

EVERARDS MADE LOCAL

Can we support your local cause?



MADE LOCAL FUND

In association with

CARLING

Everards
of LEICESTERSHIRE



Lunch group for St. Crispin's, held at Braunstone Town Lunch Club

Everards Made Local

Last October, we launched the Everards and Carling We Got This Campaign in our estate. This initiative was part of the Carling Made Local projects where Carling gave Everards local communities the chance to win up to £20k in funding for their community projects.

We were inundated with applications, many of which came through voting boxes in the pub and others online.

The successful projects are now well underway with many complete. Supported by Semble to make sure

they ran smoothly we have some lovely stories to share.

In the following pages you can see for yourself how the 12 finalists split the £20k funding pot to enhance their communities and make a difference!



“ We'd like to say a huge THANK YOU to Carling, Everards & Semble for awarding £2,408 to our team to equip our new volunteers with essential equipment that they will use on callouts whilst supporting Leicestershire Search and Rescue.

Debbie - Leicestershire Search & Rescue

Warwickshire Bears



£2,850 funds a new wheelchair for the Bears!

Nominated for support by Tom Masterson, the Bears Head Coach, the group were awarded £2,850 funding to purchase a new sports wheelchair, opening up space for more team recruits to stay active, train and build confidence.

The Warwickshire Bears Wheelchair Basketball Academy is a basketball team that trains local disabled sports people to play and partake in competitive sport and in high level competitions. The group also offers a place for team mates to come together to offer advice, support and share their experiences.

The chair is open for all to use and the group also invite local community members to take part and try out the chairs to get a feel of the sporting ability the Warwickshire Bears have. Currently, the predominant user of the chair is Michelle Quested who plays for their WWBC league.



“ It already has made a major difference to Michelle’s confidence and abilities, inspiring her to train more and improve her game and fitness. It was amazing to see the difference in her performance having a new wheelchair to play in.

Tom - Warwickshire Bears

Discover more or get involved at: <https://bearswbc.co.uk>

Peter Le Marchant Trust Canal Boating



£2,000 funds subsidised canal boat trips!

The Peter Le Marchant Trust has been running highly subsidised canal boat trips for the elderly, disabled and seriously ill for over 40 years.

The Trust was set up to commemorate Peter Le Marchant who passed away at a young age in the early 1970s. They have three boats Symphony, Serenade and Melody and last year alone they provided boat trips to over 4,000 people. The group’s aim is to provide a ‘day of brightness’ for those that join the trips. The days out provide respite for carers as well as therapeutic qualities, especially for those suffering with mental health problems.

Nominated for support by Tim Marren, the Trust’s Chief Executive Officer, the funding awarded is being used to continue to provide subsidised trips and to cover maintenance costs of their fleet.

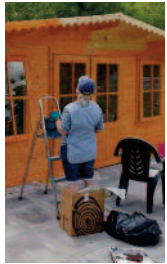


“ Our activity has long term benefits to the local community with research showing that spending time close to water has a positive impact on health and wellbeing. This funding will help us provide more people the chance to experience a day out like this.

Tim - Peter Le Marchant Trust

Discover more or get involved at: www.peterlemarchanttrust.co.uk

Melton Community Allotment



£2,633 funds beautiful log cabin to be used as a community space in Melton!

Melton Community Allotment is a local group that provides opportunities to learn how to grow and cook fresh food.

Nominated for support by Valentine Buffey, treasurer of Melton Community Allotment (MCA), this community project has used the funds to purchase and install a log cabin on site which will be used as a community space for training and social activities all year round.

With an estimated 400 visits in 2018, MCA has reached a stage where a building is needed to meet the growing interest from the community. This volunteer-run group provides opportunities for therapeutic growing and community activity for all in the Melton Mowbray area. The group also donate their surplus edibles to the local foodbank.



“ As the allotment is completely volunteer-run and receives no funding other than that raised, support from Carling and Everards has been essential to fulfil this project.

Valentine - Melton Community Allotment

Discover more, search for 'Melton Community Allotment' on Facebook

Save Our Seas



£500 Saves our Seas by recycling fabrics into bags!

Save our Seas is an environmentally conscious initiative led by Harborough Morsbags Pod, a local sewing group where a dedicated group of volunteers upcycle unwanted fabric, donated to them by the community, into reusable shopping bags called Morsbags.

Nominated for support by Sandra Skett, the Chairperson of the Harborough Morsbags project, the project prevents fabric from going to landfill, as well as reducing the number of single-use plastic carrier bags.

The money has been used to purchase needles, thread and Morsbags labels, as well as getting four of their sewing machines serviced to ensure that they will keep working well for years to come.

The group meet once a month to sew and socialise and attend events where they give away some of their bags to raise awareness of how damaging single-

use plastic is to our oceans. The group is one of the most productive Morsbags group in the world, out of 2,000 Morsbags groups from Alaska to Tasmania.



“ Our Save our Seas campaign has been going on for a few years and we hope this grant will help us continue into the future.

Sandra - Harborough Morsbags project

Discover more and get involved, at facebook.com/HarboroughHITBags

St Crispin's Church Lunch Group & Braunstone Town Lunch Club

£1,368 funds a brand new community group in Braunstone!

St Crispin's Church provides a lunch group for people living on low incomes and the elderly who feel isolated and lonely. The group survives on donations from attendees and left-over food donations from Waitrose and Tesco.

This funding will allow them to expand their current service by using the local community transport to pick up guests and buy more food.

The lunch group allows people who struggle with getting out and about to look forward to meeting new friends once a week so they feel better connected to their local community.

The group were awarded £1,368 and the lunch groups are up and running and proving very successful with 20 plus attendees each week.

The group meet every Wednesday lunchtime between 12 and 1pm at St. Crispins Church. LE3 2JW – all are welcome!



“ We were so happy when we heard we had been lucky enough to get the funding! We've already started to have an impact on the lives of locals and look forward to seeing the group grow. I love seeing the joy that these groups bring to people each week. For some, it may be their only outing that week so we try and make it as enjoyable as we can for them.

Roo - Group Leader

Church of St John the Baptist - East Markham Community

£1,490 funds the purchase of furniture and games equipment

The church has invested in a new meeting area to be used by mothers & toddlers, the elderly and the local community for social gatherings, occasional meetings and coffee mornings.

The church received £1,490 funding to support the purchase of chairs, a trolley, table and new games and equipment to enable these sessions to take place and bring a new lease of life to the new meeting area.

We welcome the public to join us any Friday between 10 and 12.30. The coffee is good and the cakes are to die for! All made locally too.

The weekly groups are proving popular so far, and the church is again being enjoyed by its local community and uniting people.



“ We are now set up to operate during the colder months with three heaters and the additional wiring they required which is great. We are always looking for volunteers for a Friday morning, please enquire through East Markham Chat online.

Tom Freemantle - Group Leader



Bums on Seats at Thurlaston Village Hall

£1,000 funds new chairs for the hall!

Marion Tarratt, secretary of Thurlaston Village Hall, nominated the hall for support from Carling and Everards at her local Everards pub, The Elephant & Castle in Thurlaston. The £1,000 has been used to help replace their old and broken chairs with 100 new comfortable padded chairs.

Thurlaston Village Hall has just celebrated its 91st birthday and is a well-used venue in the village, where locals come together for dance classes, tea and coffee events and celebrations as well as helping vulnerable people in the area access events.



“ I couldn't believe it when we heard that we had been selected to receive this funding! The village hall is particularly important to us as we are fairly remote. The support from Carling and Everards has been essential in enabling us to bring together our community in a comfortable space.

Marion - Secretary, Thurlaston Village Hall



“ Thurlaston is your stereotypical small English village and both the village hall and our pub, help to provide welcoming meeting places for locals to take part in fun, social events that enhances the already strong sense of community amongst villagers. We are made up that we could help to contribute to the much-needed chairs for the village hall through the Carling “We got this!” campaign, it's so important to us to help improve things for our community and make Thurlaston a great place to be.

Paul - The Elephant & Castle

The chairs were one of the many things that have been on the hall's list to replace. The hall hosts many village events including a popular free seniors Christmas lunch and this year they can sit and enjoy their meals in comfort thanks to the funding received.

The Elephant and Castle are delighted to have been able to make this happen and thanks to Everards and their relationship with Carling they were able to offer their community a great opportunity.

Discover more about Thurlaston Village Hall on Facebook

LAMP Advocacy



£1,822 to support people struggling with Mental Health in Rutland

Andrew Bolland, representative of the charity LAMP nominated the group for support through his local pub The Barley Mow.

Through this project LAMP will run regular carers groups and service user outreach sessions within Rutland for those affected by poor mental health and their families and carers. The project will build on work LAMP currently deliver from their office in Leicester and all services delivered as part of this project will be free of charge.

The objective of the project is to reach out to people within rural and isolated communities to ensure they have improved access to information and advice to ensure that those accessing the proposed service are able to access information, advice and explore choices and opinions. To ensure they have their voice heard on issues that are important to them and to have their views and wishes genuinely considered when decisions are been made about their lives.

It also focuses on making sure people with shared needs are able to come together in a safe space. This group means carers benefit from respite and



social interaction LAMP intend to run carers group sessions every month for a period of 1 year in Oakham, facilitated by a carers advocate with the money awarded to them through the Everards and Carling We Got This campaign.

As a Charity LAMP was formed in Autumn 1989, originally a part of Leicester Mind.

Man Monday, the Centre Project



£2,000 aids bi-weekly meetings for local men

Eric Waweru nominated a new project aptly named 'Man Monday' for his local community.

Man Monday is a new initiative by the Centre Project targeted at men enabling them to meet and share their experiences and challenges to develop a support network and a sense of purpose, direction and fulfilment.

The project will benefit men, mainly aged between 25-65 years and aims to support 25-30 men. The project will have a lasting effect in the community by helping to address the stigma about men and mental health by providing a platform for them to talk and share openly about mental health issues and

will continue to make a difference long after the funding has ended.

The Centre Project is a local charity that has been supporting city residents since 1996. Last year over 5,700 used the service and 70% of whom were men.



“ The men coming to our drop-in sessions struggle with loneliness, many say that sitting alone at home makes them depressed, anxious and frustrated. There has been an ongoing request for a male only space where men can learn to express their feelings and needs in a healthy manner. The men in our community want to share a sense of belonging and support. The Man Monday group will provide a safe community hub for the men to meet, join in activities and get support as needed.

Eric Waweru

Leicestershire Search & Rescue

£2,408 funds volunteer rescue team with vital new kit

Nominated for support by Debi Wright, the Treasurer of Leicestershire Search and Rescue, and a member of their team, these local heroes have been able to purchase new kit for their 12 new recruits, keeping them protected from the elements, while remaining safe and visible during their search and rescue missions.



These new volunteers will provide specialist resources to Leicestershire's emergency services to assist in the search and rescue of vulnerable and missing people in Leicestershire and Rutland.

Leicestershire Search and Rescue receives no government funding of any kind and is entirely reliant on its own fundraising efforts. All team members are volunteers and can receive a call out to urban or rural areas at any time.

“ We'd like to say a huge THANK YOU to Carling, Everards & Semble for awarding £2,408 to our team to equip our new volunteers with essential equipment that they will use on callouts whilst supporting Leicestershire Police.

Debbie - Leicestershire Search & Rescue

Discover more and get involved at www.leicestershire-sar.org.uk

Cosby Community Library - 'Keep us secure; make us safe'

£500 funds new fire door in Cosby

Paul Hodges, Landlord of The Bulls Head pub in Cosby nominated his local community library to gain much needed funding when he heard about the We Got This campaign via Everards.

Cosby community library is kept going by volunteers and needed a new fire escape door as their current door swells in the damp weather and cannot be opened easily. The library, like the pub is a real hub for the community and is once again a safe place for all.



“ The library relies on donations to maintain its running costs and to hear we had been awarded the full £500 that we applied for was brilliant! This will help the library tremendously as it would have taken a long time to raise the amount of money needed to replace the fire door. Cosby is a fantastic community and to know we have helped and made people safe just by filling in an application form, something so simple that has made such a huge difference, feels great!

Paul - The Bulls Head

As you can see these projects really made a difference and so we are excited to join forces with Carling once again with this year's evolution of the project 'Made Local'.

How it works

.....

You know those ideas that are sparked over a chilled pint between two friends at the pub? The ones that could really make a positive change in your local community?

Have you ever wanted to make it happen, but didn't know how? The Made Local campaign is our way of helping make those ideas and grassroots community projects come to life. From revamping the local community centre to organising a litter pick, We Got This!

All you need to do is nominate a project in your local area and Carling will select projects from across the UK to fund and turn into a reality.

Submit your nomination

.....

Simply fill in the entry form to nominate your community project and they could win!

Please read the below carefully - it is essential all nominations follow these guidelines:

- Carling can't support projects that are directly or solely benefiting children because we are an alcohol brand.
- The projects we support will need to benefit the wider community.
- The projects we support must help bring people together.
- Projects need to be a tangible thing, not just a monetary donation.
- Unfortunately, we cannot guarantee that your project will be selected.

Form

Your Name

Email

Tel. No.

Which is your
local Everards pub

Your project

Tell us about your project nomination

What is the impact?

continues...

How much will it cost?

What are the timings?

Anything else we should know?

Entries can be made either by paper with the entry form dropped in to your local Everards pub in the drop box, or scan the QR code on all the POS to access the website or visit www.carling.com/everards for online entries.

Entries can be made between 14/10/19 – 8/12/19. All entries will be reviewed and shortlisted to a judging panel by the end of January 2020. All applicants will be notified by email if they were successful or not by early February 2020.



Harborough Morsbags Sewing
Group bag sale.

www.carling.com/everards



Everards
of LEICESTERSHIRE