



Strawberry Field Hospitality Charity Proposal 2021/22

www.strawberryfieldliverpool.com

About Strawberry Field:

Strawberry Field, was opened as a children’s home in 1936 after the original Victorian house was purchased by The Salvation Army in 1934. For nearly 70 years, it gave some of Liverpool’s most vulnerable children a refuge from turmoil and unhappiness - a safe, calm and spiritual home. It was on these grounds that a young John Lennon came to play and escape. Years later, Strawberry Field was immortalised in song as John went on to write ‘Strawberry Fields Forever’, having been so inspired by the place he called ‘paradise’.

Unlike some other Beatles Heritage sites, Strawberry Field has never before been open to the general public and opened its gates for the first time as a visitor attraction with a difference in 2019. The brand-new development is now home to a visitor experience, which includes an interactive visitor exhibition, the Imagine More café, a shop and calm garden spaces for reflection. Profits from the visitor experience go towards funding Steps at Strawberry Field, a series of programmes aimed at those with learning difficulties or other barriers to employment.



Our mission:

The Salvation Army’s goal through Strawberry Field is to help even more people to realise their dreams; the new centre aims to offer training and employment opportunities for those with learning difficulties or other barriers to employment, thereby equipping them to find meaningful and sustainable employment. Sales through the exhibition, café and shop part-fund this mission

Responsible tourism - Steps at Strawberry Field:

‘Steps at Strawberry Field’ offers increased inclusivity and a wider range of accessible training to people with learning difficulties or other barriers to employment. Made up of four individually tailored programmes, providing employment skills, work experience, and opportunities to volunteer, the scheme creates opportunities for people across the city who may not have had the chance before. Steps at Strawberry Field is based on site within a dedicated Learning Hub and training facility and works together with local education providers and the City of Liverpool College. Sales through the exhibition, café and shop part-fund the programmes, alongside investment from ESF and local businesses and organisations.

The Programmes:

- Steps to Work - A 12-18 month programme for 18-25s with learning difficulties or barriers to employment, which combines education and work placements. At the end of their time with us, the desired outcome is to see the young person in meaningful, sustained employment. Throughout each programme, trainees are offered support, time to socialise, and are encouraged every step of the

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The Salvation Army is a Church and registered Charity in England (214779), Wales (214779), Scotland (SC009359) and the Republic of Ireland (CHY6399)



way to work towards their aspirations in their pursuit of fulfilling their full potential. The parents of the young people are all offered support throughout the programme and beyond.

- Steps to Work lite - A shorter, more condensed version of our Steps to Work programme.
- Steps to Volunteer - For those who want to take the next step in their volunteering journey, the programme leads to a formal qualification in volunteering.
- Recycles - A hands on cycle maintenance programme based at our Recycles project in Liverpool City Centre. The scheme provides bike servicing and sells refurbished bikes, parts and accessories.

How can you help us to 'Keep the Gates Open for Good':

Here's a really easy way to raise money for us - by asking your customers if they're willing to add £1 onto their bill for Strawberry Field. This can be done digitally or verbally and customers always have an option to opt out.

It's so easy for you to get involved and even easier for your customers to donate. At the time your customers are ready to pay, just ask them whether they're willing to 'put a pound on the bill' for Strawberry Field. You can do it through the business (especially if they're paying by card), or if they're paying cash then you can pop each £1 straight into a collection tub or tin. The process of collecting the raised money will be discussed with you should you be interested in supporting us.

This initiative was trialled with a local restaurant during lockdown 2020 and saw a massive £1500 raised in just 3 months.

What at the benefits:

- You and your customers will be helping to transform the life of a local person with barriers to employment. Someone just like Mike, who has recently gained paid employment after graduation from the Steps to Work programme and completing 3 successful placements. Read more about some of our trainees here: <https://www.strawberryfieldliverpool.com/what-do-our-trainees-say>
- We can both 'shout about it' on our social media
- You and your staff will be invited to Strawberry Field for an exclusive private tour so you can see what we do for yourselves and help spread the word to your customers.

What's next:

Please visit our website <https://www.strawberryfieldliverpool.com/> for further information and contact Lesley Theodorus, our Public Fundraiser, to sign up: 07949271419 or lesley.theodorus@salvationarmy.org.uk