

Kyle of Sutherland Hub Outreach Strategy



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Kyle of Sutherland Hub Ltd, The Bus, South Bonar Estate, Bonar Bridge, Sutherland IV24 3AQ
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Purpose

The aim of the Outreach Strategy is to ensure that all residents within the 3 Parishes of Creich, Ardgay & District and Lairg and our outlying neighbours are aware of our services, supported to access them and given the platforms to direct services to meet their needs and wants. It is a document that works alongside the Marketing Plan and should be incorporated into Business Plans. The Outreach Strategy assists in the Hubs success in implementing Equality policies.

Methods of Outreach- How we will do it

Pre- schoolers

There are three playgroups in the area 1 in each Parish. There are also playgroups in Dornoch, Golspie and Tain. For the purpose of this strategy we are focusing on our immediate catchment, however, we should also look at contact further afield for marketing purposes.

Our Aim is to increase the number of parents/ carers that bring children along to the beneficial activities at the Hub we will do this through:

- Producing a termly information leaflet to distribute through nurseries and playgroups
- Run a project at a playgroup once a term, distribute leaflets to children on all services, soft play & party information
- Run a project at a nursery once a term, distribute leaflets to children on all services, soft play & party information
- Take photos of activities with consent, smiling faces tell their own story
- Post one off events on Facebook, Instagram and display posters locally
- Distribute feedback sheets and evaluate twice yearly
- Produce 'benefits of' information such as music engagement, early art exploration
- Consult with parents to ensure the little stars project reflects their needs and wants
- Make use of our natural environment and include visits to outdoor areas as part of programmes; Gearrachoille woods, Balblair, Stones park etc

Primary

Our Aim is to increase the number of primary aged children to the beneficial activities at the Hub, we will do this through:

- Run a project at each of the local primary schools twice a year, distribute leaflets to children on all services, soft play & party information
- Engage the children in an ongoing project of their choice – create a Social Enterprise within the After- School Clubs
- Produce an up and coming events leaflet
- Health week promotion – BBX sessions at the schools
- Distribute termly the After- School Club programme to the local primary schools and display locally
- Distribute holiday club programmes to the local primary schools
- Advertise the holiday club programmes on Facebook and display locally
- Take photos of activities with consent
- Consult with the children to ensure we are providing a service that they desire, lead and need.
- To explore Dornoch Allsorts running wrap around provision at The Hub over summer

- To identify funds where necessary to be able to facilitate identified projects

Secondary

Our Aim is to increase the number of young people to the beneficial activities at the Hub, we will do this through:

- Visit schools and speak to guidance teachers to obtain a better understanding of the individual school and pupils needs and how we can help them.
- Arrange events suitable to age with a printable what's on leaflet.
- Create a teen leaflet that serves as a student discount to the café
- Create a leaflet to include essential services – contacts and numbers
- Collaboration with the art departments to produce some new art for the Youth Room.
- Dedicated workout hour – workout on the board to follow – social media promotion
- Health week promotion – Fitness instructor/PT to offer sessions at the schools
- Register as a schools' work experience centre
- Promote volunteering opportunities
- Carry out consultations with young people so we are providing a service that they desire, lead and need.
- To identify funds where necessary to be able to facilitate identified projects
- To keep up to date with the social media platforms young people are using and dedicate a member of staff to post relevant information

Over 60's

Our Aim is to increase the number of older people to the beneficial activities at the Hub, we will do this through:

- Over 60s Leaflet distributed in local paper
- Leaflet to include volunteering information
- New activities - Chair Exercise class – walking group – fishing group - Fly tying classes
- Working in collaboration with the Bradbury centre
- Providing more social opportunities such as knit n Natter, Board Games, crafts, social media training opportunities
- Explore an over 60's discount day in the café
- Promote the benefits of these sociable opportunities i.e. mental health and well-being, socialising etc
- Consult regularly with this age group so we are providing a service that they want to use

Gym & Fitness users

Our Aim is to increase the number of people of all ages to the beneficial fitness activities at the Hub, we will do this through:

- Women only hour
- Men only hour
- Open day once a year to attract new people – offer promotions to encourage people to come along

- More social media coverage – Facebook – Instagram
- Music
- Local Team business challenge
- Set up a buddy system
- Over 60's gym hour
- Support a Youth fitness Ambassador
- Explore funding for a physical fitness coordinator
- Promote activities as per age group and through the different avenues
- Research and make contact with different fitness instructors for different ages
- Develop a fitness timetable of services ensuring equality across the ages.
- Promote the benefits of activity in accordance with age i.e. for the menopause, rehabilitation etc

Soft play

- Advertise on radio MFR
- More social media cover
- Promote throughout the local nurseries and primary schools
- Mums (take a break) Mornings
- Party promotion
- Supervised soft play while classes are on
- Leaflets distributed to visitor outlets & holiday accommodation

Community groups & General

Our Aim is to increase the number of community groups working together for the benefit of the KOS residents. We will do this through:

- Facilitation of a community open day for all groups to participate
- Support as a minimum an annual community group get together and information sharing
- Work in partnership with other groups to facilitate activities.
- Attend local network, partnership and forum meetings
- Support the services provided by other community groups
- Include articles in the Kyle newsletter
- Intergenerational projects
- Community events
- Press & media open day