



UBL – SYNERGY

Jesmond CIC Project Report

PREPARED FOR:

Peter Breakey

MAY 2023

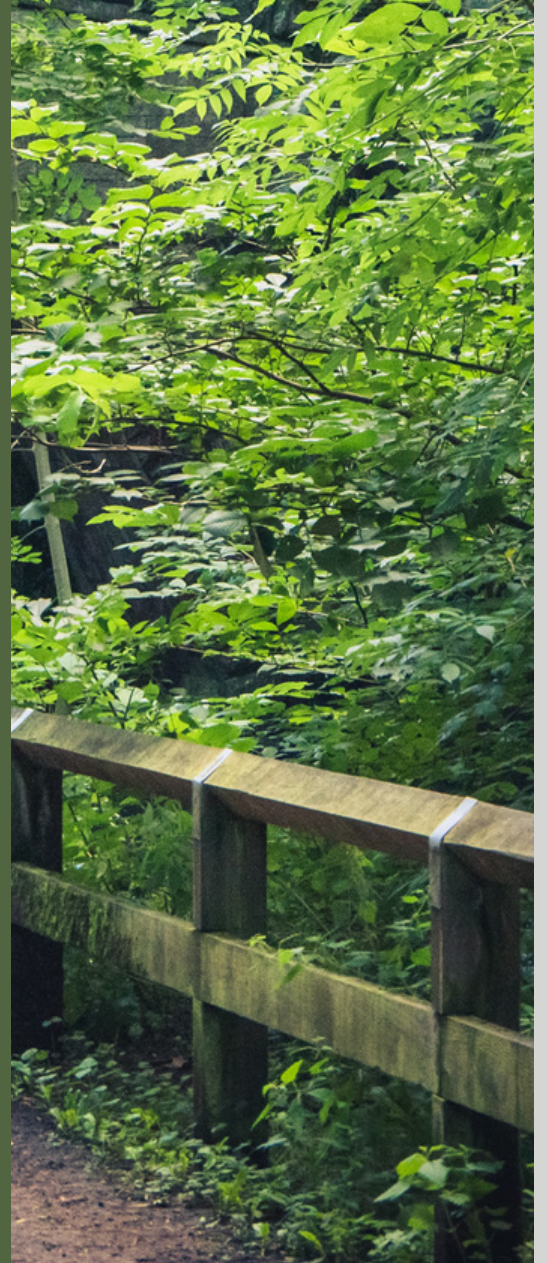


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MEET THE TEAM



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GLOSSARY

SPECIAL DAYS: days that fall outside of the CIC usual schedule, with the expectation of increased activities i.e bank holidays

FRONT OFFICE: handles  operations that are visible to the community i.e litter picks

BACK OFFICE: handles  operations that are internally focused and important to logistics e.g. purchasing of equipment

INTRODUCTION

UBL – Synergy has been instructed by Peter Breakey to develop a strategic plan for the proposed CIC, Jesmond Community Interest Company, fulfilling the objectives of the brief:

There are several reasons why organisations create impact reports, such as:

- Undertake an internal and external audit of the environment, and produce a report summarising the work currently done in Jesmond by the council, Keep Jesmond Clean (KJC) and other groups. The report would provide information about what work is done, who does it when it is done and how much it costs.
- To research and establish the environmental issues that local residents and businesses are most concerned about.
- To conduct research with local businesses, residents and other community groups to see whether and if so, to what extent, financially or otherwise, they would be likely to support or pay for the services of CIC that were trying to improve the local environment.
- To research and identify the extent to which volunteers could do some of the relevant work and the costs and capital requirements and other implications of employing workers if volunteers needed additional support.
- To recommend a strategy with a plan of action for the proposed CIC in terms of the practical steps that could be taken to improve the physical environment, with a target start date for initial actions of May 2023.

Issues

UBL– Synergy, through research, found various issues the proposal will seek to overcome/mitigate. Below we have found our three key issues that may occur once the proposed CIC is formed.

- **LITTER:** Highlighted in our quantitative and qualitative research, community stakeholders have identified this as an issue. Research also indicates an aspect of seasonality with the issue.
- **COMMUNITY COHESION:** UBL – Synergy identified community cohesion as an issue for the project. The CIC must collaborate with key community stakeholders and engage community members to promote the vision for "sustainability".
- **LOGISTICAL OPERATIONS:** Logistical operations are a critical issue that will be addressed within the project. For the project to be successful, UBL – Synergy will formulate a strategy for CIC operation in the community.

Executive Summary

This report offers valuable insights into the necessary strategy and plans for Jesmond CIC to address the current environmental concerns in Jesmond.

UBL-SYNERGY conducted primary and secondary research by consulting with residents, local businesses, and community groups to gauge their support for a potential Community Interest Company (CIC). Analysis of the data received has informed their recommendations for the CIC.

What has been addressed?

- Confirmation of issues in the community and local stakeholders' views and opinions.
- Current infrastructure in the community.
- Gauging community interest in relevant issues and viewpoints on participating with the CIC.
- Strategy plan for action.
- Costing related to the implementation.

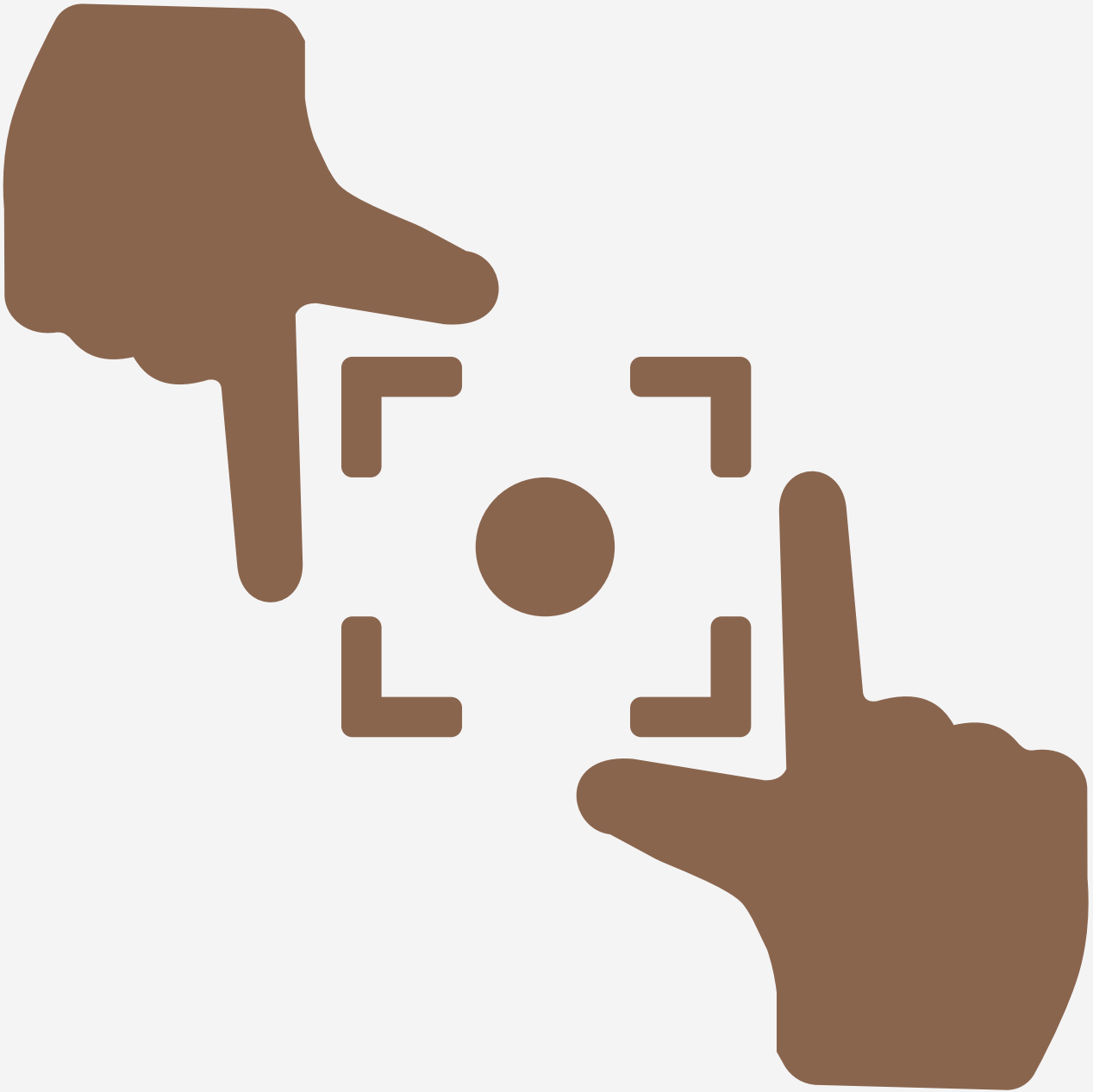
Client Background

The person spearheading the proposed CIC is Peter Breakey, who previously held a position on the Newcastle City Council as the representative for North Jesmond from 2008 to 2016. Establishing the CIC arose from conversations with locals, community organisations, nearby enterprises, and external funding sources.

Building a positive working relationship with Keep Jesmond Clean, a Community Action Group, as well as local businesses, residents, and Newcastle Council, is one of his top priorities. This is because he firmly believes that enhancing the physical environment in Jesmond is the ultimate goal.

The proposed CIC is scheduled to begin in May 2023, with initial actions planned for the start date.

SCOPE



PROJECT ANALYSIS

UBL-Synergys understanding, coupled with our research, has been used to come up with a SWOT analysis of the Jesmond CIC

STRENGTHS

- Peter's previous experience working in the council.
- Peter's position as a lecturer at Northumbria University.
- Community agreement on a common issue.
- Realistic & feasible goals of the CIC.
- Currently, there isn't another CIC in Jesmond with the same environmental aims.

WEAKNESSES

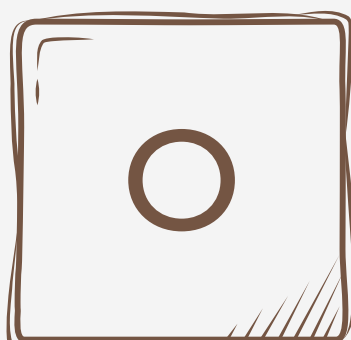
- Peter's potential lack of previous experience starting & running a business.
- No current funding has been secured for the start-up of the CIC operations.
- Limited resources to initially work with.
- A small pool of businesses in the community.

OPPORTUNITIES

- Social media as a tool to reach members of the community.
- CIC brand development.
- Sunil's status in the community to help with outreach and engagement.
- Tapping into Sunil's knowledge of starting and running a business.
- Range of options to build up funding for the CIC.

THREATS

- Landlords & business corporation.
- The threat of other initiatives that clash with CIC's aims, e.g. councils roll out of skips, with the collaboration of the Universities.
- Lack of interest of younger age group in the community.



ENVIRONMENTAL ANALYSIS

UBL-Synergy recently conducted an internal analysis of the strategic environmental efforts in Jesmond. The report identified four critical stakeholders in the community that the CIC should consider to tailor their operations accordingly.



1. Businesses
2. Landlords
3. Residents
4. Students

We also found two established community organisations where the CIC could collaborate and align their activities. These are Keep Jesmond Clean (KJC) and Newcastle Council. Within the report (Appendix 6), We identified current and planned activities by these two groups and how these activities may benefit the CIC.



EXTERNAL PERSPECTIVE

We have conducted an external audit to strategically analyse and identify how CICs across the nation are dealing with the issue of litter in their respective areas. This research and analysis resulted in the discovery of two notable operational CICs.

- Bristol Clean Streets
- Plymouth CIC

We have identified both CICs as possible candidates to work with and seek advice from. We conducted a PESTLE analysis (Appendix 6.1 and 6.2) to develop a deeper understanding, identifying critical scenarios the CIC may face.



LIMITATIONS

Geographical: As Jesmond is the main area of operations for the CIC, the research conducted by UBL - Synergy was limited to the stakeholders within that particular community.

Financial: With no initial secured funding for the start-up of the CIC, careful consideration was made by UBL - Synergy to develop an effective strategic plan, to allow growth for the CIC based on different costed recommendations.

UBL - Synergy upon carrying out the primary research, discovered anti-social behaviour was also a concern for residents within the community, which should be taken into consideration as issue for the CIC.

Peter will initially run the proposed CIC with the plan to include other individuals. Considerations were made to ensure Peter can initially get the CIC started on a sole basis.



SECONDARY RESEARCH

UBL- Synergy conducted secondary research through this project's progress to provide a review and analyse existing CICs across the UK, articles, data and reports on littering issues to improve their understanding of the market and factors stipulated by their client brief.

Research sources included: News articles, GOV Blogs, the internet (i.e. Facebook), the Heritage Fund database, and local news articles.

Secondary research provided UBL - Synergy with enough supportive information and data. This fed the trajectory of the project and has informed the recommendation through the project's development. In addition, UBL - Synergy carried out a SWOT and PESTLE analysis into the varying CICs discovered in their research.



PRIMARY RESEARCH

UBL - Synergy's objective is to present a comprehensive narrative by compiling quantitative and qualitative data.

A survey was conducted online to gather qualitative and quantitative data from different stakeholders in the community, including residents, businesses, estate agents, and landlords. However, we had to acknowledge that our sample size was small. To expand our reach, we partnered with KJC, a well-established charity in the community, to help us distribute the survey. The initial feedback we received from the survey provided us with valuable insights into the opinions of locals and their perspectives on the issue at hand.

The survey for businesses was conducted by approaching establishments located on Osborne Road and Acorn Road. Although not all were willing to participate, UBL-Synergy was able to obtain a sufficient number of responses to reach a consensus. (See appendix for details).

During the research, UBL - Synergy conducted both structured and unstructured interviews with the local council, as well as other CICs that we discovered through secondary research. We also spoke with community stakeholders, estate agents, and landlords. The information gathered from these interviews provided significant qualitative data that complemented our surveys and enabled us to make informed recommendations for the CIC.

UBL - Synergy utilised both univariate and bivariate analysis methods. This approach proved highly effective as it enabled us to examine opinions according to age group demographic within the community and also to identify clear trends in opinions and age groups. Furthermore, this method allowed for a nuanced understanding of the issue from various perspectives.



ETHICAL PRACTICES

UBL-Synergy obtained permission from the client to carry out research as part of their project preparation.

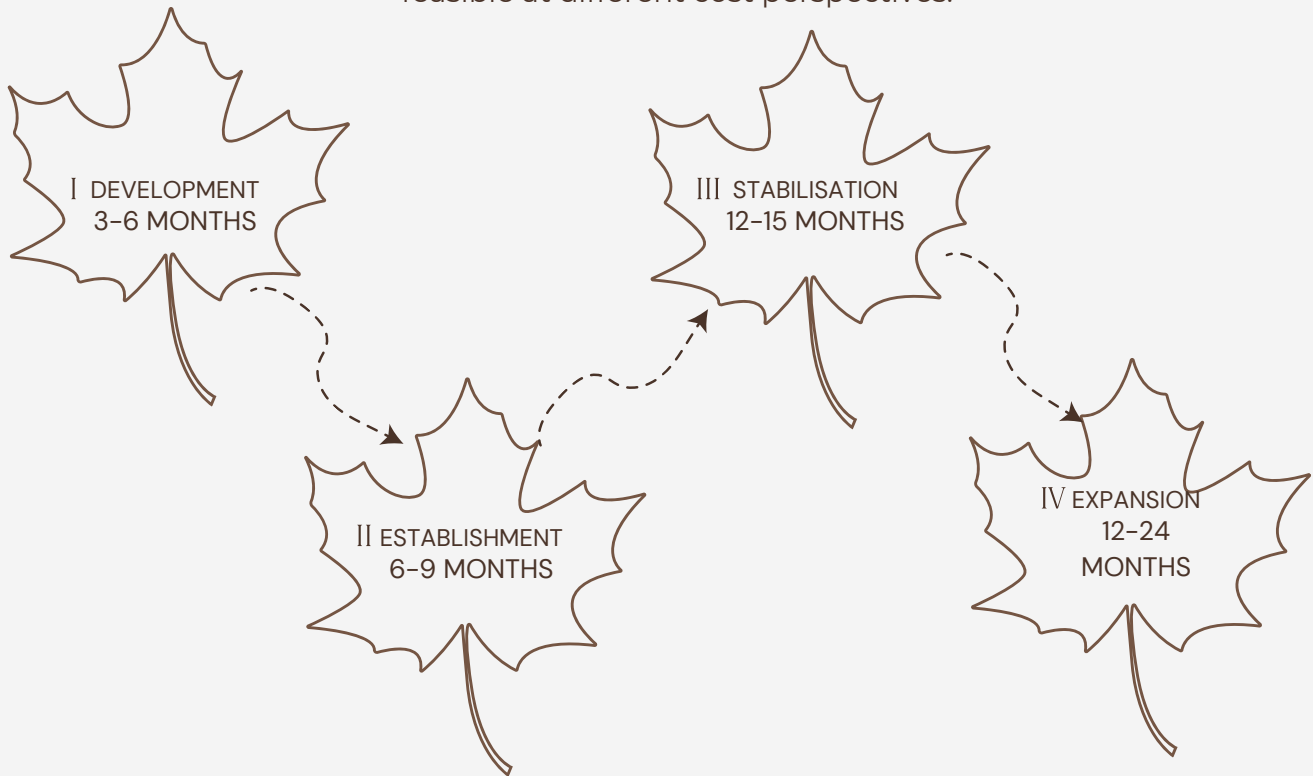
UBL - Synergy adhered to the Northumbria University's ethical policy when conducting research and providing consultancy services.



UBL - Synergy has taken measures to protect and secure any personal data gathered during the research process. An ethical form was completed, ensuring anonymity and allowing participants to withdraw their data if desired. Additionally, all collected data will be discarded upon the project's conclusion.

STRATEGIC PLAN

After conducting thorough research and interviews, UBL-Synergy has devised a gradual approach to successfully strategise for your objective of attaining "organic growth". This strategic plan will encompass a variety of recommendations, which are feasible at different cost perspectives.

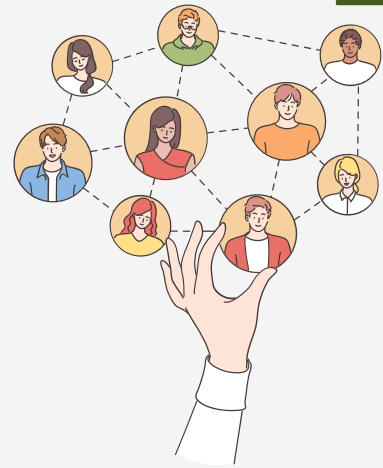


Development

I

Community Outreach

Establishing a strong presence for the CIC in the community is crucial, and visibility plays a significant role in achieving this. The most effective way to accomplish this is through Facebook groups. Jesmond-related groups on Facebook have demonstrated high engagement, collaboration, and communication levels, making it an ideal platform. This platform can be utilised as a direct recruitment channel for volunteers within the community and as a point of reference for individuals seeking more information about the CIC.



Funding & grants

To maintain progress through various stages, seeking funding and applying for grants is crucial. Our research on other CICs revealed that they secured their operations through funding and grants. We have identified various grant options that your CIC could utilise. Obtaining these grants is an important aspect of your development.



Internal Operations

Creating an internal WhatsApp group exclusively for CIC volunteers would be advantageous in facilitating direct and efficient communication. This platform provides instant messaging, smooth coordination, and a private space for team-building. By doing so, we can ensure effective volunteer management and promote a positive and engaged community within the CIC.

Relationship Building

To prepare litter picks in the community, the CIC aims to discuss its goals with the council and determine its involvement in achieving them. During our interview with them, it was confirmed that there is an existing infrastructure for collecting litter post-pickups. It would be advantageous to obtain this information and share upcoming plans for litter pick-up events.

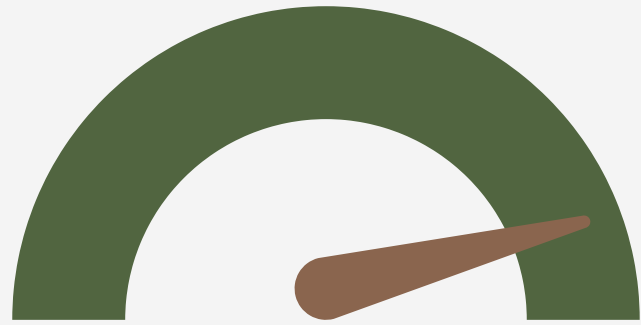


Establishment

II

Litter Picks

Residents in the community have expressed their concern about littering, with 89% of them considering it to be a significant issue. To address this problem, the CIC should initially organise monthly litter-picking events. Our research has shown that 42% of the locals are willing to volunteer and help tackle the littering problem in the area. This initiative builds on the development stage and aims to make the community a cleaner and healthier place for everyone (reactive).



Social Media Awareness

Research on social media trends revealed that a significant portion (72%) of internet users aged 50+ use Facebook, in correlation with (64%) of participants in the UBL - Synergy study who were aged 45+, indicating that Facebook is popular among older individuals, which is an ideal platform for the CIC to reach residents in the community. Plymouth CIC has raised awareness of its project goals by regularly sharing updates on Facebook and creating a dedicated events section on its page.



Find us on

Relationship Management

Building a favourable rapport with the council is essential for the CIC to accomplish its objectives within the community and advance its strategic plan. We conducted qualitative research by interviewing council members to gain valuable insights on how to achieve this. To begin with litter picking, the council can support by providing equipment for an initial litter pick, followed by the CIC acquiring its own equipment.

Tasks	Importance
Communication	This task helps the CIC stay informed surrounding any changes that the council may introduce, such as modifications in services or opportunities for collaboration.
Operational Updates	In a conversation with Council member Rebecca, it was expressed that the council would greatly value proof of litter being picked up from both public and residential spaces. This evidence would go a long way in building trust with the council.

Purchasing **30**

In light of successful community outreach, it is suggested that the CIC shift its focus towards improving its capacity for litter picks towards the end of this stage. While continuing to utilise the equipment provided by the council, such as black bags, litter pickers, slap bands, torches, and high-visibility vests, the CIC should also contemplate acquiring its own high-visibility vests bearing the organisation's logo. This will serve to enhance the brand of the CIC within the community and raise awareness. In place of purchasing trolleys, as per your preference, the CIC may want to consider procuring a "garden cart" for managing the heavy loads of litter bags during the picks.



Establishment

II

Branding... what will it look like? /

As part of our efforts to assist you, we have provided a preview of a potential logo and how it would appear on the hi-vis. A complete branding package is available (for review in appendix 16).



Funding/Grants

It is essential to prioritise securing funding and grants for the CIC at this stage. We can take inspiration from Bristol CIC's success in obtaining funding and grants, but it's also important to note that they faced rejections. To increase your chances of obtaining funding and grants, you must dedicate time to researching available options that can support your operations, facilitate growth, and pave the way towards attaining "sustainability".



Seasonal Litter Picks

Based on interviews with estate agents, landlords, and businesses, it has been determined that many believe littering is a problem that occurs mainly during certain times of the year. Specifically, it tends to be more prevalent during student move-in/out periods and on days with high levels of activity such as bank holidays. To address this issue, the CIC not only increases litter-picking efforts to a weekly basis but also anticipate and adapt to these seasonal trends in order to effectively manage community cleanliness.

Community Supervisor

The focus of your project is sustainability, and by increasing litter picks and adapting to seasonal trends, community ambassadors can effectively ensure that your organisation has the capacity to continue this effort. Plymouth CIC successfully implemented this method city-wide, utilising ambassadors from various areas. It can also be a viable approach to involving more permanent members in your operation.

Create Official Website

Establishing an official website for the CIC would be a crucial leap forward. It would demonstrate that this is a robust project and that the Jesmond litter problem is being tackled. Our primary research showed that local businesses are more likely to support the CIC when they see a solid foundation. Having a professional-looking website will bolster this front, showcase the CIC in a professional manner, and make information on your activities readily accessible to everyone. (Appendix 10.1 & 10.2).

Relationship Strengthening

It is crucial that the CIC maintain a positive relationship with the council, as this stage will require more interaction between both parties. This is because there will be more litter picks. Therefore, the CIC will need to inform the council more regularly about collecting disposal bags to allow for clear logistical operation.

WHAT DO WE MEAN BY EXPANSION?

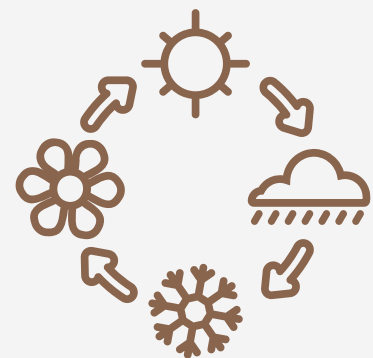
After success in the early stages, the CIC will expand its business operations. To sustainably and organically grow the CIC. The CIC will have to implement stages “Development”, “Establishment”, and “Stabilisation” before adopting this strategic goal, by adopting a proactive approach. After completing these stages, the CIC will look to monetise business operations.

ADAPTATION OF OPERATIONS IN COMMUNITY

It is key that the CIC will increase front operations to ensure that key stakeholders are happy and continue to support the organisation. Due to the additional revenue generated, the CIC can increase the number of weekly litter picks.

In peak seasons, as discussed in "stabilisation", litter picks can be conducted twice a week with special days in cooperation. In off-peak times, these will be done each week, including special days.

As stakeholders are now paying for the service, the CIC will have an obligation to take in consideration businesses and landlords interest as well to have operational consistency.



PROACTIVE MEASURES

In expansion, the CIC must undergo proactive measures. This reduces litter being dropped on the floor and makes overall litter picks more efficient and effective. This could be done via various methods, including Skips in back alleys to reduce the “moving-out day” mess, community engagement leaflets for students or landlords (e.g. Bin collection days), and a feedback survey to gain insight into if stakeholders believe there are any areas for the CIC to improve upon.

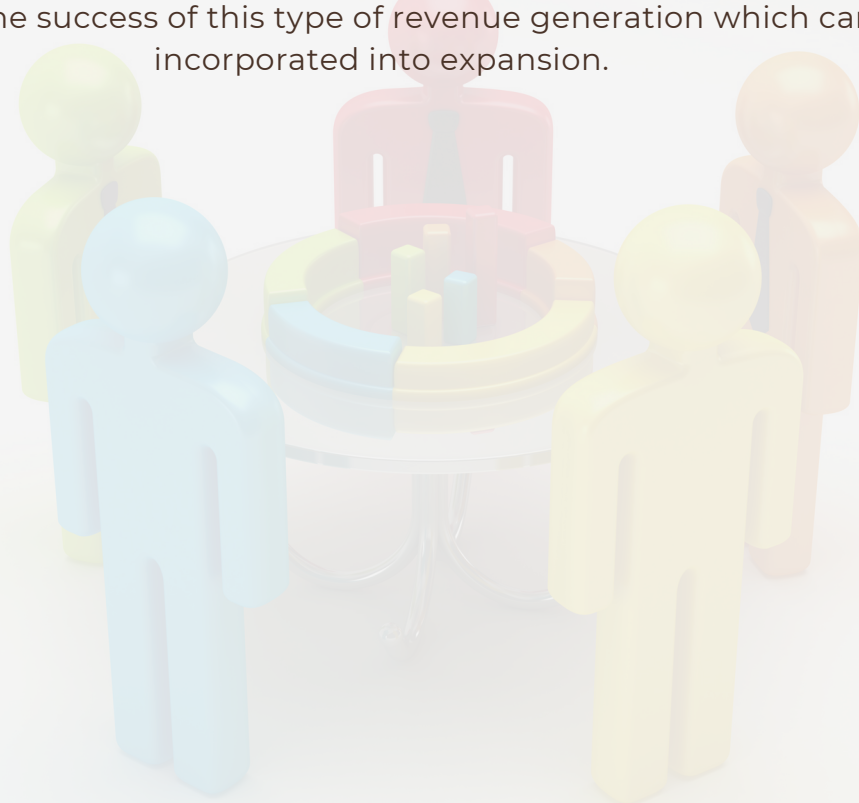


DEVELOPING RELATIONSHIPS WITH KEY STAKEHOLDERS

It is key that the CIC is able to develop its community relationship with stakeholder groups, landlords, and businesses to become a business relationship. When reaching this stage, there should be enough incentive for landlords and businesses to be charged for the CIC's positive impacts on the community. Referring to the secondary research, it has been found that properties within a neighbourhood with litter concerns have seen values fall by 12% on average. This is due to the supposed physiological decision: "Impressions of a property are made in the first two minutes" (E-Power, 2022).

Therefore following the understanding that litter is a present issue in Jesmond via primary research could be a concern for landlords. Our primary research found that local businesses were fairly split on whether litter was a cause of concern; however, there was a strong consensus that they would appreciate a cleaner environment outside their business premises.

To diversify revenue, we have considered businesses paying to join litter picks to contribute to their corporate "community days". This approach has been undertaken by Ouseburn Trust, who is currently trialling this method. Collaboration with the Ouseburn Trust will be required to monitor the success of this type of revenue generation which can be incorporated into expansion.



Expansion

IV

INCREASES IN EQUIPMENT AND LOGISTICS

In order for the CIC to implement a service-based approach, it is crucial to accommodate the rising demand through equipment expansion. Under the new "Expansion" process, the CIC will no longer be reliant on the council for equipment, which will require cost consideration.

The CIC must enhance its logistical operations to facilitate equipment procurement to ensure seamless operations. This will require additional expenses to secure adequate space for equipment storage.



STAFFING

The CIC plans to secure external funding, which will enable them to employ a part-time candidate for overseeing the company. The candidate will serve as a liaison between the community stakeholders and the CIC, and will also coordinate litter picks and take proactive measures. As the revenue increases, the candidate's role will transition to full-time employment.





RECOMMENDATIONS

THE PLAN IN ACTION.



At UBL – Synergy, we've been focused on achieving the objectives outlined in the brief. Through extensive research, we've identified strategic approaches that effectively tackle the mentioned issues. Our environmental audit of Jesmond and the UK has revealed gaps in the community's litter reduction efforts, especially during peak periods. The CIC must adopt reactive and proactive measures to address these issues effectively. The reactive approach involves direct litter picking and skips usage, increasing the CIC's visibility in the community. The proactive approach is preventive, educating and raising self-awareness while providing accessible information. Incorporating both approaches is the most effective way towards "sustainability."

We have formulated recommendations for funding the CIC's operations, considering the £10k funding estimate discussed with you. Our audit, secondary and primary research have been used to derive a feasibility scale for each approach. The recommendations will depict the implementation of the strategic plan, outlining estimated expenses and returns from operations.





LOCAL COMMUNITY APPROACH DEVELOPMENT IN ACTION.



UBL-Synergy proposes a method where the CIC finances its activities through investments from the local community, specifically businesses and estate agents/landlords. The CIC aims to actively reach out to the community and promote awareness about its presence and objectives. To achieve this, they plan to establish a Facebook page where community members can stay informed about the CIC's activities in the area. This should be set up within the first month of starting up.



You can post information about CIC every week and share upcoming events on the page. Keep the audience updated about any changes or updates related to the litter-picking events. Based on the observed correlation and success, it's important for CIC to share frequent updates with its audience. Additionally, distributing information leaflets in local businesses and the library can increase community visibility.

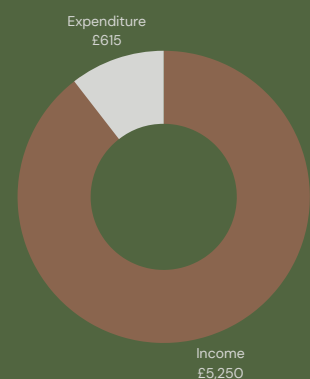


Establishing strong connections with businesses is crucial to our approach. Building relationships can be accomplished through community events and meetings that clearly demonstrate the positive impact of the CIC on the community.

It is imperative that the funding of £10,000; £5,000 will be sufficient; is of utmost importance in this phase. Anticipated expenses encompass registration for CIC, costs associated with meetings, and IT expenses.

Before purchasing equipment and storage space, you will need to make some preparations. This involves researching local storage facilities (Appendix 10.1 & 10.2) and contacting equipment suppliers for litter picks.

Predicted Income	£5,250
Predicted Expenditure	£615
Balance within phase	£4,635
Overall Balance	£4,635



100% of respondents would appreciate a cleaner environment around their businesses.



90% of respondents believe that more efforts should be made to reduce litter in the local area.

LOCAL COMMUNITY APPROACH ESTABLISHMENT IN ACTION.

Within Establishment the CIC will focus on converting the relationships with businesses to generate revenue.

Increased focus on social media to increase the CIC's outreach and increase volunteering numbers. We recommend platforms such as Facebook and WhatsApp.

Equipment purchases includes;

- Branded Hi-Vis
- Garden cart
- Litter pickers
- Bin bags
- Gloves
- First aid kits

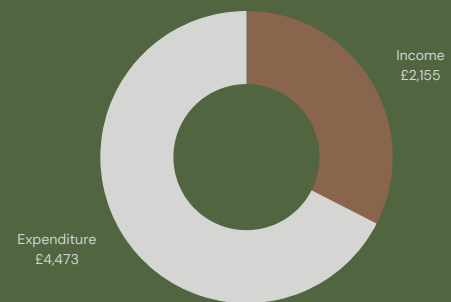


Additional expense to take note of is that the CIC will provide first aid classes for 12 key volunteers to ensure CIC is health and safety compliant.

The CIC will house the equipment using a parking garage close to the litter-picking area.

We recommend that the CIC begin building relationships with Landlord circles to prepare the CIC to generate revenue from this stakeholder group.

Predicted Income	£2,155
Predicted Expenditure	£4,473
Balance within phase	(2,318)
Overall Balance	£2,317



Our research has discovered that Garden Carts can be a cost-effective substitute for double space liners and skipper multi-purpose cleaning trolleys from Plymouth CIC, especially in the short term.

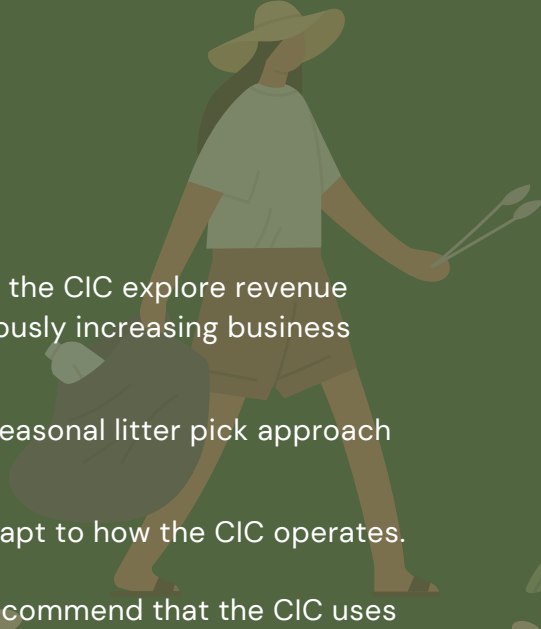
Garden Carts are £274 cheaper per unit than skipper multi-purpose cleaning trolleys.

Garden Carts are £922 cheaper per unit than double space liners.

Qualitative research indicates that Landlords will be the last to be incorporated financially.

Incurred expenses not included above are shown in appendix 13.1 and 13.2 (eg. Business insurance).

LOCAL COMMUNITY APPROACH STABILISATION IN ACTION.



As part of the stabilisation process, we recommend that the CIC explore revenue generation opportunities from landlords while simultaneously increasing business revenue.

With extra revenue generation, the CIC will implement the seasonal litter pick approach outlined in the strategic plan.

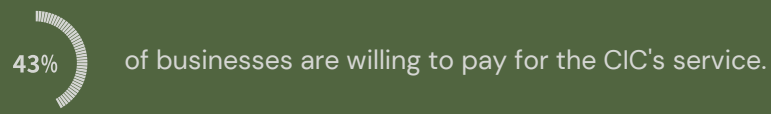
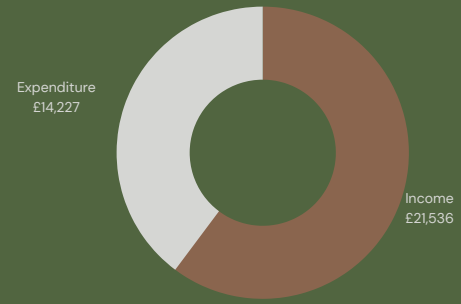
As business operations increase, the CIC will need to be adapt to how the CIC operates.

During stabilisation a larger group of volunteers are required. To increase the number of volunteers, we recommend targeting the younger population of Jesmond, specifically those between the ages of 20 and 29. Having a younger team of volunteers can help foster community unity, as it allows various age groups to interact.

We further recommend that the CIC uses client servicing techniques during this phase. This is vital as the CIC can hear thoughts and opinions from key stakeholders and adapt to ensure they are still happy to contribute. This can be done through quarterly surveys to measure how businesses feel the effectiveness of the service the CIC provides.

At this stage, additional and updated equipment is required to support litter collections effectively. This includes garden carts, multi-purpose skipper trolleys, and bin bags.

Predicted Income	£21,536
Predicted Expenditure	£ 14,227
Balance within phase	£7,309
Overall Balance	£9,626



LOCAL COMMUNITY APPROACH EXPANSION IN ACTION.

The CIC will seek to scale up revenue through key stakeholders to increase the seasonality approach and build the resources available to the CIC.

Referring to the strategic plan, the CIC will diversify business revenue to other streams, such as businesses paying the CIC to join the litter picks.



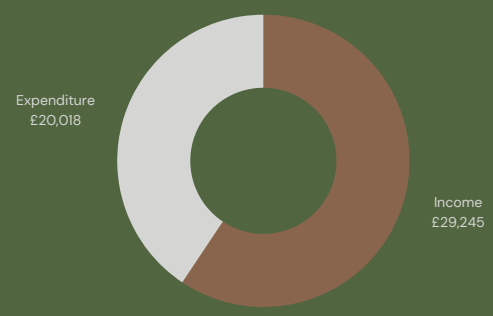
Equipment will be increased and upscaled in this phase. The CIC will add double-space liner barrows and purchase additional skipper multi-purpose cleaning trolleys, litter pickers, bags and first aid kits during this phase.

We recommend, that the CIC begins proactive approaches to reduce litter and anti-social behaviour.



To support client servicing, the CIC can incorporate a JCIC ambassador. The role will be focused on liaising with stakeholders, coordinating litter picks and driving proactive measures.

Predicted Income	£29,245
Predicted Expenditure	£20,378
Balance within phase	£8,867
Overall Balance	£18,493



The Ouseburn Trust are currently trialling charging businesses for "community days" (Appendix 11).

In expansion we expect the CIC to incorporate 80 of litter picks within a year using seasonality and special days (Appendix 12)

LOCAL COMMUNITY APPROACH EXPANSION IN ACTION.

Strengths	Limitations
High community engagement.	Recommendation is heavily reliant on business and landlord investment.
An approach that delivers the highest revenue into the CIC	Operational logistics could be a challenge as storage facilities does not increase within our simulation.
CIC has plans to hire an ambassador who will assist in reducing the workload of the business directors.	Generating revenue and community support during the early stages may prove challenging for the CIC, as there will be little tangible evidence of the impact made on the community at the development and establishment stage.



EXTERNAL GRANT APPROACH DEVELOPMENT IN ACTION.



Within this approach, it is recommended that the CIC strongly emphasises obtaining grants in order to maintain a sustainable model. It is vital to spend time on looking at the various grants which are applicable to the CIC, so that they can increase their chances of grant applications being accepted.



The CIC will create an official Facebook page to establish a strong presence. This will be utilised to recruit volunteers and learn more about what is being done. The CIC will create an internal WhatsApp group for volunteers, allowing for convenient and efficient communication to maintain an engaged community.

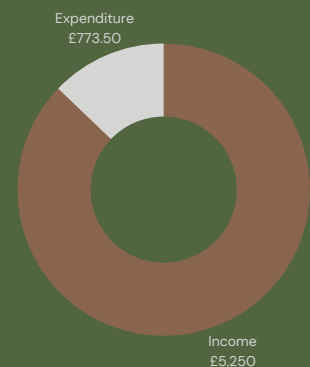


This stage will consist of the CIC building its relationship with the council. The CIC should aim to discuss their goals and outline how the council will be involved in order to achieve this. It would be recommended that the CIC organise a clear infrastructure.

The CIC should look to prepare applications for grants mentioned within the primary and secondary research.

It is imperative that the funding of £10,000; £5,000 will be sufficient; is of utmost importance in this phase. Anticipated expenses encompass registration for CIC, costs associated with meetings, and IT expenses.

Predicted Income	£5,250.00
Predicted Expenditure	£774.00
Balance within phase	£4,477.00
Overall Balance	£4,477.00



Example grants that can be targeted include; Co-op local community fund and the Community Foundation fund, which specifically targets local causes within the North East.

Good probability that these grants will be approved and result in revenue for the CIC. Through primary research conducted with Plymouth CIC, Bristol CIC, and Ouseburn Trust, it was determined that the most effective models are Facebook, as this method observed increased cohesion. This would be the most suitable method, as 54% of residents are aged between 55–64, with secondary stating that 72% of 50–64-year-olds use Facebook (Morrison, 2023). Therefore this signifies the effectiveness of using Facebook to update the community, with the older population using Facebook.

EXTERNAL GRANT APPROACH ESTABLISHMENT IN ACTION.

Building on the "development" stage, the CIC will look to establish itself within the community. During this phase, the CIC will prioritise grant applications, enabling the company to begin litter picks at the earliest convenience.



With increased focus on social media presence the CIC will increase their volunteering base, which will contribute to the initial monthly litter picks. The CIC should regularly post updates via their Facebook page and creating an events section which will inform the audience of the scheduled litter picks.

It is important for the CIC to maintain a strong relationship with the council in order to receive the equipment they provide. Effective communication between both parties is crucial for arranging the disposal of litter bags.

Equipment purchases includes;

- Branded Hi-Vis
- Garden Carts
- Skipper multi-purpose trolley
- Litter pickers
- Bin bags
- Gloves
- First aid kits



An additional expense to take note of is that the CIC will provide first aid classes for 12 key volunteers to ensure CIC is health and safety complaint.

To support logistical operations the CIC will need to store the equipment within a parking garage close to the litter picking area.

Predicted Income	£9,875.00
Predicted Expenditure	£7,277.00
Balance within phase	£2,599.00
Overall Balance	£7,080.00

Expenditure
£7,276.56



Income
£9,875.00

Incurring expenses not included above are shown in appendix 14.1 and 14.2 (e.g. Business insurance).

Our research found that Facebook will be the best social media platform for the CIC to spread community awareness.

From secondary research, we learnt that the Community Foundation Fund would take around twelve weeks to process (Community Foundation Fund, 2023). This goes in accordance with the assumed timescale assigned to this stage.

EXTERNAL GRANT APPROACH

STABILISATION IN ACTION.

As the CIC stabilises its model, it will have the financial capabilities to adopt a seasonal approach. Community cohesion will be increased in this stage as the CIC will look to incorporate a more diverse volunteering circle.



At this stage, this will involve more interaction with the council as there will be the need to communicate frequently to arrange the disposal of the litter bags as more litter collections will be conducted.



As operations have expanded, the CIC intends to enlist community supervisors to assist with litter picks. This will decrease reliance on your front-office operations.

It is our recommendation that the CIC appoint Sunil as a steward to establish a connection between the CIC and the local landlords. The goal is to address the issue of anti-social behaviour by encouraging landlords to prioritise resolving it. This can be achieved by motivating landlords to take a more proactive approach with their tenants.

At this stage, it's crucial to highlight that the CIC will be investing in more equipment for multi-skipper cleaning trolleys and garden barrows, and allocating extra funds towards the development of a website.

Predicted Income	£25,625.00
Predicted Expenditure	£15,578.04
Balance within phase	£10,046.96
Overall Balance	£17,121.90

Expenditure
£15,578.04



Income
£25,625.00

"I THINK LANDLORDS NEED TO EDUCATE THE STUDENTS".

(Sunil)

Based on the qualitative data gathered from our interviews with community stakeholders, it appears that littering is affected by seasonality. Specifically, there is an increase in littering during certain times of the year, such as bank holidays, which is believed to be attributed to the increased activity of younger populations.

Found in qualitative interviews with Plymouth CIC and Ouseburn Trust, they successfully increased the number of supervisors as well as took on leadership for community events.



42% of residents are willing to volunteer for a litter pick event.

EXTERNAL GRANT APPROACH EXPANSION IN ACTION.



As the CIC expands its operations, there will be an increase to grant income to support the upscaling of the organisation.



The CIC will be required to increase their front-house operations as additional revenue will mean the CIC can facilitate more litter picks within a weekly period.

We recommend the CIC consider placing skips in back alleys as a proactive measure, as this will prevent littering during the peak periods, for instance, when students move in and out of their term time accommodation. This approach can significantly reduce the amount of litter observed.

To meet growing demand, the CIC must acquire a double space liner barrow. As part of proactive measures, the CIC plans to increase its marketing efforts to support its operations.

Predicted Income	£18,000.00
Predicted Expenditure	£12,884.36
Balance within phase	£5,115.64
Overall Balance	£22,237.54



Strengths	Limitations
Grants for litter picks boost business development.	Applying for grants can be challenging for beginners.
Submitting more grant applications helps the CIC gain experience for faster expansion.	Getting a grant may take time and persistence, as some applications may get rejected.
Less time on grant applications means more time for prioritised tasks in back-office operations.	Getting grant applications approved can be tough initially when there isn't much evidence of impact.

FUSION APPROACH

DEVELOPMENT AND ESTABLISHMENT IN ACTION.



We recommend that the CIC undertakes a fusion approach incorporating the local community and external grant approaches to provide sustainable options for the project's key issues. The initial focus will be on securing grants and funding. In the latter stages, the CIC will focus on generating revenue from businesses and landlords.



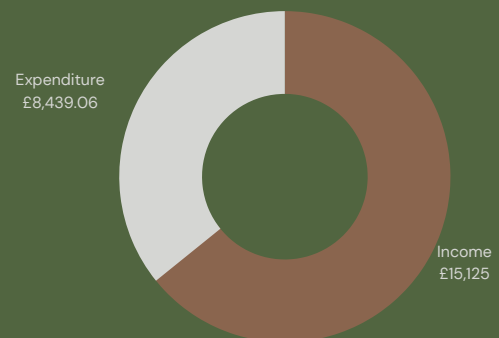
The focus of CIC operations will be similar to the external grant approach. This will include building and maintaining relationships with the council and taking initiative of the equipment loan scheme.



To maintain seamless communication and updates, the CIC must adopt the external grant approach by utilising social media networks such as WhatsApp and Facebook. This will ensure effective communication and timely updates.

With the implementation of these measures and the prospect of additional income streams in the future, the CIC can progress faster through these stages and acquire additional improved equipment, such as the multi-purpose cleaning trolley.

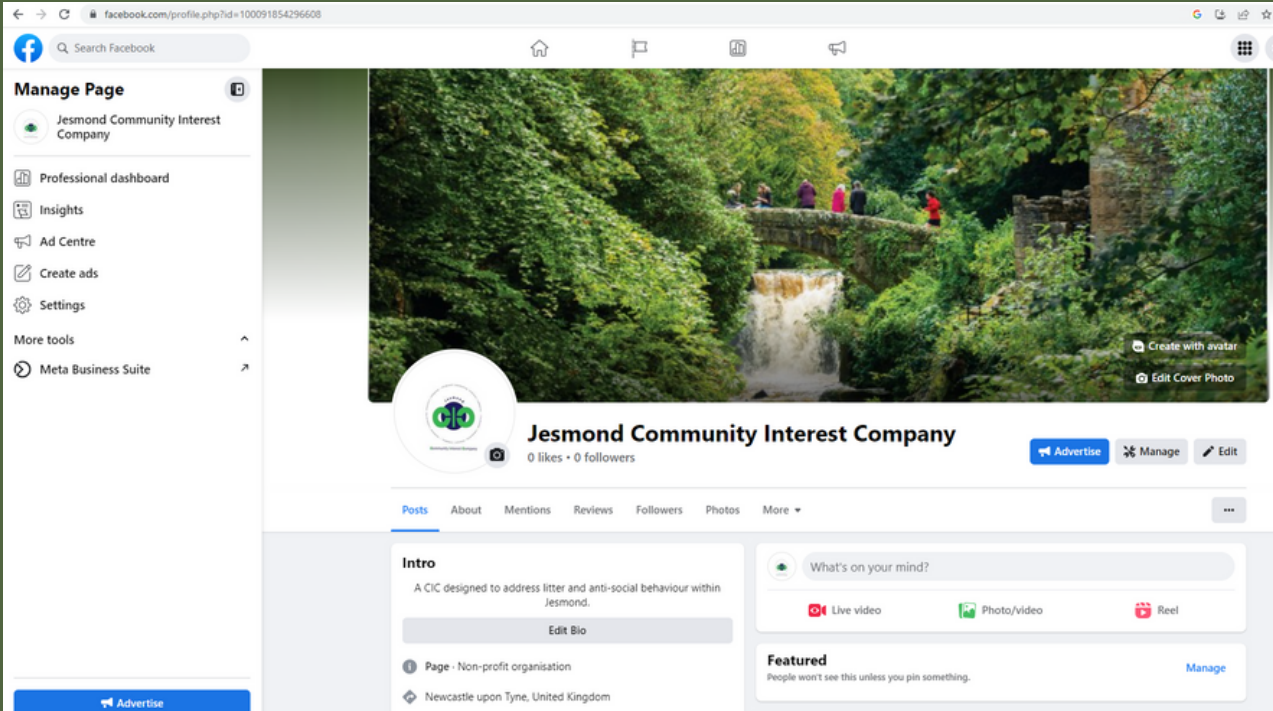
Predicted Income	£15,125.00
Predicted Expenditure	£8,439.06
Balance within phase	£6,685.94
Overall Balance	£6,685.94



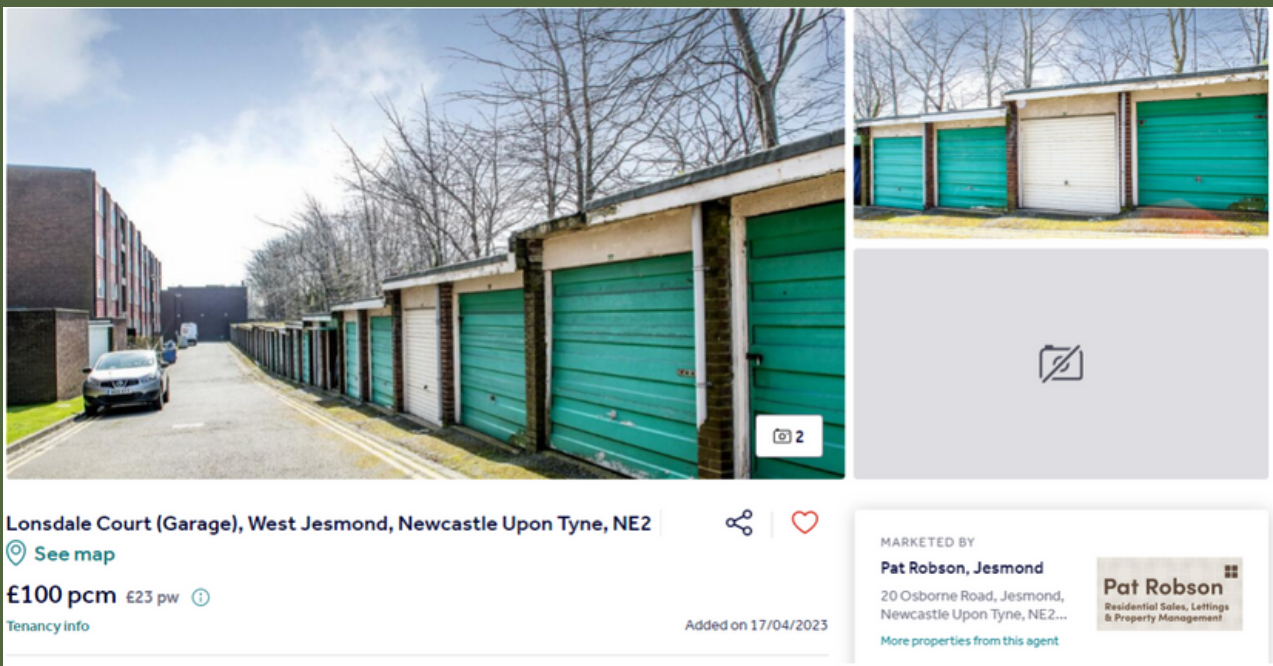
Incurred expenses not included are shown in appendix 15.1 and 15.2.

FUSION APPROACH DEVELOPMENT AND ESTABLISHMENT IN ACTION.

Facebook Page Illustration.



Storage Example.



FUSION APPROACH

STABILISATION IN ACTION.



We expect for the fusion of the two recommendations to begin within the establishment stage. This will see the CIC beginning to build and develop relationships with key stakeholders (primarily businesses) to generate interest.

Operations within this stage will focus on securing final funding totalling £10,000, establishing a presence within the community (including the introduction of a webpage) and a targeted recruitment drive for younger volunteers. Community cohesion will be increased as a result of incorporating students into the volunteers.

As part of stabilisation, we recommend increasing litter picks to a weekly basis and increasing litter picks during peak times, such as bank holidays.

As operations increase, the CIC will require additional and improved equipment. Volunteers and the community would be best served by purchasing additional skipper multi-purpose trolleys and acquiring double space liner barrow.



When it comes to "stabilisation", it's important to prioritise preserving and enhancing the connection with the council. This will enable JCIC to effectively handle the growing number of litter pickups through increased collaboration.

To align with the Fusion approach, it is important to continue the efforts towards securing funding and grants during this phase.

With the increase in operations, it is recommended that the CIC creates the role of community supervisor to assist with litter picks allowing your attention to be placed elsewhere.

Predicted Income	£28,945.00
Predicted Expenditure	£20,544.52
Balance within phase	£8,400.48
Overall Balance	£15,086.42

Expenditure
£20,544.52



Income
£28,945

FUSION APPROACH STABILISATION IN ACTION.

Website illustration



Litter Picks
Click here for more information



FUSION APPROACH EXPANSION IN ACTION.



We recommend that the CIC fuse revenues from the local community and external grants to expand the company. This will remove the reliance on funding and build a sustainable business model.



The CIC will target the stakeholder groups (businesses and landlords) to generate revenue. We believe the tangible impacts made in the stages of "establishment" and "stabilisation" will ensure that these groups will be supportive and pay for the service (appendix 7). Informed through our interview, we recommend...

... "HAVING A FORUM FOR LANDLORDS WOULD BE A GOOD IDEA IN ITSELF".
(Sunil)

As found in both local community and external grant approaches the CIC will aim to diversify business revenue by encouraging businesses to join litter picks for corporate "community days".

Within the local community approach, there will be an increase in client servicing required for the CIC. Therefore the CIC will employ an ambassador that will inherit and take responsibility of back-office operations to reduce the workload on directors.

With the increase in business operations, there will be a rise in the need for improved equipment. The CIC will expand in branded Hi-Vis, Double Space liner Barrows, Skipper Multi-Purpose cleaning trolleys, Garden Carts, Litter pickers, Black Bags, and Gloves. As a result, we anticipate a surge in logistical operations, which would require additional storage space.

Predicted Income	£27,421.36
Predicted Expenditure	£24,849.37
Balance within phase	£2,571.99
Overall Balance	£17,658.41



FUSION APPROACH EXPANSION IN ACTION.

Strengths

Diversifying funding sources can help the CIC progress faster by reducing dependence on a single source of funding.

Establishing dual sources of income enhances sustainability and provides flexibility in revenue generation.

Increased and more efficient logistical operations aided by better resources to work with

Limitations

Over-reliance on revenue from CIC's services can lead to prioritizing profit over social mission.

Revenue insecurity can threaten business sustainability.

Grants may not always be available, and some may only be accessible to non-profits due to CIC's revenue stream.



OUR THOUGHTS

After constructing and reviewing all three recommendations, UBL-Synergy believes the Fusion approach aligns with the desired "organic growth" you would wish for the CIC to undertake, creating a strong internal and external foundation. This approach will lead to a sustainable CIC capable of mitigating the issues the project wishes to address littering, community cohesion and operational logistics.

After conducting extensive research among local businesses and landlords, UBL - Synergy has come to the conclusion that a cautious approach to growth may be advisable. Further supported, within simulations of future income a "fusion" approach would be the most sustainable strategy for the next three years and beyond.



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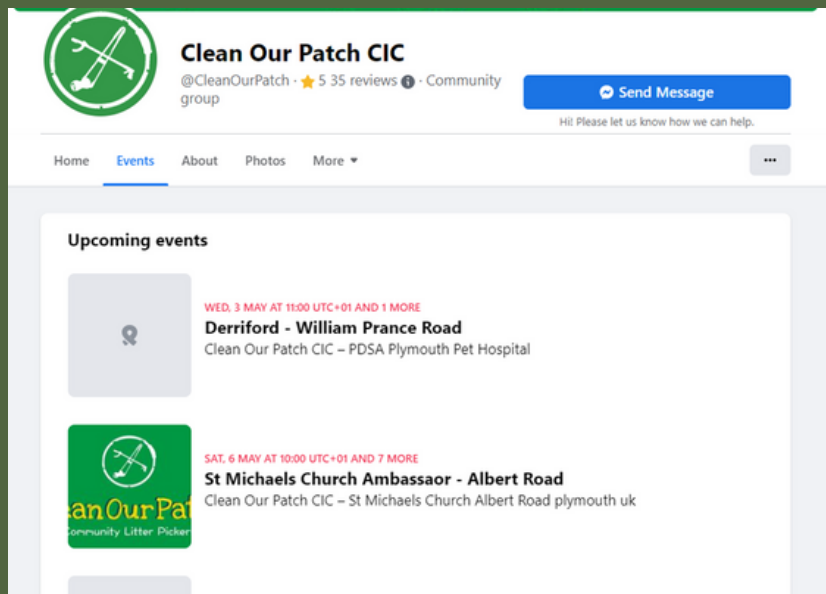
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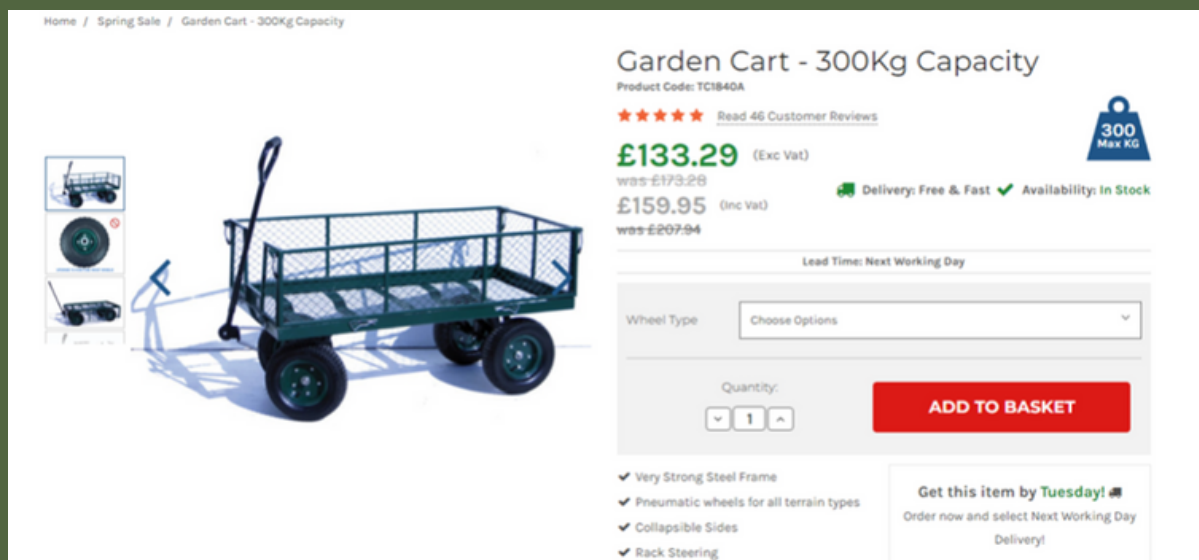
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Appendix.

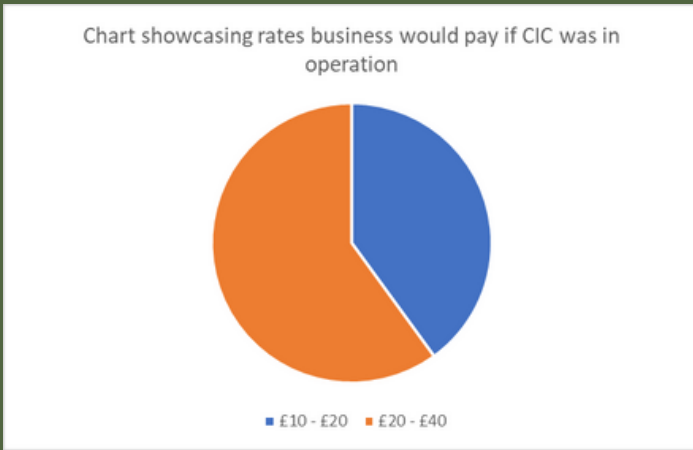


(Appendix 1) Plymouth CIC Facebook page, where most of their operations are posted to the public



(Appendix 2. Research carried out to check out alternative to trolley as a cost saving method)

(Appendix 3)



J	
8. Would you be open to financially contributing (monthly) to the proposed CIC, if they effectively address littering in the area?	
Yes	
Yes	
No	
No	
No	
No	
No	
No	
Yes	
Yes	
Yes	

(Appendix 3.1)

[x]	Status	Name	Survey contact	Responses
<input type="checkbox"/>	CLOSED	KJC Survey <small>Design Distribute Analyse</small>	leo.uweru@northumbria.ac.uk	56
<input type="checkbox"/>	CLOSED	Residential Survey <small>Design Distribute Analyse</small>	leo.uweru@northumbria.ac.uk	31
<input type="checkbox"/>	CLOSED	Business Survey <small>Design Distribute Analyse</small>	leo.uweru@northumbria.ac.uk	10
<input type="checkbox"/>	CLOSED	Estate Agent Survey <small>Design Distribute Analyse</small>	leo.uweru@northumbria.ac.uk	4

(Appendix 4)

	C	D	E	F
45+ Age Group	Amount			
65+		27		
55 - 64		19		
45 - 54		8		
Sum		54		
Percentage		0.642857	64%	

(Appendix 5)
Percentage of the participant from survey that were 45 years old and over

Internal perspective

An internal audit was conducted to summarise the environmental work being conducted within Jesmond.

Key stakeholders within the community

- Business
- Landlords
- Residents
- Students

Established operational organisations

- Keep Jesmond clean (KJC)
- Newcastle council

These organisations are currently tackling the issue of the project and therefore have been identified as possible candidates to be worked with. The activities that both organisations conducted are shown in the tables below.

Current activities	Newcastle council activities
Litter collection	<ul style="list-style-type: none"> • Weekdays - Dedicated webpage available to use for litter bag collections within a 24 hr period. • Weekends – Dedicated collection team available to collect litter bag collections, only contactable through email.
Equipment rental	Council provides equipment including litter picks, black bags, Hi-vis and torches
Risk assessment	Council will provide a template risk assessment form for operations.

Planned activities	Newcastle council activities
Waste collection points	Newcastle council has partnered with the local Universities to have a seasonal waste collection system implemented consisting of 8 skips in the Jesmond area and 7 in the Heaton area to address back-alley issues surrounding student relocation periods.
Litter Picks	Newcastle council has partnered with the British Heart foundation to conduct litter picks within the Jesmond area.

Current activities	KJC activities
Litter Picks	KJC conduct a monthly litter pick focused on Jesmond's bustling and popular areas including Acorn Road, St. George's terrace and Osbourne Road.

Community engagement	KJC operate a community engagement program encouraging local residents to participate with the group. They have a vocal presence within the community holding over 90 members and engage on local forums such as "Anti-social behavior in Jesmond".
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External perspective

An external audit was conducted to summarise the environmental work outside the Jesmond area.

Notable operational organisations

- Bristol Clean streets
- Plymouth CIC

These organisations are currently tackling the issue of the project and therefore have been identified as possible candidates to be worked with. Using a PESTLE and SWOT analysis, we have identified key scenarios that can influence decision making within the CIC.



PESTLE Bristol clean streets	
Political	<ul style="list-style-type: none"> • Local council obligated to reduce fly tipping and littering health and safety concerns. • Policies and regulatory measures in place to deter and discourage littering, fly tipping, and illegal dumping. • Bristol Clean Streets CIC is limited in its power to influence legislative changes as it is a not-for-profit organization. It is subject to regulation and has to comply with environmental laws and regulations. • Local councils and Government grants used as sources of funding.
Economical	<ul style="list-style-type: none"> • Economic demand of Bristol Clean Streets CIC services, when first started up. • Previously received funding of £10,000 from the Litter Innovation Fund. • Overhead costs related to operation and implementation of services. • In the current financial position, financial funding could limit the CICs resources due to increased cost of living.
Social	<ul style="list-style-type: none"> • Community preferences on waste management services • Social consciousness towards the environment. • Aim to get residents within the community to volunteer. Make local businesses more aware of the CIC in order to spread awareness of what is being done in Bristol to reduce litter. With this, it could attract more volunteers within the wider community. • Increasing awareness on negative impacts of littering, fly tipping and illegal dumping
Technological	<ul style="list-style-type: none"> • Technological advancements in waste management services. With Bristol Waste supplying community litter packs and arranging to collect waste, there could be a service implemented to supply the equipment in a quicker way. Currently volunteers must wait 48 hours to pick a litter pack. • Automation of processes in the organisation • Utilisation of modern equipment which could be used to collect litter in an efficient way, subject to available funds for this.
Legal	<ul style="list-style-type: none"> • Compliance with health and safety regulations related to waste management services. • Abide by Government policies and initiatives on waste management. • Legal responsibilities for volunteers when conducting litter picks.
Environmental	<ul style="list-style-type: none"> • Regulations on environment impact on waste management services • Emissions and pollutants related to the operation. • Eco-friendly alternatives for waste management.



(Appendix 6.1)
Audit Report

	<ul style="list-style-type: none"> • With Bristol Clean Streets CIC predominantly focusing on improving the environment with the reducing of litter, continue to educate people on the effects of litter and the positive impact of litter reduction would have on the environment.
--	--

PESTLE Plymouth CIC	
Political	<ul style="list-style-type: none"> • The cleaning procedures adopted by Plymouth CIC are influenced by the policies and regulations set by the government for environmental protection, waste management, and sustainability. Any changes in the local government's leadership or budget priorities can also affect the organization's ability to clean the environment effectively. • . Local councils and Government grants used as sources of funding.
Economical	<ul style="list-style-type: none"> • Economic demand of Bristol Clean Streets CIC services, when first started up. • Previously received funding of £10,000 from the Litter Innovation Fund. • Overhead costs related to operation and implementation of services. • In the current financial position, financial funding could limit the CICs resources due to increased cost of living.
Social	<ul style="list-style-type: none"> • Social consciousness towards the environment. • Aim to get residents within the community to volunteer. Make local businesses more aware of the CIC in order to spread awareness of what is being done in Bristol to reduce litter. With this, it could attract more volunteers within the wider community. • Schools participate in cleaning up projects. • Main volunteers are typically older and have lived within the community for a long time. • Increasing awareness on negative impacts of littering, fly tipping and illegal dumping
Technological	<ul style="list-style-type: none"> • Utilisation of modern equipment which could be used to collect litter in an efficient way, subject to available funds for this. • Use of garden trolleys to help collect litter in a safe way. • Social media page with 5 k followers.
Legal	<ul style="list-style-type: none"> • Compliance with health and safety regulations related to waste management services. • Abide by Government policies and initiatives on waste management. • Legal responsibilities for volunteers when conducting litter picks.
Environmental	<ul style="list-style-type: none"> • Regulations on environment impact on waste management services • Emissions and pollutants related to the operation. • Eco-friendly alternatives for waste management. • Works within the CIC framework.



Exchange period of Students moving out (Dumping).

Graffiti is more of an issue than litter.

Estate Agent Questionnaire

- Are your properties located in Jesmond/Sandyford?
A) Yes B) No
- Do you feel that litter outside the property devalues the property in any way?
A) Yes B) No - Never go down.
- What are the typical worries you may have when renting to students?
Please Specify - Issues with the neighbours. (increasing issue).
- What are the typical complaints that you receive from the community of students?
Noise complaints
Littering
Damage to property
Others...
Seasonal.
Impatience for people who live new students.
Residents should be able to deal with it + live with it.
- On a scale (from 0-10), how bad is littering within your local area?
4.
- How high do you consider student littering as an issue within the area? (Out of 10)
90% students - litter.
- How would you look to tackle student litter within Jesmond?
Please specify
- Who do you feel is responsible for keeping the environment clean? (Students, landlords, council?)
Students
Landlords - facilitating the rubbish + supporting not their responsibility.
Council.
- Have any of your tenants been involved in community projects to your knowledge (essential question)
Yes B) No - great idea. - more carried xmas, easter, summer.
- If yes, did you have much involvement for them volunteering?
- Would you financially contribute to a street cleaning initiative for the litter in Jesmond?
A) Yes B) No
- If so, please select how much monthly you would be willing to pay

Vouchers for students - 1st yrs aimed at.

- Landlords will not be willing as they see it to be students responsibility.

- It so would need to be large collaboration of land lords + low fees can be charged.
10-20 pounds. +100 a year.
They will see Council as positive and may get onboard to show it they are doing something.

Council is hardly helping.

(Appendix 7)

Notes from interview with the Manager from Myhouse - Ne estate agent, Tony.

Meeting with Peter

Date: 2nd Dec 2022

Time: 11am -12pm

Location: NBC Building

Meeting called by:	UBL - Synergy	Type of meeting:	Introductory Meeting
Facilitator:	Leo	Note taker:	Haider
Timekeeper:	Jamie		
Attendees:	Leo Haider Jamie		
Please read:	Client Brief		
Please bring:	Client Brief and pre-made question		

Minutes

Agenda item:	Gain better insight into brief and get a chance to introduce ourselves as a group and get a better understanding of the client and desired outcome	Presenter: Leo / Shared Responsibility by Attendees
---------------------	--	--

Discussion:

- Aim of this project is to come up with a different structure to a community interest company which will try address the problems in Jesmond. Dealing with physical environment, problems linking to broken glass on the streets mainly from night outs. Broken glass, leaves affecting a safe pavement, litter.
- To start with one person company, but many others are interested to join.
- Dealing with physical environment, problems linking to broken glass on the streets mainly from night outs.
- Mainly targeting centre of Jesmond. Central shopping areas, e.g., Waitrose.
- A good solid plan would receive support from a charitable trust.
- Six figure sums over three years, but not guaranteed.
- Charitable trust mainly interested in centre of Jesmond, with litter being a big issue.
- Explore the issue of anti-social behaviour.
- Keep Jesmond Clean- community action plan currently in place but don't have enough planning.
- Regular volunteers potentially working 2 hours a day, operating around the essential areas.
- Persuade local businesses to pay a monthly fee tackling this issue.
- Volunteers interested include many local long-term residents.
- Potential director of company once formed, pharmacy owner supportive of this idea.
- If it could be done, involve student community. Target both university's volunteering programme mainly Newcastle Uni.
- Litter trolleys part of the equipment which would be ideal for this project. Roughly around £1000.
- 3-4 times a week volunteering.
- To consider the waste in the back alleys.
- Ideally come up with an immediate solution and propose this to the charitable trust to start up this process.

Conclusions:

Introductions done, clarification around specifics of client brief and establish best practice moving forward with the project. Plan to have another meeting at beginning of semester 2.

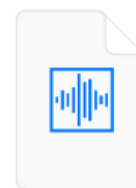
Action items	Person responsible	Deadline
✓ Plan to arrange next meeting, at the beginning of semester 2	Leo	28/01/23

(Appendix 8)

Meeting Notes from first meeting with Peter

Summary of meeting with head of Clean Our Patch CIC: Plymouth

- This idea stemmed suddenly around 5 years ago, but as a CIC been established for 4 years. Managed to secure funding from local councillor. Any funding provided is purely to be reinvested into the CIC for community purposes, to be sustainable
- First accessed funding through local councillors. Plymouth currently have around 56 councillors. Each one of those councillors receive a community grant to invest into community. Once this CIC was formed, the CIC informed all the councillors about this project and seeing if they access some funding which they managed to receive.
- Also applied to the CO-OP 1% scheme, which was successful. <https://causes.coop.co.uk/>
- Next step is to focus more on educational content, hoping to get grants so that people can go and give workshops to kids in primary and secondary. Purpose of this will be to educate kids on the effect of litter and having a clean community.
- Team of ambassadors represents their inner areas within Plymouth. Ambassadors for each area would organise one litter pick a month. Currently 63 ambassadors organising around 40 litter picks a month.
- Find it difficult to engage with university students' long term for litter picking. Not much interaction with university students. Sometimes university societies have engaged with the CIC for the odd litter pick but not often.
- Currently trialling litter picking stations in local college, students can easily grab kit and pick litter in free time whilst at college. Incentive for student, if they bring back a bag of litter, they get a 10% discount on hot drink at their independent canteen. Been doing this for four months, seems to be going well so far.
- Mainly advertise through main CIC Facebook page and then there are multiple local areas within Plymouth with a Facebook page and there will be litter pick advert, others will share and repost to increase engagement. Through posters, the CIC found little engagement and administration costs.
- More than 500 people come out litter picking monthly. Variety of people engaged in these litter picks. For example, people with carers, people with profound disability, mental health problems etc. Through this the CIC have built a strong community, through meeting many different people through litter picks.
- Provide schools with free litter picking equipment.
- As litter trolleys are quite expensive, the CIC alternatively purchased garden carts which can hold a big capacity. Managed to get a local company to donate around 15 garden carts to kickstart the litter picks. She mentioned looking at the ones available on Amazon.
- Waste disposal arrangement approached local council through local councillor. Had a meeting with waste services company. Inform the council where the litter pick is and where they will leave the waste disposal bags, and the usually within 48 hours this will be picked up. The council waste services company also provides the CIC with litter bags.
- Individual litter picks have increased since covid as well, ideal for people who cannot make the group picks.



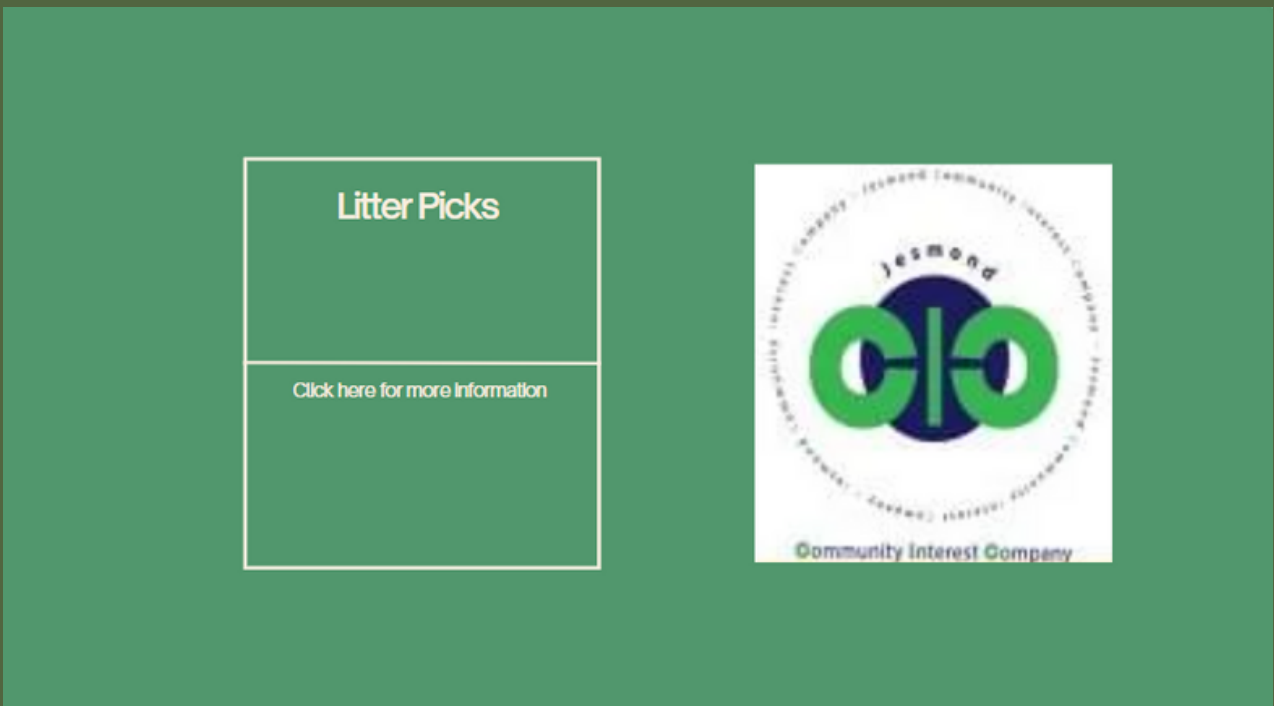
Plymouth CIC
interview

(Appendix 9)

Summary of an informal meeting with Plymouth CIC



(Appendix 10.1)
Example of website - Front Cover



(Appendix 10.2)
Example of website - information page

(Appendix 11)
Informal Ouseburn trust meeting

2+3 time a week
Corporate ~~extra~~ Volunteers
Source funding for larger projects.

- Relationships - 4:20.
 - Informal networks
- Volunteer Supervisor 7:26.
 - First aid training.
 - £ or £ per Supervisor. (1) or Corporate (3/£). - ^{Retired} ~~Retired~~
- Council 13ms.
- Insurance was set up 11:57.
 - Risk assessment
- Funding 20:51
 - Trust owns property + car parking spaces.
 - Access funding.
 - Donations for Corporate Customers.

23.25. Funding options -
Ideas have are interested
↓
Focus on particular:
Students do not volunteer (29/26).
Landlords (31/29)

Social media used to get volunteers (34).
WhatsApp

Time schedule makes sense (39:00).
Lunches (42:54)
Sponsorship for cheaper lunches.
Volunteers expenses. (43:20).
Community engagement (45:00).

Key											
Special days											
Conducted weekly/bi-weekly litter picks											
January	February	March	April	May	June	July	August	September	October	November	December
1 Su <small>New Year's Day</small>	1 We	1 We	1 Sa	1 Mo <small>Early May Bank.Hol.</small>	1 Th	1 Sa	1 Tu	1 Fr	1 Su	1 We	1 Fr
2 Mo <small>Shrove Tuesday</small>	2 Th	2 Th	2 Su	2 Tu <small>18</small>	2 Fr	2 Su	2 We	2 Sa	2 Mo	2 Th	2 Sa
3 Tu	3 Fr	3 Fr	3 Mo <small>14</small>	3 We	3 Sa	3 Mo <small>27</small>	3 Th	3 Su	3 Tu	3 Fr	3 Su
4 We	4 Sa	4 Sa	4 Tu	4 Th	4 Su	4 Tu	4 Fr	4 Mo	4 We	4 Sa	4 Mo
5 Th	5 Su	5 Su	5 We	5 Fr	5 Mo	5 We	5 Sa	5 Tu	5 Th	5 Su	5 Tu
6 Fr	6 Mo	6 Mo	6 Th	6 Sa	6 Tu	6 Th	6 Su	6 We	6 Fr	6 Mo	6 We
7 Sa	7 Tu	7 Tu	7 Fr <small>Good Friday</small>	7 Su	7 We	7 Fr	7 Mo	7 Th	7 Sa	7 Tu	7 Th
8 Su	8 We	8 We	8 Sa	8 Mo <small>Coronation Bank.Hol.</small>	8 Th	8 Sa	8 Tu	8 Fr	8 Su	8 We	8 Fr
9 Mo	9 Th	9 Th	9 Su	9 Tu <small>19</small>	9 Fr	9 Su	9 We	9 Sa	9 Mo	9 Th	9 Sa
10 Tu	10 Fr	10 Fr	10 Mo <small>Easter Monday</small>	10 We	10 Sa	10 Mo	10 Th	10 Su	10 Tu	10 Fr	10 Su
11 We	11 Sa	11 Sa	11 Tu	11 Th	11 Su	11 Tu	11 Fr	11 Mo	11 We	11 Sa	11 Mo
12 Th	12 Su	12 Su	12 We	12 Fr	12 Mo	12 We	12 Sa	12 Tu	12 Th	12 Su	12 Tu
13 Fr	13 Mo	13 Mo	13 Th	13 Sa	13 Tu	13 Th	13 Su	13 We	13 Fr	13 Mo	13 We
14 Sa	14 Tu	14 Tu	14 Fr	14 Su	14 We	14 Fr	14 Mo	14 Th	14 Sa	14 Tu	14 Th
15 Su	15 We	15 We	15 Sa	15 Mo	15 Th	15 Sa	15 Tu	15 Fr	15 Su	15 We	15 Fr
16 Mo	16 Th	16 Th	16 Su	16 Tu	16 Fr	16 Su	16 We	16 Sa	16 Mo	16 Th	16 Sa
17 Tu	17 Fr	17 Fr <small>St Patrick's Day</small>	17 Mo	17 We	17 Sa	17 Mo	17 Th	17 Su	17 Tu	17 Fr	17 Su
18 We	18 Sa	18 Sa	18 Tu	18 Th	18 Su	18 Tu	18 Fr	18 Mo	18 We	18 Sa	18 Mo
19 Th	19 Su	19 Su	19 We	19 Fr	19 Mo	19 We	19 Sa	19 Tu	19 Th	19 Su	19 Tu
20 Fr	20 Mo	20 Mo	20 Th	20 Sa	20 Tu	20 Th	20 Su	20 We	20 Fr	20 Mo	20 We
21 Sa	21 Tu	21 Tu	21 Fr	21 Su	21 We	21 Fr	21 Mo	21 Th	21 Sa	21 Tu	21 Th
22 Su	22 We	22 We	22 Sa	22 Mo	22 Th	22 Sa	22 Tu	22 Fr	22 Su	22 We	22 Fr
23 Mo	23 Th	23 Th	23 Su	23 Tu	23 Fr	23 Su	23 We	23 Sa	23 Mo	23 Th	23 Sa
24 Tu	24 Fr	24 Fr	24 Mo	24 We	24 Sa	24 Mo	24 Th	24 Su	24 Tu	24 Fr	24 Su
25 We	25 Sa	25 Sa	25 Tu	25 Th	25 Su	25 Tu	25 Fr	25 Mo	25 We	25 Sa	25 Mo
26 Th	26 Su	26 Su	26 We	26 Fr	26 Mo	26 We	26 Sa	26 Tu	26 Th	26 Su	26 Tu
27 Fr	27 Mo	27 Mo	27 Th	27 Sa	27 Tu	27 Th	27 Su	27 We	27 Fr	27 Mo	27 We
28 Sa	28 Tu	28 Tu	28 Fr	28 Su	28 We	28 Fr	28 Mo <small>August Bank.Hol.</small>	28 Th	28 Sa	28 Tu	28 Th
29 Su		29 We	29 Sa	29 Mo <small>Spring Bank.Hol.</small>	29 Th	29 Sa	29 Tu	29 Fr	29 Su	29 We	29 Fr
30 Mo		30 Th	30 Su	30 Tu	30 Fr	30 Su	30 We	30 Sa	30 Mo	30 Th	30 Sa
31 Tu		31 Fr		31 We		31 Mo	31 Th		31 Tu		31 Su

(Appendix 12)

Example calendar to how litter picks will be conducted including seasonality and special days.

JCIC
THREE YEAR PROJECTIONS SUMMARY
INCOMESTATEMENT

INCOME	Year 0	Year 1	Year 2	Year 3
	£	£	£	£
Sales	450	4,320	11,421	26,245
- Funding (ad -hoc)	5,250	2,500	5,000	-
- Other (ad -hoc)	-	-	-	3,000
TOTAL INCOME	5,700	6,820	16,421	29,245
EXPENDITURE				
Premises and Related Overhead Costs	790	2,116	2,199	2,643
Insurances for Business	88	292	292	292
Equipment and supplies	1,482	1,616	2,662	2,708
Website - Annual Costs	-	388	388	388
Professional Services Supporting Business Costs	268	1,072	1,072	1,072
Company - Operations & Reporting Costs	-	-	500	500
Professional Body Memberships	27	476	238	476
Marketing & Promotional Costs	100	400	600	900
IT & Mobile Provider Service Costs	428	360	360	668
Salaries and Financial Administration Costs	-	-	-	10,230
Travel & Subsistence Costs	100	500	500	500
TOTAL EXPENDITURE	3,283	7,221	8,812	20,378
SURPLUS / (DEFICIT) FOR THE YEAR	2,417	(401)	7,610	8,867
Cash & Capital	2,667	2,266	9,876	18,743

(Appendix 13.1)

Three-year income statement (Summary) - Local community

JCIC - THREE YEAR FORECAST																								
													Income and Expenditure											
Year 0													Year 1				Year 2				Year 3			
Account	Code	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year 1	Year 2	Year 3	Total							
INCOME																								
5	Sales (Business)	450									150	150	150	4320	7200	9360	21330							
6	Sales (Landlords)	0												0	4221.36	16885.44	21107							
7	Consultancy (Start-Up, Training and Analysis)	0												0	0	0	0							
8	Funding (ad-hoc)	5250					250	2500	2,500					2,500	5,000	0	12750							
9	Other (ad-hoc)	0														3000	3000							
10		5700	0	0	0	0	0	250	2500	2500	150	150	150	6820	16421	29245	58187							
11		5700	0	0	0	0	0	250	2500	2500	150	150	150	6820	16421	29245	58187							
12		5700	0	0	0	0	0	250	2500	2500	150	150	150	6820	16421	29245	58187							
13		5700	0	0	0	0	0	250	2500	2500	150	150	150	6820	16421	29245	58187							
14	TOTAL INCOME	5700	0	0	0	0	0	250	2500	2500	150	150	150	6820	16421	29245	58187							
EXPENDITURE																								
15	Premises and related overheads	180					30	30	30	30	30	30	30	396	429	858	1863							
16	Home office (core premises)	300					100	100	100	100	100	100	100	1200	1200	1200	3900							
17	Managed garage space	200					40	40	40	40	40	40	40	400	450	450	1500							
18	External (ad-hoc) meeting rooms, TC services	110					60	10	10	10	10	10	10	120	130	135	485							
19	Stationery & supplies	0															0							
20	Other	0															0							
21	Other	0															0							
22		790	0	0	0	0	0	90	80	80	180	180	180	2116	2199	2643	7748							
23		790	0	0	0	0	0	90	80	80	180	180	180	2116	2199	2643	7748							
24		790	0	0	0	0	0	90	80	80	180	180	180	2116	2199	2643	7748							
25		790	0	0	0	0	0	90	80	80	180	180	180	2116	2199	2643	7748							
26	Insurances for Business	88												292.48	292.48	292.48	965							
27	Business insurance	0												292.48	292.48	292.48	965							
28	Other	0															0							
29	Other	0															0							
30		88	0	0	0	0	0	0	0	0	0	0	0	292	292	292	965							
31	Equipment and supplies	240												0	0	240	480							
32	Hi-Viz	0												0	0	0	0							
33	Double Space linear barrow	0												0	0	0	0							
34	Skipper Multi-Purpose cleaning trolley	0												0	1664	1248	2912							
35	Garden Carts	400												800	0	0	1200							
36	Litter pickers	520												129.9	129.9	129.9	909							
37	Black Bags	168												418.2386	549.7536	615.5136	1688							
38	Gloves	50												168	168	275	779							
39	First aid kits	0												100	150	200	500							
40	Other	0															0							
41		1482	0	0	0	0	0	0	0	0	1412	35	35	1616	2662	2708	8488							
42		1482	0	0	0	0	0	0	0	0	1412	35	35	1616	2662	2708	8488							
43	Website - Annual Costs	0												240	240	240	720							
44	Hosting server	0												147.96	147.96	147.96	444							
45	Domains and email registrations	0															0							
46	Other	0															0							
47		0	0	0	0	0	0	0	0	0	0	0	0	388	388	388	1164							
48	Professional Services Supporting Business Costs	268												89	89	89	268							
49	Accounting fees	0												89	89	89	268							
50		268	0	0	0	0	0	0	0	0	0	0	0	89	89	89	268							
51	Company - Operations & Reporting Costs	0												0	500	500	1000							
52	Board meetings	0												0	500	500	1000							
53	Other	0															0							
54	Other	0															0							
55		0	0	0	0	0	0	0	0	0	0	0	0	0	500	500	1000							
56	Professional Costs	27												0	0	0	27							
57	JCIC registration	0												27	0	0	27							
58	First aid training	0												476	238	476	1190							
59	Other	0															0							
60		27	0	0	0	0	0	0	0	0	0	0	0	476	238	476	1190							
61	Marketing & Promotional Costs	100												100	400	400	1300							
62	IT advisory and development	0												100	400	400	1300							
63	Survey Monkey (quarterly engagement)	0												200	200	200	600							
64	Other	0												0	0	0	0							

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
65		100		0	0	0	0	0	0	0	0	0	0	0	100	400	600	900	2000
66	IT & Mobile Service Provider Costs																		0
67	Hardware, laptops & service	388									328	20	20	20	240	240	548		1416
68	Cloud storage - operational and work files	40									10	10	10	10	120	120	120		400
69	Other	0																	0
70		428									338	30	30	30	360	360	668		1816
71	Salaries and Financial Administration																		0
72	MID Salary	0																	10000
73	Payroll Admin	0																	0
74	Employer's NI	0																	0
75	Auto-enrolment pension employer	0																	0
76	Dividends	0																	230
77		0																	10230
78	Subsistence																		0
79	Subsistence	100													100	500	500	500	1600
80	Other	0																	0
81		100													100	500	500	500	1600
82																			0
83	TOTAL EXPENDITURE	3283								117	80	438	1741	363	503	7221	8812	20378	39684
84																			0
85	SURPLUS/(DEFICIT)	2417								133	2420	2082	(1591)	(213)	(413)	(401)	7630	8847	18493
86																			0
87	TOTAL CASH	2417								133	2553	4635	3044	2830	2417	2016	9516	18493	30135

(Appendix 13.2)

Three-year income statement (Forecast) - Local community

**JCIC
THREE YEAR PROJECTIONS SUMMARY
INCOMESTATEMENT**

INCOME	Year 0	Year 1	Year 2	Year 3
	£	£	£	£
- Funding (ad -hoc)	5,250	2,500	5,000	-
- Grants (ad -hoc)	7,000	9,000	12,000	15,000
- Other (ad -hoc)	-	-	-	3,000
TOTAL INCOME	12,250	11,500	17,000	18,000
EXPENDITURE				
Premises and Related Overhead Costs	790	2,116	2,199	2,643
Insurances for Business	146	292	292	292
Equipment and supplies	2,092	3,316	1,516	4,106
Website - Annual Costs	-	388	388	388
Professional Services Supporting Business Costs	268	1,072	1,072	1,072
Company - Operations & Reporting Costs	-	-	500	500
Professional Body Memberships	1,455	238	238	1,014
Marketing & Promotional Costs	400	1,200	1,400	1,700
IT & Mobile Provider Service Costs	428	360	360	668
Salaries and Financial Administration Costs	-	-	-	-
Travel & Subsistence Costs	100	500	500	500
TOTAL EXPENDITURE	5,679	9,483	8,466	12,884
SURPLUS / (DEFICIT) FOR THE YEAR	6,571	2,017	8,534	5,116
Cash & Captital	6,821	8,838	17,372	22,488

(Appendix 14.1)

Three-year income statement (Summary) - Grants

A	B	C	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
1	JCIC - THREE YEAR FORECAST																		
2																			
3	Account	Year 0	Income and Expenditure												Year 1	Year 2	Year 3	Total	
4	Code	x	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec					
5	INCOME																		
6	0	Consultancy (Set-Up, Training and Analysis)													0	0	0	0	
7	5250	Funding (ad-hoc)						250	2500	2,500					2,500	5,000	0	12750	
8	7000	Grants (ad-hoc)										2,000		5,000	9,000	12,000	15,000	43000	
9	0	Other (ad-hoc)															3000	3000	
10	12250		0	0	0	0	0	0	250	2500	2500	2000	0	5000	11500	17000	18000	58750	
11																		0	
12																		0	
13	TOTAL INCOME	12250	0	0	0	0	0	0	250	2500	2500	2000	0	5000	11500	17000	18000	58750	
14	EXPENDITURE																		
15	Premises and related overheads																		
16	180	Home office (core premises)													396	429	858	2683	
17	300	Managed storage space						30	30	30	30	30	30		1200	1200	1200	3600	
18	200	External (ad-hoc) meeting rooms, TC services								40	40	40	40	40	400	450	450	1500	
19	110	Stationery & supplies						60	10	10	10	10	10		120	120	135	485	
20	0	Other																0	
21	0	Other																0	
22	790		0	0	0	0	0	0	90	80	80	180	180	180	2116	2199	2643	7948	
23																		0	
24	Insurances for Business																		
25	146	Business insurance								29	29	29	29	29	292.48	292.48	292.48	1024	
26	0	Other																0	
27	146		0	0	0	0	0	0	0	29	29	29	29	292	292	292	1024		
28	Equipment and supplies																		
29	240	in Use										240			0	0	240	480	
30	0	Double Space liner Borrow													0	0	2243.48	2243	
31	834	Skipper Multi-Purpose cleaning trolley										834			1248	1248	1248	4578	
32	800	Garden Carts										800			1800	0	0	2600	
33	168	Gloves										168			168	168	275	779	
34	50	First aid kits										50			100	100	100	350	
35	0	Other																0	
36	2092		0	0	0	0	0	0	0	0	0	292	292	292	3316	3516	4106	11030	
37																		0	
38	Website - Annual Costs																		
39	0	Hosting server													240	240	240	720	
40	0	Domains and email registrations													147.96	147.96	147.96	444	
41	0	Other																0	
42	0		0	0	0	0	0	0	0	0	0	0	0	388	388	388	1164		
43	Professional Services Supporting Business Costs																		
44	268	Accountant										89	89	89	1072.44	1072.44	1072.44	3485	
45	268		0	0	0	0	0	0	0	0	0	89	89	89.17	1072	1072	1072	3485	
46	Company - Operations & Reporting Costs																		
47	0	Board meetings										0		0	0	500	500	1000	
48	0	Other																0	
49	0	Other																0	
50	0		0	0	0	0	0	0	0	0	0	0	0	0	500	500	1000		
51	Professional Costs																		
52	27	QC registration										27						27	
53	1428	First aid training											476	476	476	238	238	714	
54	0	Other															300	300	
55	1455		0	0	0	0	0	0	27	0	0	476	476	476	238	238	1014	2949	
56	Marketing & Promotional Costs																		
57	400	IT advisory and development										100	100	100	100	1200	1200	4000	
58	0	Survey Monkey (quarterly engagement)													200	200	200	600	
59	0	Other															300	300	
60	400		0	0	0	0	0	0	0	0	100	100	100	100	1200	1400	1700	4700	
61	IT & Mobile Service Provider Costs																		
62	388	Mobiles, laptops & service										328	20	20	20	240	240	548	
63	40	Cloud storage - operational and work files										10	10	10	120	120	120	400	
64																		0	
65																		0	
66	Other																		
67	0														360	360	668	1816	
68	Salaries and Financial Administration																		
69	0	MD Salary																0	
70	0	Payroll Admin																0	
71	0	Employer's NI																0	
72	0	Auto-enrolment pension employer																0	
73	0	Dividends																0	
74	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
75	Subsistence																		
76	100	Subsistence													100	500	500	1600	
77	0	Other																0	
78	100		0	0	0	0	0	0	0	0	0	0	0	100	500	500	1600		
79																		0	
80	TOTAL EXPENDITURE	5679	0	0	0	0	0	0	117	109	547	2997	905	1005	9483	8466	12884	36512	
81																		0	
82	SURPLUS/(DEFICIT)	6571	0	0	0	0	0	0	133	2391	1953	(987)	(905)	3995	2017	8534	5116	22238	
83																		0	
84	TOTAL CASH	6571	0	0	0	0	0	0	133	2524	4477	3480	2575	6571	8588	17122	22238	47947	

(Appendix 14.2)
Three-year income statement (Forecast) - Grants

**JCIC
THREE YEAR PROJECTIONS SUMMARY
INCOMESTATEMENT**

INCOME	Year 0	Year 1	Year 2	Year 3
	£	£	£	£
Sales	-	-	4,320	11,421
- Funding (ad -hoc)	5,250	2,500	5,000	-
- Grants (ad -hoc)	7,000	9,000	11,000	13,000
- Other (ad -hoc)	-	-	-	3,000
TOTAL INCOME	12,250	11,500	20,320	27,421
EXPENDITURE				
Premises and Related Overhead Costs	790	2,116	2,199	3,843
Insurances for Business	146	292	292	292
Equipment and supplies	2,092	4,564	5,007	5,242
Website - Annual Costs	-	388	388	388
Professional Services Supporting Business Costs	268	1,072	1,072	1,072
Company - Operations & Reporting Costs	-	-	500	500
Professional Body Memberships	1,455	238	238	714
Marketing & Promotional Costs	400	1,200	1,400	1,700
IT & Mobile Provider Service Costs	428	668	668	668
Salaries and Financial Administration Costs	-	-	-	10,230
Travel & Subsistence Costs	100	500	500	500
TOTAL EXPENDITURE	5,679	11,039	12,265	25,149
SURPLUS / (DEFICIT) FOR THE YEAR	6,571	461	8,055	2,272
Cash & Capital	6,821	7,282	15,336	17,608

(Appendix 15.1)
Three-year income statement (Summary) - Fusion

Account Code	Year 0	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year 1	Year 2	Year 3	Total	
JCIC - THREE YEAR FORECAST																		
INCOME																		
Sales (Business)	0													0	4320	7200	11520	
Sales (amortised)	0													0	0	4221.36	4221	
Consultancy (Set-Up, Training and Analysis)	0													0	0	0	0	
Funding (ad-hoc)	3250							250	2500	2500				2500	5,000	0	12750	
Grants (ad-hoc)	7000										2,000		5,000	9,000	11,000	11,000	40000	
Other (ad-hoc)	0															3000	3000	
TOTAL INCOME	12250	0	0	0	0	0	0	250	2500	2500	2000	0	5000	11500	20320	27421	73491	
EXPENDITURE																		
Premises and related overheads																		
Home office (own premises)	180																0	
Managed garage space	300							30	30	30	30	30	30	396	420	858	2863	
External (ad-hoc) meeting rooms, TC services	200										100	100	100	1200	1200	2400	5100	
Stationery & supplies	110							60	10	10	10	10	10	400	450	450	1500	
Other	0													120	120	135	485	
Other	0																0	
790	0	0	0	0	0	0	0	90	80	80	180	180	180	2116	2199	3843	8948	
Insurances for Business																		
Business insurance	146									29	29	29	29	292.48	292.48	292.48	1024	
Other	0																0	
146	0	0	0	0	0	0	0	0	0	29	29	29	29	292	292	292	1024	
Equipment and supplies																		
IT VIs	240													0	0	340	480	
Double Space liner Banner	0													0	2243.48	2243.48	4487	
Shopper Multi Purpose clearing trolley	834										834			2496	2496	1248	7074	
Garden Carts	800											800		1800	0	0	2600	
Lifter pickers	0															519.6	520	
Black Bags	0																615.5196	616
Gloves	148												168	168	168	279	779	
First aid kits	50												100	100	100	350	350	
Other	0																0	
2092	0	0	0	0	0	0	0	0	0	0	2092	0	0	4564	5007	5242	16905	
Website - Annual Costs																		
Hosting server	0														240	240	240	720
Domains and email registrations	0													147.96	147.96	147.96	444	
Other	0																0	
0	0	0	0	0	0	0	0	0	0	0	0	0	0	389	388	389	1164	
Professional Services Supporting Business Costs																		
Accountant	268													89	89	89	1072.44	
268	0	0	0	0	0	0	0	0	0	0	0	0	0	89	89	89	1072.44	
Company - Operations & Reporting Costs																		
Board meetings	0													0	500	500	1000	
Other	0																0	
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	500	500	1000	
Professional Costs																		
CC registration	27																27	
First aid training	1428												476	476	476	238	238	714
Other	0																	0
1455	0	0	0	0	0	0	0	27	0	0	476	476	476	238	238	714	2645	
Marketing & Promotional Costs																		
IT advisory and development	400													100	100	100	100	
Survey Monkey (quarterly engagement)	0														200	200	400	
Other	0														300	300	300	
400	0	0	0	0	0	0	0	0	0	100	100	100	100	1200	1400	1700	4700	
IT & Mobile Service Provider Costs																		
Mobiles, laptops & service	388													328	20	20	20	
Cloud storage - operational and work files	40													50	10	10	10	
Other	0																0	
428	0	0	0	0	0	0	0	0	0	328	30	30	30	668	668	668	2432	
Salaries and Financial Administration																		
HRD Salary	0																0	
Parent Admin	0																10000	
Employer's NI	0																0	
Auto-enrolment pension employer	0																0	
Dividends	0																230	
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10230	10230	
Subsistence																		
Subsistence	100																500	
Other	0																0	
100	0	0	0	0	0	0	0	0	0	0	0	0	0	500	500	500	1600	
TOTAL EXPENDITURE	5679	0	0	0	0	0	0	117	109	547	2997	905	1005	11039	12265	25149	54133	

SURPLUS/(DEFICIT)	6571	0	0	0	0	0	0	133	2391	1953	(997)	(905)	3995	463	8051	2272	17918
TOTAL CASH	6571	0	0	0	0	0	0	133	2524	4477	3480	2575	6571	7021	12081	17926	39477

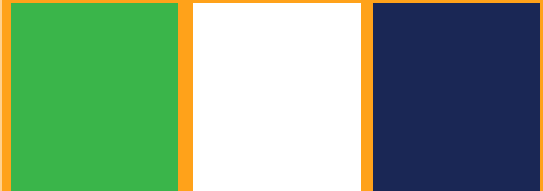
(Appendix 15.2)
Three-year income statement (Forecast) - Fusion

CLIENT BRANDING PROPOSAL:

Jesmond CIC
Community Interest Company



Colour Swatch Collection:

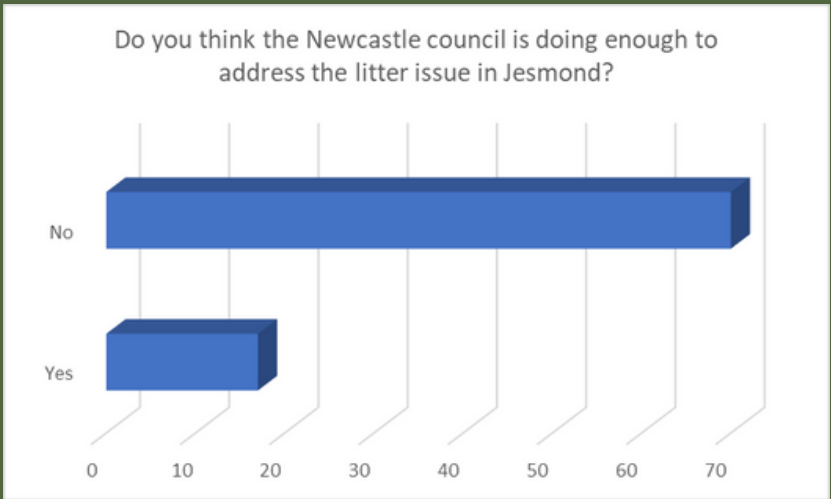


Logo Collection:



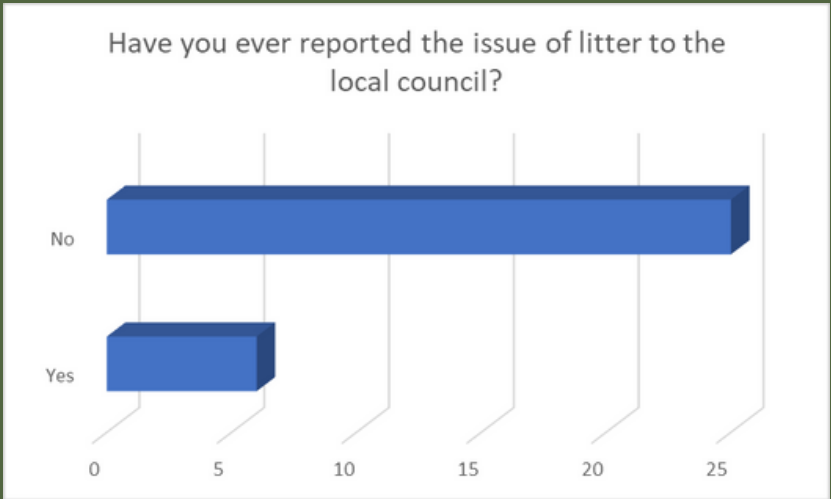
Branding
Shop Signs
Uniforms
Stickers
Headed
Paper
Invoices
Business
card

(Appendix 16)
Branding deck



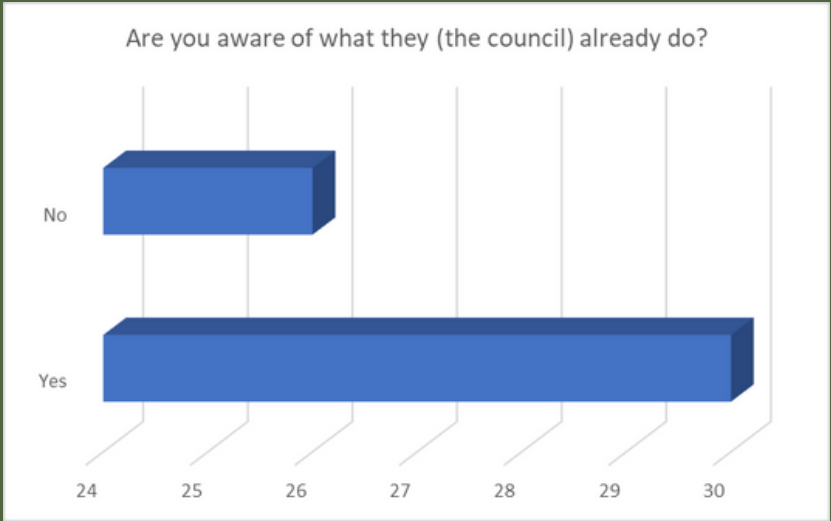
APPENDIX 17

SURVEY GRAPH SHOWING, RESIDENT OPINION ON THE CURRENT OPERATIONS OF COUNCIL IN THE COMMUNITY



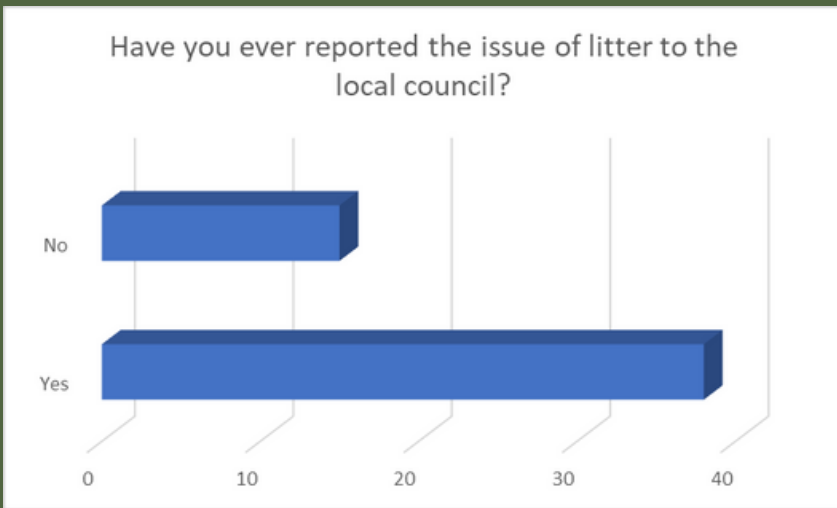
APPENDIX 18

SURVEY GRAPH SHOWING, RESIDENT ON REPORTING LITTER TO COUNCIL

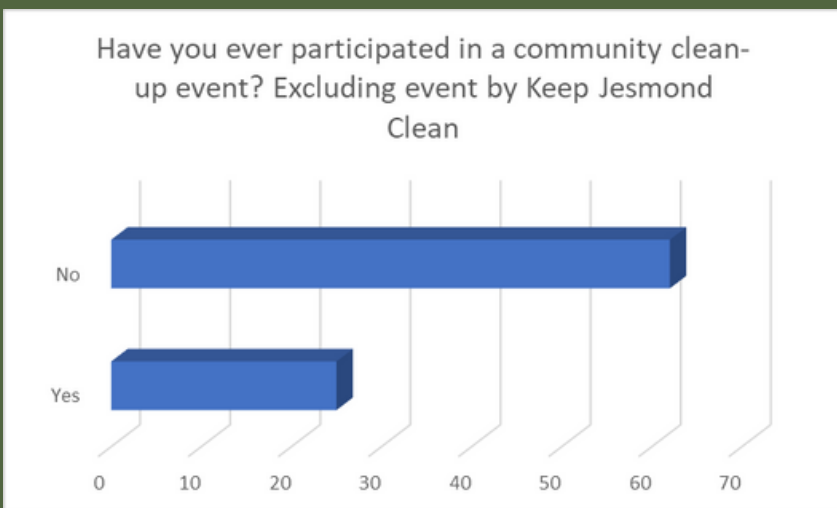


APPENDIX 19

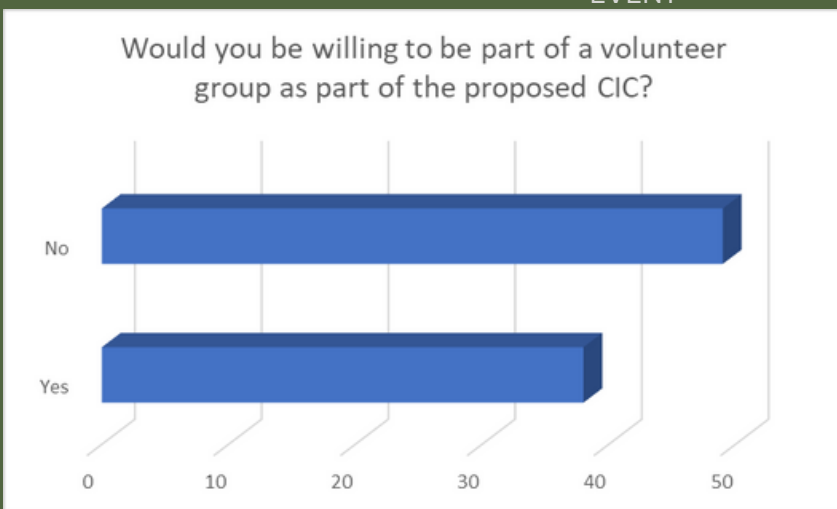
SURVEY GRAPH SHOWING, RESIDENT AWARENESS OF CURRENT OPERATION OF THE COUNCIL



APPENDIX 20
 SURVEY GRAPH SHOWING, IF RESIDENT HAVE PREVIOUSLY REPORT LITTERING ISSUE TO THE COUNCIL



APPENDIX 21
 SURVEY GRAPH SHOWING, IF RESIDENT HAVE PREVIOUSLY PARTICIPATED IN A CLEAN UP EVENT



APPENDIX 22
 SURVEY GRAPH SHOWING, IF RESIDENT WOULD BE WILLING TO VOLUNTEER

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16w / 4,866

Right. Um, and I read through as well. So you need certain criteria actually. Yeah. Yeah. And one part was actually having a strategy. What do you plan to do with money, uh, and how. To, um, um, you know, benefit the community, benefit the community, you know, certain optic ticks around that. So, um, that was one, um, kind of, you know, uh, way of to get funding and of course we would have to have a strong strategy, uh, to put that forward.

Um, so my, my question was to you basically like, um, what is your current involvement and how much, uh, conversation have you had with Peter and to you as well? From what I've mentioned so far, terms issue is this, some seem like an issue to you. Yeah, we'll start from there. Right. Well, I was born and bred in je Yeah.

I've lived here all my life. Huta Gosford, which is only two miles of the road. Yeah. Yeah. So, but I've ran the pharmacy here for 30 years. Yeah. So I've seen students come and go and then I became a landlord probably in 2000 of thereabouts. Yeah. Yeah. And so I understand the issues. And we've had something here called the Jasmine Residence Association.

Do you know about them? Um, no. So that was a, an association that existed in. For, uh, 40 years plus that I've known, maybe longer. And what do they do with, well, they, they

49:52.7 / 51:48.7

So I think having a forum for landlords would even be a good idea in itself. One thing

Comments

Leo Uweru 2d

Sunil's Comments

Add a comment

12:05

Leo Uweru 2d

Sunil's Comment

Add a comment

39:47

Leo Uweru 2d

Sunil's Comment

Add a comment

49:52

Leo Uweru 2d

Sunil's Comment

Add a comment

Sunil's Relevant Comments from Interview (Transcription)

Yeah. Secondly, I think landlords need to educate the students. So what I do in the first week of the tenancy, when they all move in, I arrange to meet each group in the house over a cup of tea and we just go through some simple rules. Okay. It's called, living in the community. Get to know your neighbor.

I always encourage them to knock on the door, the neighbor, invite them over for a cup of tea. Cuz once you get to know your neighbor, it's much. A neighbor to complain about somebody who they don't know, then it's about somebody who they do know. Yeah. And what will then happen is you can tell your name.

You tell somebody what to do, you're less likely to get their cooperation. You tell why somebody should do what they do and the importance why they should do it. I think most people see the sense in it,

So I think having a forum for landlords would even be a good idea in itself.

APPENDIX 23

TRANSCRIPT FROM INTERVIEW WITH SUNIL, ALONG WITH RELEVANT COMMENTS MADE

Acknowledgements

Report was drafted, written and created by
members of UBL – Synergy

Leo Uweru (Team Leader)
Shay Iverson Morgan
Jamie Lee
Haider Baig

UBL – Synergy