

THE WOODSTORE

RECLAIM, REUSE, RECYCLE

BRIGHTON & HOVE
WOOD RECYCLING PROJECT



THE WOOD STORE

Established in 1998, Brighton & Hove Wood Recycling Project (AKA “The Wood Store”) was the first scheme of its kind in the country; an organisation committed to finding a way to reuse waste timber - seeing it for what it really is - not a waste but a precious resource.

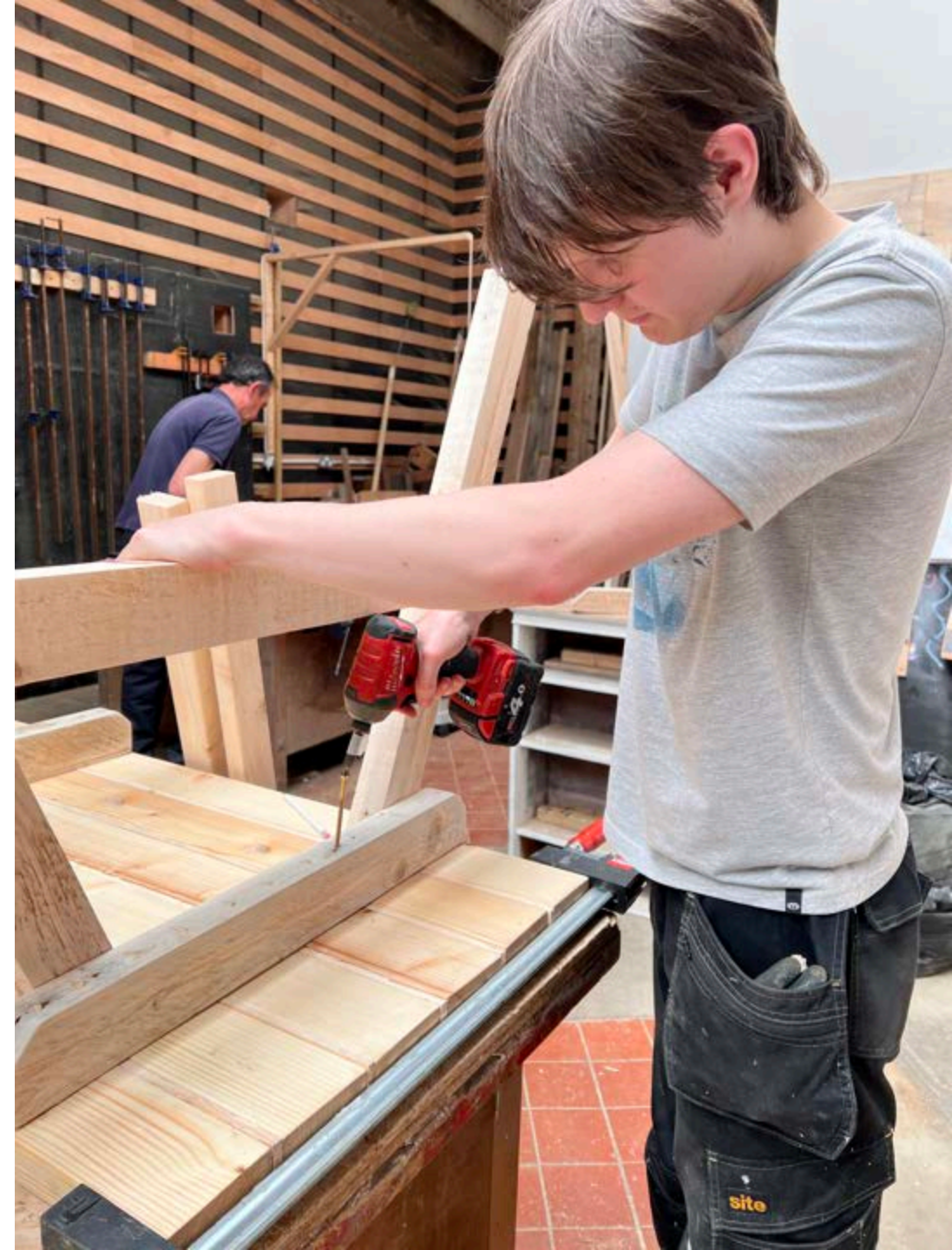
Vision and mission

Leading the way as a pinnacle of the local circular economy, we are now a charity and our aims are:

- protecting the environment by conserving resources
- educating and promoting behavioural change
- changing lives, relieving unemployment and social exclusion

Revenue generation

- paid to take back, recycle and reuse wood from national commercial building companies
- sell recycled wood for reuse by individuals
- build and sell new furniture and household items from recycled wood to support the circular economy and reduce waste
- sell wood-related peripheral products
- projects for commercial customers
- run training workshops

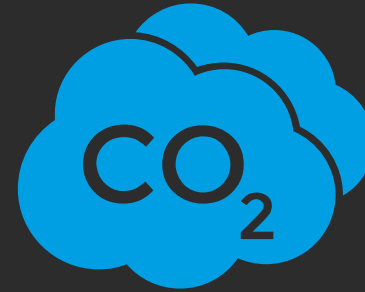


ENVIRONMENTAL AND SOCIAL IMPACT



720 tonnes

of timber diverted from the waste stream 2022/23



359 tonnes

CO₂ saved from entering the atmosphere 2022/23



10.8 FTE jobs

created/sustained 2022/23



90 volunteers

donating 8335 hours to the project 2022/23

HOW WE OPERATE



£444,743

income 2022/23



2 retail sites

(Brighton & Lewes)



1 Wood Workshop



3 Collection Vehicles



16K Facebook
6K Instagram



**SAVE
THE WOOD
STORE**





SAVE THE WOOD STORE

A reduction in wood supply from national commercial contracts has reduced our revenue and put our viability at risk. This is due to a national slowdown in commercial building projects in 2023 due to uncertain economic conditions and high interest rates. This has also negatively impacted our retail revenues.

SAVE THE WOODS TO ME



The charity is relatively cash-poor and is still recovering from the negative impact of COVID on revenue. Most of our unrestricted funds are locked up in retail stock. The charity needs short-term funds to bolster cash flow over the coming months, as well as additional funds to enable it to diversify its business model and survive long-term.



SAVE THE WOOD STORE

The Trustees of the Wood Store believe that a total of £100K is required to give the charity the 6-12 months it requires to diversify its revenue stream and make grant applications for new funding. It also needs to find new, long-term premises by mid-2025.

Actions taken by the Trustees so far:

New Board Members recruited with additional skills to support the turnaround.

The management team have implemented short-term operational cost-saving measures of 10%.



Why is The Wood Store worth saving?

Our mid-term ambition is to diversify wood sourcing, increase revenue generation from consumer-focused commercial activities, and build better networks with other local sustainability/circular economy businesses, charities and community groups.

We aim to make The Wood Store - in its new premises - a hub for community engagement and action around reclaim, reuse, and recycle lifestyles.





Our 'Save The Wood Store' campaign aims to:

- **Raise sufficient funds** to ensure The Wood Store can diversify to survive short to mid-term.
- **Galvanise support** from existing corporate and individual customers.
- **Build awareness** of The Wood Store with new potential audiences.
- **Turbocharge** the search for a new location to ensure long-term survival.



Can you support this vision by helping to save The Wood Store?

What we need from you.



Cash donations

[click here](#)



**Sponsorship/co-branding
partnerships**

[See slide 16](#)



**Commission commercial
woodwork projects**

[click here](#) to see our commercial
Lookbook



**New sources of wood
from local businesses and
individual households**

[click here](#)



Other short-term activities we are implementing.

- Fundraising from individuals [click here](#)
- New sources of wood from individual households [click here](#)
- A marketing campaign to increase footfall to the stores with a new 'Save The Wood Store' product range
- On-going email and social media engagement to track our progress toward the £100K target. 'Save The Wood Store' campaign by visiting our crowdfunding page [here](#) or our [Linkedin](#) page and follow us on socials [Instagram](#) [Facebook](#) and [X](#)

Longer-term action plans.

- Reoccurring annual and project-based sponsorship/co-branding partnerships for next year.
- Grants and funding applications – these generally take 3 – 6 months to generate income.
- Request for support to find new premises.



Sponsorship/Co-Branding Opportunities

Headline Sponsor (1 exclusive 12-month sponsorship)

Sponsorship level - £25,000 p.a.

1. Your brand associated with our charity and your support of the circular economy
2. Your logo prominently displayed at our Brighton and Lewes Sites across multiple touchpoints in-store
3. Your logo will be prominently displayed on our website (with links to your website and social channels)
4. Access to social media audiences/customers through co-marketing activities
5. Your brand associated with ours across all PR/Marketing campaigns
6. % discount on commissioned products from our workshop
7. 2 x half-day workshop sessions with your co-workers to attend (up to 6 people per workshop)

Sponsorship/Co-Branding Opportunities

Collections Sponsor (up to 2)

Sponsorship level - £15,000 p.a.

1. Your brand associated with our charity and your support of the circular economy
2. Your logo on our collections vehicles as our collections partner sponsor
3. Access to socials/customers through co-marketing of your brand
4. % discount on collections

Sponsorship/Co-Branding Opportunities

Workshop Sponsors (maximum of 3)

Sponsorship level - £10,000 p.a.

1. Your brand associated with our charity and your support of the circular economy
2. Workshops to train volunteers sponsored by your brand
3. PR/Marketing across socials/web highlighting the workshops
4. 1 x half-day workshop for your co-workers to attend (up to 6 people)

Sponsorship/Co-Branding Opportunities

Small Company or individual Supporter Sponsor

Sponsorship Level - £500

1. Your company / brand /name is displayed on our supporter's webpage with a backlink.
2. Your company/brand /name displayed on our fundraising barometer in-store and featured in social posts
3. A % discount on commercial/individual orders
4. A % discount on commercial/individual collections
5. Entry to the draw to win a bespoke piece of furniture worth £1000

Commercial Projects

We offer a wide range of woodworking services for a huge range of clients, from the independent self-starter to well established businesses. We produce everything from 5 metre long boardroom tables to 2 seater café tables to shelving, counters and wall cladding. 90% of our work is fully bespoke, and all of it is 100% reclaimed timber.



Domestic Projects

At the Wood Store we sell a variety of reclaimed wood products for the home and garden, and we also undertake domestic commissions.



Case Study



Trading Post Coffee Roasters is a cafe which aims to bring to life the original sight, sound and smell of a traditional artisan coffee roastery, as well as sourcing fresh ingredients from sustainable and socially responsible plantations. In 2017 The Wood Store helped to renovate their Brighton premises with a clean and welcoming look that reflects the values of the business.





SAVE
THE WOOD
STORE

To discuss Sponsorship/Co-Branding opportunities please contact our Non-Executive Chair david@woodrecycling.org.uk

Sign up for news about the 'Save The Wood Store' campaign by visiting our crowdfunding page [here](#) or our [Linkedin](#) page and follow

Follow The Wood Store:

[Instagram](#)

[Facebook](#)

[X](#)