am surprised at how much I learned in our few sessions. I highly recommend the service. Many thanks!"

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CASE STUDY: SME BUSINESS GRANTS

Phoenix Sounds (South West) Limited was registered in March 2022 with the key purpose of acquiring Phoenix Sound, a music store formally owned and managed by a local retailer for the last 17-years.

Before the acquisition, the shop was profitable, had built up a solid customer base and was very much part of the local community. With the new ownership and plenty of opportunities for growth and investment, it was time to bring the store (online and offline) into the 21st Century.

Initially, a new logo was created, and plans made to update the shop frontage and to change some of the shop furniture in-store.

MMC were brought in to write an application to gain funding for the shop development and were successful in gaining a Town Council Shop Improvement Scheme grant. This enabled Phoenix Sounds to change the shop signs and purchase essential racking for their increased vinyl selection that the local community had been eager to support.

MMC have now been asked to research potential grants and to write appropriate bids to obtain funding for website improvements, which are hoped to take place after April 2023. This will facilitate growth in the shop's on-line sales of new vinyl and CDs.

Roger Cox shared: "Getting the grant changed everything. We now have new vinyl racks and have updated our shop sign with the new logo making the shop look more professional and up to date. We also had enough money to update our till system, which was amazing. MMC communicated with us throughout the process, pointing out areas for improvement. I could not give enough praise to MMC who were brilliant at every level."



CASE STUDY: CHARITY OF THE YEAR

As a social business, we provide free training and education to community groups who may benefit from our experience, or other services at our discretion. We do not invite applications for support, instead approach local organisations we have a particular interest or connection with.

Business Planning and Mentoring

Teignmouth Recycled Art in the Landscape (TrailArt) is a community group run by two artists who are passionate about making the environment a better place and empowering others to change. The core activity is the Sculpture Trail along Teignmouth seafront targeted to artists and community groups, enjoyed by locals and visitors. Other funded activities include summer workshops and outreach projects involving going into schools and colleges.

TrailArt was chosen by Rosie Gitsham, MMC Trust & Foundation Fundraising Officer. Rosie grew up in Teignmouth and TrailArt has provided many workshops with the local Guide unit Rosie leads.

We were approached by TrailArt in Autumn 2022, they wanted us to help them produce a business plan. They had received funding by National Lottery Community Fund Reaching Communities to support their organisational development. During our conversations it was agreed that TrailArt would benefit from 12 months of support as they prepare to become a CIO. TrailArt are our Charity of the Year for 22-23.

The deliverables include:

- Business Vision Workshop at MMC's office with staff and volunteers
- Fundraising Plan to include a campaign
- Impact Report

"We are very grateful to MMC for their support, they have been invaluable in helping us organise our ideas and goals and what approaches will work well for us going forward in our journey to becoming a registered charity and securing future funding; through assisting us to write a business plan and quantifying the impacts and outcomes of our activities."

Amy, Trail Art





AMBITIONS FOR THE YEAR AHEAD:



DELIVERIING PEACE OF MIND...

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Registered Company No: 10701174
VAT Number: 237643592

- Create a fresh website
- Launch the new Executive Coaching & Mentoring Service
- Become bid-ready so we can apply for tenders where suitable
- Invest in our team's continuing professional development
- Build a community online for MMC clients to join and access resources and offers
- Raise our online and in-person profile through our social media and high-street presence
- Become more sustainable and lower our carbon footprint
- Plan our 10th Birthday celebration in January 2024



THANK YOU!

FOR READING ABOUT OUR YEAR

Contact us at hello@marshamilesconsultancy.co.uk