

# HEADWAY MATTERS

## *New look shop!*

Those local to Great Barr will have noticed a few changes to our charity shops in recent weeks as we have amalgamated our two stores in Thornbridge Avenue into one! The decision to make this change followed a downturn in sales at both Headway Fashion and Headway Homes.

CEO Sue Tyler explained: "Immediately after COVID we saw a sudden surge in sales as people were able to get back out into their local communities. Over the last 12-months or so, however, we've seen a marked downturn which we have analysed in depth."

She said some of the fall could be attributed to the general state of the high street and the increasing popularity of online sales platforms like Vinted, but it was felt there was much we could do ourselves to keep the shops competitive and earning unrestricted income that helps the charity as a whole so much.

She continued: "We therefore decided to close the smaller of the two shops and re-vamp the larger one (71 Thornbridge Avenue), at the same time reviewing the way we operate."

This has involved introducing a range of new systems – from the initial sorting of donations through to colour-coded displays and improved stock rotation, as well as a new pricing system. A new CCTV has been installed both in the Great Barr shop and the one in Rubery, and a new system to help capture more Gift Aid – completed digitally on an iPad – has also been introduced. This is a key development as claiming Gift Aid makes each eligible donation worth 25% more without it costing the donor a penny extra. Regular shoppers are also being offered money off their charity shop purchases through the introduction of our new Loyalty Card Scheme.

Sue added: "The income generated from our charity shops is only half the story. Having a presence on the high street helps us raise greater awareness of the Headway brand and the range of specialist brain injury services we offer. It also creates a marvelous opportunity for volunteering – for people living near the shops and for our own clients, too, who use volunteering to build confidence and even as a stepping stone for returning to paid work. It also means their carers get much-needed respite time and so it really is 'win win'!"



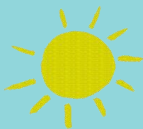
"For sure, we couldn't do what we do without our valued volunteers and so thank you to all those who help in our Great Barr or Rubery shops. It really does make a huge difference. "

Sue ended: "I would also like to thank our Head of Operations, Denise Taylor and the managers & volunteers at Great Barr for their hard work and commitment in getting the new shop open, and to everyone at the hubs who went the extra mile to help. It really is very much appreciated!"

The new-look shop got off to a flying start, enjoying very strong sales in the first few weeks after re-opening and it is hoped that these changes will help secure the long-term future of both of our charity shops.

We still need more volunteers at our shops, and so anyone interested in helping at either the Great Barr or Rubery shop can call by to chat with the manager and arrange a taster day. More information is also available from [personnel@headway-bs.org.uk](mailto:personnel@headway-bs.org.uk).

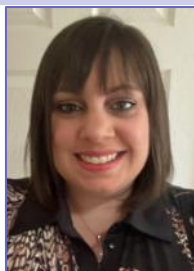




## A clear vision for the future

Our Trustees have approved a new five-year strategic plan for the charity, following extensive consultation with staff and service users.

This long-term strategy document sets out our vision and our mission along with our seven operational goals, six key values and five strategic aims. It can be viewed in full via the front page of our website - [www.headway-bs.org.uk](http://www.headway-bs.org.uk).



## New Trustees

We have two new Trustees on our Executive Board, Hayley Green (pictured far left), an occupational therapist, and Dr Nicola Wheeler, a consultant psychologist. They bring with them a wealth of experience and expertise, and we extend our warm welcome to them both!

## Raising greater awareness through school safety talk

Congratulations to our client Jamie Mallins who recently delivered a safety talk to a group of children at a local school.

Accompanied by our Brain Injury Skills Coach Lee Morton, Jamie stood in front of three classes of reception children at St Laurence School in Northfield and spoke about the brain, what Headway does and how we have helped him move forward with his life since his own brain injury. The class then discussed safety and the importance of wearing cycle helmets.

Jamie, who attends our Leighton House brain injury hub, sustained a brain injury from a fall back in 2018. He has made great progress since coming to Headway and enjoys a wide range of sessions, particularly some of the off-site sports activities. He is part of our walking group and completed several loops of Cannon Hill Park during our annual Wheel'n'Walk event. He also volunteers once a week at our Rubery charity shop.

Jade Foxall, ABI Assistant Manager, said: "Most people would find it daunting to stand up and talk in front of a class but Jamie took it in his stride and did really well. We are all very proud of his achievement and he should be, too!"



## ABI Week 2025



Clients enjoyed a variety of activities during this year's Action for Brain Injury Week, which ran from 19-26 May.

This year's theme was 'On A Good Day', exploring the fluctuating nature of brain injury. Clients were encouraged to think about the impact of their own brain injury, what 'on a good day' means to them and looked at coping strategies for when they are not having such a good day. They took part in sessions about brain function, memory and cognition and enjoyed a range of creative and social sessions, from art therapy through to escape rooms. They also went offsite where they enjoyed fishing and bowling.

Our Family and Carer Services team also marked ABI Week, going along to Sainsbury's in Longbridge to raise greater awareness of the work we do and the range of services we offer.

*Thank you to Sainsbury's for giving us this opportunity!*

**VOLUNTEERS... We need extra volunteers across a variety of areas - please call!**





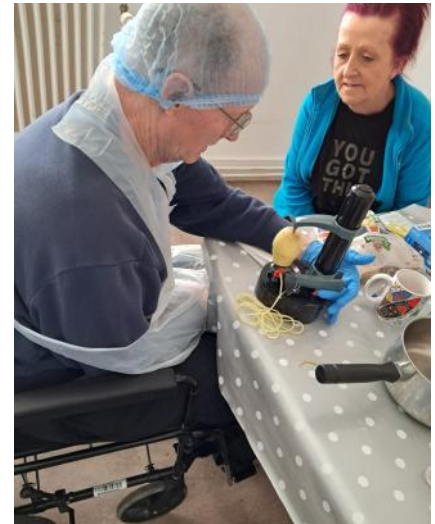
## Tesco grant makes a difference!

A £500 grant from Tesco's Stronger Start Scheme has enabled us to buy some adapted kitchen equipment and ingredients to help run our weekly Daily Living Skills (DLS) sessions at our Leighton House hub in Rednal.

These sessions focus on relearning lost skills (or learning new ones!) around meal planning, budgeting, shopping and food preparation, with a focus on healthy eating and safe kitchen practices.

Tesco's support has meant clients have been able to try out several new kitchen gadgets, like a one-touch kettle or the adapted vegetable peeler being used by Joe Drake, pictured right. This type of equipment can be much easier and safer for those left with a one-sided weakness or issues with their grip to use following their brain injury.

The grant has also been used to buy ingredients to cook a variety of different meals, from scrambled egg on toast to sausage and mash.



These DLS sessions help build confidence and skills, contributing directly to greater independence and healthier living. *Thank you, Tesco!*

## The simple pleasures in life!

Our Community Outreach programme is all about providing those with brain injury with opportunities to be more independent and live a fuller life, and they can use their one-to-one support time in just the way they choose to.

Client Tyno, left, simply wanted to get out and about, and this image illustrates beautifully the joy he felt to be outside in the fresh air on a lovely blue-sky day!

*Thanks to his support worker Becky for capturing this special moment!*



## Vanderlande volunteers return!

We were pleased to welcome back another team of volunteers from the Birmingham branch of Vanderlande. As well as painting the training room in The Woodlands, they did some gardening and helped sort some bags of clothes donated for our charity shops.

They also took several books of raffle tickets with them to sell to their colleagues back at the office – and had two prize winners!

*Thank you again to the Vanderlande volunteers for such fantastic support!*



## Cakes and more cakes!

Firstly, we would like to thank our friends at Circle Rehabilitation for organising a bake sale to raise funds for Headway. Their tasty cakes raised £300, bringing Circle's fundraising total to date to over £4,400.

*We very much appreciate their ongoing support!*



Thanks, too, to Shellee, Chloe and Hemlata who also organised a bake sale and raffle at their place of work. They raised an incredible £1,058 which was then match-funded by their employer, Lloyds Bank. Shellee's sister, Simone, attends our Headway House brain injury hub in Moseley and the money raised will be used to buy an interactive white board for client sessions.

*Thank you again to all who baked or bought cakes, and to Lloyds Bank for their generous match-funding!*

**SOCIAL MEDIA... Don't forget to follow us on Facebook!**



## Zip Wire fun!

Our first zip wire fundraiser for many a year was a big success, with 30 brave people completing the full Velocity experience at Zip World in North Wales.

This included Little Zip, a truck ride to the top of the mountain and then Big Zip, where they hurtled along the zip line above



the slate quarry at speeds of up to 100mph!

It was a dull day and the coach journey was a long one but it was all worth it, with smiley faces from everyone from start to finish and over £4,750 after costs raised towards our local brain injury services.

*Our sincere thanks to all 30 of you!*

Thank you to everyone who supported our 'Spring into Action' raffle and helped us raise over £1,000 towards offsite sports and leisure activities for our clients over the summer months.

Special thanks go to Edgbaston Stadium for donating hospitality cricket tickets and a signed cricket top, and to Blackwell Golf club who donated a 4-ball golf voucher. These and the other sports-related prizes undoubtedly helped us sell more tickets and raise more funds! *Thank you all!*

## Huge thanks!

A giant THANK YOU to Anj, Iva and Rachel from Britannic Park in Moseley for their fabulous fundraising efforts on our behalf!

Inspired by Rachel's husband Martin, who attends our Headway House hub nearby, they signed up for the Great Birmingham Run on Sunday 4 May. All three committed to their training and their hard work paid off, with Anj and Iva (pictured mid run in Cannon Hill Park) completing the Half Marathon distance and Rachel (with her medal afterwards) the 10k, all in very strong times.

They must have felt like having a nice lazy Sunday afternoon afterwards, but no.... it was straight on to a fun day at Britannic Park, organised by Anj, the Estates Manager, with the involvement of Iva, Rachel and many other residents! It was a fabulous afternoon with live music, home-made cakes, curries and more besides.

With sponsorship from the run, Gift Aid and the fundraising from their fun day, they raised an enormous £3,262, an amazing achievement and an amount that will help us no end as we strive to do the best we can for those impacted by brain injury.

*Thank you again to Anj, Iva and Rachel, and all at Britannic Park!*



Registered Charity No 1008798  
Company Reg No 2686647

### Brain Injury Hubs

**Leighton House**  
20 Chapel Rise  
Rednal, Birmingham  
B45 9SN

**Headway House**  
Moseley Hall Hospital  
Alcester Road  
Birmingham B13 8JL

**Sutton House**  
380-384 Birmingham Road  
Wylde Green  
Sutton Coldfield B72 1YH

**Tel: 0121 457 7541**

**Email:**  
[enquiries@headway-bs.org.uk](mailto:enquiries@headway-bs.org.uk)

### Headway Charity Shops

71 Thornbridge Avenue  
Great Barr  
Birmingham B42 2PW  
Tel: 0121 357 6561

183 New Road, Rubery  
Birmingham B45 9JP  
Tel: 0121 453 4798

**Website:**  
[www.headway-bs.org.uk](http://www.headway-bs.org.uk)



Email [enquiries@headway-bs.org.uk](mailto:enquiries@headway-bs.org.uk) for information on services, vacancies, volunteering...