



LITTLE DORIS COMPANY

BUSINESS PROPOSAL 2016

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MISSION STATEMENT

The goal of Little Doris Company is to provide a helping hand and a sympathetic ear to the disadvantaged in our community. The unemployed youth, the disabled, the homeless and any other sector of our community that have fallen on difficult times.

We aim to create a nurturing and educational vehicle for these members of our society, guided by Christian values but open and inclusive to all faiths.



VEHICLE FOR IMPLEMENTATION

Peter and Doris have had many years of experience in the catering industry, specifically through the ownership and running of a coffee shop-style bistro. They have had to give up this career in order to take care of the needs of their severely disabled daughter. Their experience with the welfare system through these difficult times made them realise that there was a large gap in the system that many unfortunate people would slip through.

After years of deliberation and soul-searching, Peter and Doris were moved to try and do something to help. Little Doris Charity was the result of this journey. Its mission, as already stated, is to help the disadvantaged. The main difference, however, between it and many other charities helping the same demographic is the objective. It is not just to ask for charitable donations to be redistributed. It is instead to create an organisation based around a commercial enterprise to ensure a minimum of state assistance, which will provide a road map for individuals to become fully functioning and productive. This will be achieved through training and short-term employment contracts to facilitate their transition into full-time employment.



STRUCTURE FOR IMPLEMENTATION

Little Doris Company will have four distinctive yet integrated parts to its structure. These can potentially all be housed in one building or split across several in different locations. The functions of each will be indicated in the following pages.

The four parts will include:

1. Reception / Drop-in Centre
2. Noah's Ark
3. Factory Kitchen
4. Hostel



RECEPTION / DROP-IN CENTRE

This area would be a casual drop-in community centre, open to all. It would be run by a duty officer, part-time staff and volunteers subject to demand. It would consist of a lounge area with an informal library facility and television, as well as a recreation area with table tennis, billiards and board games available. Additionally, there would be a formal office area and a couple of private interview/meeting rooms for counselling and registration purposes.

The reception would be the first contact point for The Ark for most candidates: it would also act as an information hub to enable visitors to be directed to the right local government departments and other local social services for help as required. Additionally, it will act as a selection centre for those looking for training work and temporary accommodation within The Ark.



NOAH'S ARK

Noah's Ark would be a fully functioning catering facility offering light lunches and beverages, operating on a commercial basis to generate revenue for the whole charity. It would be run by an experienced manager who will supervise and train volunteers and trainees who have joined the scheme via the drop-in centre.



DESIGN BRIEF FOR NOAH'S ARK

The brief for Noah's Ark is to create a brand identity and interior concept that would represent and promote the values, context and goals of Little Doris Company. Although there is no current site, the cafe aims to provide employment and an alternative hub for local youth. Therefore, the cafe's overall image will need to resonate well within the 16 - 24 age group, as well as feeling appropriate for older customers and passers-by who are not affiliated with the charity work of Little Doris Company.

All colours and materials are chosen to create an uplifting and inspiring atmosphere. The scheme should also communicate sustainable and ethical standards.



NOAH'S ARK

coffee & food













FACTORY KITCHEN

This will be a fully functioning commercial kitchen with production and storage facilities. There would also be a number of classrooms with basic equipment dedicated to initial training and recipe development.

Its primary function will be to act as a training facility to offer experience and training to candidates who wish to start a career in catering thereby giving them a spring board to employment in the industry. Its secondary role will be to provide food for Noah's Ark which will be sold and consumed at its branches.

Candidates will have the opportunity once trained to move to Noah's Ark for further service training in a fully-functioning commercial environment.

Candidates will also be offered the opportunity subject to skills and attainment to ultimately take a franchise of Noah's Ark and start their own business.



HOSTEL

The hostel would be attached to the factory or drop-in centre, and would consist of a minimum of twenty beds with shared facilities to help the homeless and desperate with short-term accommodation in order that they can have some respite from their circumstances.

This would offer a safety net for short-term stays only for candidates who are actively involved in Noah's Ark and the training facility, as well as an overnight shelter for the needy.



CONCLUSION

This entire project has been inspired by Peter and his family to help people who are in similar situations as they have been in their own lives. It is underpinned by their unwavering faith and the belief that everyone deserves a fair chance in life. In addition, David Cameron's ideals on a Big Society when he became Prime Minister helped us to widen our vision.

To this end, they have worked tirelessly for many years to get this prospect off the ground. I hope that the time has come for this great idea to be supported and piloted by the good and the great of our society to help the needy.