

Investment / Sponsorship Opportunity Title	New Leaf Programme	Number	006
Originator's name	Bethan Smith	Validated	Yes
Originator's organisation	Groundwork M&RCT	Date	30 April 2012
Email Id	Bethan.smith@groundworkmerthyrct.org.uk	Tel. No.	01685 883 880

1. WHAT IS THE OPPORTUNITY (e.g. wildlife, plant life, site, attraction, facility or role etc. in the Valleys Regional Park)? Please also provide a jpeg quality photo if applicable / possible.

Groundwork Merthyr and Rhondda Cynon Taff's New Leaf programme supports individuals recovering from substance misuse, mental health issues and ex-offenders by rebuilding confidence, skills and motivation through positive action tailored to the needs of individuals developing interpersonal, transferable and vocational skills. Participants gain experience in horticulture, carpentry and rural skills leading to gaining the necessary skills to set up a Social Enterprise for the creation of their own jobs as well as sustaining the programme for future clients to come through the New Leaf programme. We are looking to take forward the New Leaf programme into the next phase taking the products that are made and grown at Fedw Hir to community events and shows to help sustain the programme.

2. WHERE IS THE LOCATION?

Fedw Hir Eco Centre, Llwydcoed, Aberdare, CF44 0DX

3. PLEASE INDICATE WHAT TYPE OF SUPPORT IS REQUIRED:

In-kind support required?

NO

*If YES, please indicate what type of support is required and the benefits this will provide*

Financial support required?

YES / NO

*If YES, please indicate the value of the support required and the benefits this will provide*

£15,000 is needed to support the Officers time on a part time basis for 1 year and will pay for marketing and publicity as well as pay for the stalls to attend markets around South Wales such as The Big Bite, Pontypridd and Small holder's events. This will raise the confidence of the clients on New Leaf involved in the Social Enterprise. All profits will then be ploughed back into the programme to continue the work we carry out and support we give to the clients.

4. HOW WILL THE INVESTOR / SPONSOR BENEFIT?

The investor will benefit from sponsoring the New Leaf programme - supporting people to be retrained and also build their confidence. We will work across RCT, Merthyr, Blaenau Gwent, Cardiff, Powys and Brecon Beacons National Park. The sponsor will be recognised at the events as a sponsor and will also feature on our publicity material and also on the Fedw Hir website, the Groundwork website and our other social media channels. We attend Farmers Markets on a



Investment / Sponsorship Opportunity Title	New Leaf Programme	Number	006
Originator's name	Bethan Smith	Validated	Yes
Originator's organisation	Groundwork M&RCT	Date	30 April 2012
Email Id	Bethan.smith@groundworkmerthyrct.org.uk	Tel. No.	01685 883 880

monthly basis in Merthyr and currently looking to expand this service in other areas and attend many community and public events. We are currently organising a Green Dayz event (our Fedw Hir Event) in June, a Green Days in the community event at Rhondda Heritage Park, Our 25 Year Anniversary event, as well as attending events such as Merthyr European Day and other community events. Recent success at the Cardiff RHS show has spurred us on to explore larger events such as the Small Holders Show, and Royal Welsh Show.

**5. WHY SHOULD THIS INVESTMENT / SPONSORSHIP OPPORTUNITY BE A HIGH PRIORITY?**

Groundwork Merthyr and Rhondda Cynon Taff is 25 years old this year. The summer months are a very busy time for us as well as a week of celebrations in September to celebrate our 25 years. The New Leaf programme is in its infancy but has already shown huge successes with improving peoples' lives, giving Fedw Hir recognisable products and brand, and a sustaining income to help run the programme. This opportunity will allow the sponsor to be linked to a successful programme, benefiting those involved, having begun this enterprise from nothing and moving forward to greater successes. This is something that is occurring at the present, already experiencing successes and must be seen as high priority to a sponsor to be supporting such a good cause.

**6. ANY OTHER COMMENTS?**

**7. PLEASE PROVIDE A LOCAL NAME AND CONTACT DETAILS FOR MORE INFORMATION**

Dave Lewis, Community Director, Groundwork Merthyr and Rhondda Cynon Taff, LLwydcoed, Aberdare, CF44 0DX, 01685 883880. [Dave.Lewis@groundworkmerthyrct.org.uk](mailto:Dave.Lewis@groundworkmerthyrct.org.uk)

