



THE  
CARAVAN PROJECT

# 2014 ANNUAL REPORT

- 52 families (244 individuals) accessing family respite holidays in 2013
- A range of free services provided, saving each family over £1,000
- Supporting the establishment of a Family Holiday Co-operative in Glasgow's North East
- Winning the Celebrating Communities Award at the 2014 Scottish Charity Awards



## WELCOME TO OUR 2013 ANNUAL REPORT!

I said it last year, but I'm proud to say it again – this has been a really rewarding year for the Caravan Project. Renewed funding, new member organisations and enthusiastic Caravan Representatives has meant that we have been able to provide families with even more support and ensure that holidays for families who need them most are affordable and have a lasting impact.

This would never have been possible without the hard work and dedication of staff, trustees and most importantly our Caravan Representatives.

A special thank you also has to be given to our funders. Not only have they provided the vital financial resources needed to run the project, they have truly gone out of their way to support the project.

This includes Deborah Gibson from Glasgow Housing Association who has gone a long way to promote our service within GHA and John McDonald and his team at the Family Holiday Association who have shared their knowledge and experience of providing holidays to families all over the UK.

The icing on the cake was winning the Celebrating Communities Award at the 2014 Scottish Charity Awards – a true testament to the hard work of everyone involved! Well done to you all.

*Margaret Nisbet*  
Chairperson

## THE SERVICE

We provide a one-week respite break for families living in poverty and facing challenging circumstances. For £200 families can stay in one of our two holiday homes based at the Berwick Upon Tweed Holiday Park and receive the following for free:

- Door-to-door transport
- Healthy food hamper
- Entertainment complex passes
- A saving scheme where we deposit £50 into a credit union account

## IMPACT

Our new monitoring framework has allowed us to better measure the impact of respite holidays in 2013. As a result we know that:

- 88% of families feel better able to cope with their circumstances
- 97% of families had the chance to broaden their horizons, try new things and meet new people
- 97% of families have gained a sense of optimism for the future
- 100% of families had the chance to spend quality time together
- 100% had a break from stressful home life and circumstances
- 97% of families have raised aspirations
- 97% of families had opportunities for fun and happy memories

## CELEBRATING COMMUNITIES AWARD

In June 2014 we won the Celebrating Communities Award at the 2014 Scottish Charity Awards in recognition of the work undertaken by trustees, staff and caravan representatives to turn around the fortunes of the charity over the past year.

Afterwards the event organiser informed us that it was the strongest application they had ever seen – a very flattering comment to make.

We hope to make our 2014 AGM a very special event by thanking everyone involved in The Caravan Project.

Well done to everyone involved!

## SOCIAL TOURISM

We have taken the Social Tourism pledge and are supporting the work of the Holiday Matters consortium, a group of public, private and third sector organisations who promote the concept of social tourism. Join us in taking the pledge:

*We believe that too many people are excluded from the benefits provided by even a simple break away from home. Together we will work to promote social tourism for the improved well-being and happiness of society.*

## CAPACITY BUILDING

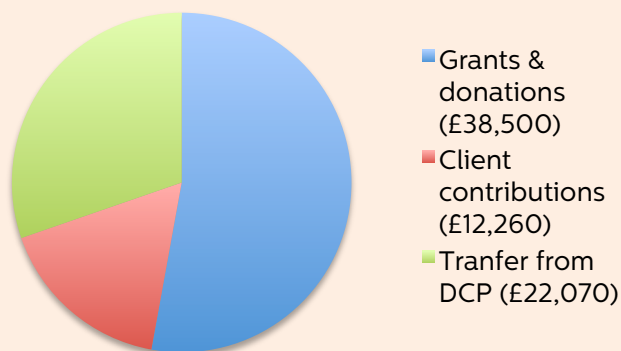
Over the past year we have focused on strengthening our governance, marketing and support to families accessing respite holidays. Our achievements this year in relation to capacity building include:

- Adopting and updating a range of governance, employee and child protection policies.
- Establishing a website as a reference point for potential beneficiaries, caravan representatives and other stakeholders.
- Piloting a Credit Union savings voucher scheme as a means of reducing the cost of a holiday and promoting the use of financial inclusion services.
- Working closely with the Family Holiday Association to share our learning, develop new practices and promote Social Tourism.

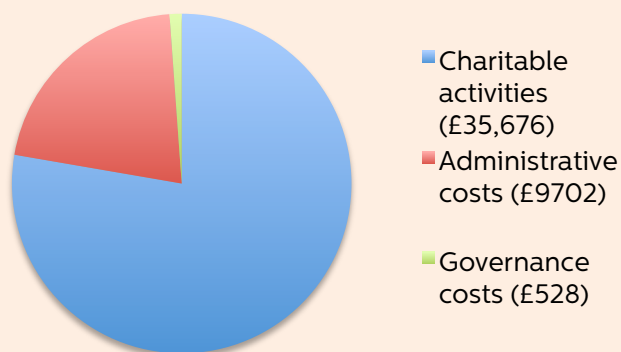
In addition to this we have adopted a business plan that plots our development and service delivery ambitions over the next three years.

## 2014 FINANCIAL REPORT

### INCOME



### EXPENDITURE



## OUR PLANS FOR 2015

- It will be our 30<sup>th</sup> anniversary and we hope to celebrate in ways that benefit families who need a holiday the most
- We will introduce a discount card for families on holiday providing them with 50% off all activities and 15% off all other purchases on the holiday park.
- We will continue to support the establishment of the North East Family Holiday Co-operative and a similar scheme in the south of Glasgow
- Support even more families access the lifeline that is a family holiday