



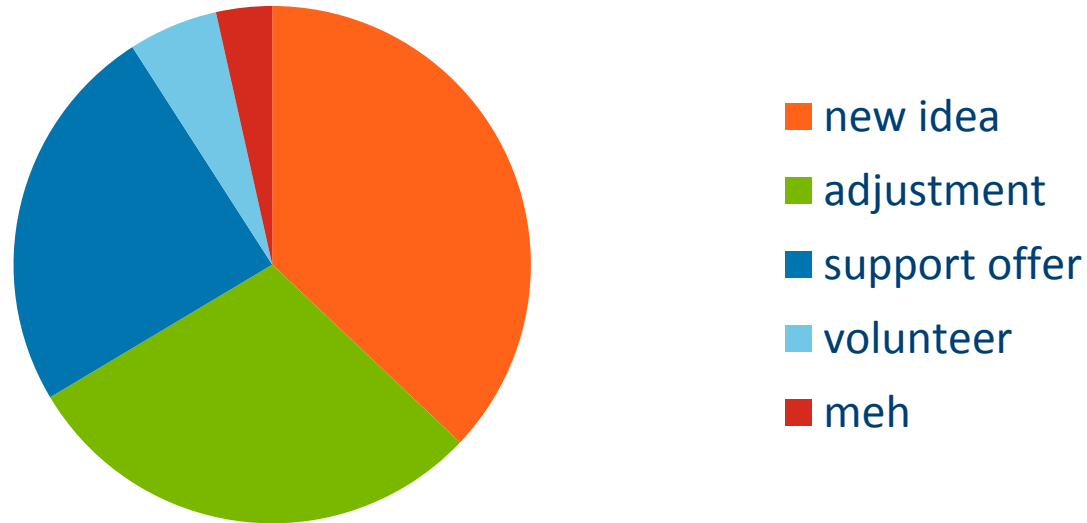
**Bold Vision**  
**Bold Backers (BBs) Dinner**  
**Nov 2014**

Bold Backers Feedback

# Background... a little history to jog our collective memory

- Spring 2007: the Telegraph Hill community survey identifies a strong desire for a café
- 2008: locals start thinking about creating a new space on Telegraph Hill and talk to Askes to share Café Orange space
- 2009: we start developing our plans and getting many more people involved.
- Feb 2010: we start building prep work with a whole host of volunteers and donors getting involved
- Apr 2010: we sign the lease at Southwark Cathedral for the undercroft and hold an event during the Telegraph Hill festival - a bonfire and some drums! - to start our relationship with the space. Lots of people work lots of hours over the summer
- Aug 2010: Phase 1 of the Hill Station opens with art, community events and Ian providing us with great food and music events
- Oct 2010: Bold Vision becomes a registered charity
- Nov 2010: what is to become Common Growth (CG), a member of the Bold Vision family, holds a public meeting in the space to identify support for a community garden
- Dec 2010: Cinderella, the first community panto is a huge success establishing a new annual tradition and collaboration between Bold Vision and Telegraph Hill Centre
- Feb 2011: after fundraising, the toilet is installed
- Apr 2012: Hill Station Phase 2 (the back half) opens
- Aug 2011: Lewisham gives us the keys for New Cross Library with a temporary lease to 'see what we could do'
- Nov 2011: after fundraising the new participatory artwork 'shopfront' transforms the library, now named New Cross Learning
- Mar 2012: MacMillan Community Garden opens with Bold Vision support
- Spring 2012: Bold Vision is a lead partner in the successful lottery bid to establish what became Grow Wild
- May 2013: Hill Station café operation offered for tender and won by Stephen and Jacqui, community café team extraordinaire
- 2013: Bold Vision supports Somerville Adventure playground in its plans to get rebuild funding
- Oct 2013: Common Growth wins first prize in Lewisham in Bloom Award
- Mar 2014: Common Growth Lease is renewed – confirmation of a good job well done
- Jul 2014: New Cross Learning (NXL) Lease is finalised – and relationship with Council shifted to one of collaborative experimentation. Record visitor numbers
- Nov 2014: first Bold Backer's thank you dinner to acknowledge what's been achieved and look at what's next
- And in between: Big Lunches, 5 a side football tournament, incredible fundraising concerts, mind-blowing art installations, community debates, Marmalade Mondays, Friendly Fridays, leaks (NXL and Hill Station), floods (CG), parties, celebrations, solstice parades, Chinese New Year parades, film screenings including with Ken Loach... the gamut of humanity.

# Looking at all suggestions and comments, Backers are overwhelmingly positive and engaged – and want to know more



Pie chart shows the split of all 143 comments according to type of comment

- New ideas: e.g. approach new residents, wedding, private hire, youth, elderly
- Adjustments: primarily around communication. What Bold Vision do, what we don't do, projects, specific funding needs, BV/ HS relationship, social inclusion
- Support: Money, services – BBs ask for specifics of what we need!
- Volunteer: e.g. on 'committee', sweat equity
- Meh: A few are underwhelmed

# Ideas from Bold Backers (1)

Topic	New ideas	Improvements
Getting Bold Backers	<ul style="list-style-type: none"> <li>• Friend get friend (4)</li> <li>• Use marketing expert volunteer (3)</li> <li>• Target new arrivals (via estate agents / local knowledge). Invite to monthly 'welcome' event? (4)</li> <li>• Rewards for support</li> <li>• Skills audit</li> </ul>	<ul style="list-style-type: none"> <li>• Create leaflet of overview: ethos, charitable status, café, projects, achievements (9)</li> <li>• Where: on menus, on noticeboards – in HS, NXL, Telegraph, schools, church, Sainsburys (4)</li> <li>• Share “How we need your help” specifics! (3)</li> <li>• Talk to people, especially new people (3)</li> </ul>
Social inclusion	<ul style="list-style-type: none"> <li>• Youth strategy (2)</li> <li>• Cross-generational activities</li> <li>• Support more local projects eg CCC</li> <li>• Big Lunch in every street</li> <li>• Neighbours looking after neighbours</li> </ul>	<ul style="list-style-type: none"> <li>• Clearer link with NXL, Centre</li> <li>• Cheaper food options (3) in café eg 'Tesco Value' and 'Tesco Finest'</li> </ul>

# Ideas from Bold Backers (2)

Topic	New ideas	Improvements
Fundraising	<ul style="list-style-type: none"> <li>• Gift aid pricing (2)</li> <li>• Bold Vision 'wedding' with wedding list of items we need to fundraise for</li> <li>• Encourage (existing and new) backers to set up regular standing order</li> </ul>	<ul style="list-style-type: none"> <li>• Invite existing Backers to invest more (4)</li> <li>• Use Gift Aid</li> <li>• Give the BV message at all events</li> <li>• Identify specific funding requirements (2)</li> <li>• There's sweat equity too</li> </ul>
Café	<ul style="list-style-type: none"> <li>• Private hire (3)</li> <li>• Improve business viability of café (advisors?)</li> </ul>	<ul style="list-style-type: none"> <li>• Open over Christmas/NY</li> <li>• Own fundraising</li> <li>• Clarify non-profit status</li> </ul>
Other ideas	<ul style="list-style-type: none"> <li>• Rooftop restaurant</li> <li>• Unify the parks</li> <li>• Death cafes</li> <li>• Dementia talk</li> <li>• Affordable housing</li> <li>• Friday afternoon children's and 'grandparents' (elderly) tea party</li> <li>• More Arts space</li> </ul>	<ul style="list-style-type: none"> <li>• Consolidate existing organisation</li> <li>• Secure assets</li> <li>• Involve Backers more re Vision</li> </ul>

# Clearly we need to think about the Hill Station community / charity / business split

- As Bold Vision we need to clarify what is within the charity and what is business more clearly (the feedback is that people happy to fund community activities but not subsidise a business)
- Other suggestions:

## Café

- What would it take to make the café viable?
- More pop ups / posh offer one night a week
- Private hires as income source (part of proceeds to café)

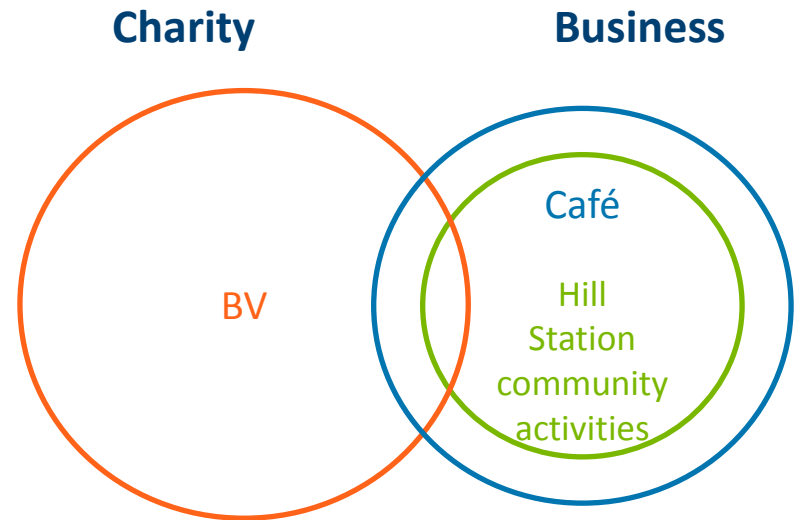
## Community

- Could fundraise eg for pensioners lunch 'grandma's' tea party, subsidised food offer for less well off and other ideas and use volunteer staff for those, not paid staff
- BV would need more proactive fundraising
- 'Gift aid' prices as an option
- Could fundraise for capital equipment

# Strategic question for Bold Vision to consider re Hill Station community activities

## Current

Community activities in Hill Station closely connected with café business. Operationally / energetically successful but tricky for fundraising / clarity



## Future

Clearer split between café business (which must be sustainable) and café community activities (which can be funded). Stephen and Jacqui still involved with both

