

Case Study: Community RePaint Centre

STOKE-ON-TRENT - UNITED KINGDOM

GOODWIN[®]
INTERNATIONAL LTD

Newstead Industrial Estate, Trentham,
Stoke-on-Trent, ST4 8HU, England

Tel +44 (0)1782 654000

Email mahowell@goodwingroup.com

Working collaboratively with local not-for-profit charities and organisations is something that Goodwin International feels is fundamental to the growth of the local community and offers sustainable opportunities for local people. We started working with a local branch of the Scrapstores project, 'Community Scrap Shack' in 2010. This not-for-profit organisation was set up to turn waste from a business that is destined for landfill into creative art materials which benefit the local community and the local environment by reducing land fill. With our existing partnership in mind, we decided to contact the organisation to see if we could offer further assistance.

In early 2017, the organisation's company director, Michelle Folkes, acquired a property which had been untouched for a number of years which she purchased to establish the Community RePaint Centre. This property is located in the heart of Stoke town centre which is located less than 4 miles away from our main site in Trentham. Community RePaint collects unwanted, surplus and leftover paint, diverting it from the waste stream and redistributing it to individuals, families and community projects in social need. The scheme aims to achieve environmental benefits through diverting paint from landfill as well as providing real social benefits.

Michelle's idea was to set up a centre for processing paint ready for distribution. The centre is run by volunteers, with Michelle overseeing both the Scrap Shack and the new RePaint Centre. Many of the volunteers are former customers interested in sharing their skills and time or wanting to get back into employment. Some are returning into a workplace environment following illness; they value the flexibility that the organisation has to offer. Other volunteers are unable to return to work due to disability but want to remain as physically or mentally active as possible. It is vital to us as a company to help support sustainable work opportunities for local people and this project was an ideal chance to do this.



With Michelle on board, this type of sustainability project was a great opportunity to further give back to our local area. After several preliminary site meetings, our objectives for the centre included, but were not limited to:

- Completely redecorating the interior of the building including painting walls, glossing skirting boards and door frames, fitting and plumbing a kitchen as well as hanging new doors, frosting windows and installing racking for storage.
- Plumbing in new toilet facilities as well as fabricating a new roof for the toilet area.
- Revamping the exterior of the property by repointing, wire brushing and painting all exterior walls.
- Creating planting boxes and trellising for the outdoor space and filling them with colourful plants to brighten the area for the volunteers to enjoy.

We completed the project over two days in March 2017. We had a remarkable turnout with over 40 employees offering to donate their time and energy; none more so than our apprentices. Over 25 Goodwin apprentices enthusiastically committed themselves to the project and helped to turn a disused building into a facility which the community can really benefit from and be proud of. The centre can now be used for processing paint which, as a result of the hard work which our volunteers put in, will see local homes, community centres, schools and other public access buildings being renovated using low cost paint made available from the Community RePaint Centre.

This project is another example of demonstrating the importance we place on our community support programme and how we continue to widen our focus on supporting social outcomes. The successful execution of our socio-economic policy is underpinned by our collaborative relationships with those who live and work within our local area. Our strategy is ingrained within our company ethos and we shall continue to deliver positive social outcomes as per our company policy through effective and efficient deployment of our resources.

