



HELPING PEOPLE TO MAINTAIN
INDEPENDENCE, IDENTITY & CHOICE

Esther Martin is a social enterprise that provides a service selling stylish & affordable clothing to people who find it difficult getting out & about, helping them to maintain **independence, identity, & choice** at a time when they may be experiencing limitations/changes to their lifestyle. With our 'mobile shop' we visit nursing/residential homes/sheltered schemes/day centres/lunch clubs/groups & dementia cafes, selling through a unique 'Social' format where we donate cakes/biscuits, tea/coffee is served & customers can shop at leisure with no pressure to purchase.

Founded in 2013, our vision is to **improve people's general health & well-being** & the quality of the lived experience of all our customers, therefore reducing their dependency on others, as well as continuing to **raise awareness** of the role clothing & choice play in helping people to maintain identity & self awareness particularly during times of vulnerability.

This report highlights what has been achieved so far & sets out the 10 things you need to know about Esther Martin.

1 Esther Martin works in partnership with 72 Care providers/Support Services across the Northwest of England and as far as North Wales, including nursing/residential homes, sheltered housing/extra care schemes, day centres, lunch clubs and dementia cafes.

2 Over the last 12 months, Esther Martin spent 405 hours delivering 143 Clothes Parties, with an average footfall of 12 people per sale, selling 2085 items of clothing.

3 In addition, Esther Martin has provided 21 personal shopping sessions for individuals with specific needs, selling a further 54 items of clothing.

4 *"The time and effort you take assisting our residents to get the right fit/size, taking time to just sit and chat, never rushing anyone and always happy and cheerful – nothing is an effort, even bringing in replacement items and delivering orders. I can't thank you enough."*

Hayley, Registered Manager, Residential Home, Radcliffe, Bury

5 Last year, through direct purchase of clothing items, 528 people have been able to maintain their independence and identity through own choice, resulting in increased self esteem and less dependency on others.

6 On the assumption that the 528 people mentioned above would have previously relied upon another individual to purchase items of clothing on their behalf, the number of people benefitting from our service in the last 12 months doubles to 1056. This means less time spent navigating the high street and returning any unwanted items as well as more quality time spent with loved ones.

7 *"The service was delivered excellently, communication was very good, and Laura went out of her way to provide a quality service to the customer and to assist me with the customers needs."*

Social Worker, Communities & Wellbeing Team, Bury Adult Social Services

8 As a member of the Bury, Oldham and Salford Dementia Action Alliances, Esther Martin Founder, Laura Roberts was invited by the Alzheimer's Society to attend the Northwest Dementia Action Alliance Conference in March 2015 as guest panel speaker on the subject of Dementia Friendly Businesses.

9 Throughout the month of May 2015, proceeds from the sale of our Mae Floral Print Scarf were donated to support local dementia cafes within Bury where Esther Martin is based. Funds raised helped to pay for an entertainer at the Christmas 2015 Cafe.

10 82% of the venues we attend re-book for a follow-up visit, 75% of which have been re-booking with us for well over 12 months, and are therefore considered regular customers.

Esther Martin is always exploring opportunities to form new partnerships and develop new ways of working to help make a difference to people's lives. For more information, please contact:

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