

For Benefactors, Patrons and Friends of The Fed

M'LEV EL LEV

heart to heart

Spring 2021



CALMING THE CHAOS

The Fed's CAST team offer hope and a healthy future to children growing up in unstable homes, or in the crossfire of turbulent relationships. | Pg 4

TIME FOR WHAT REALLY MATTERS

Lawyer, Lauren Clyne - partner at Kuits, Manchester - on her passion for community and why conventional fundraising won't engage the 'lost generation'. | Pg 12

SOON WE'LL BE HOLDING HANDS!

As lockdown eases, residents and loved ones look forward to 'in-person' visits and the end to reliance on screens and 'visiting pods'. | Pg 17

OUR CHAIRMAN'S VIEW *of the future*

As we begin a new year, I'm delighted to share my reflections, hopes, and dreams for this incredible organisation which I've been privileged to Chair since November 2018.

Our history stretches back over 150 years, and this longevity, I'm certain, is due to the Manchester Jewish Community's ability to continually adapt its service provision to the most pressing needs of the day.

It is this ability to remain agile which has been the hallmark of our organisation over the last 12 months, as we faced head-on the near-impossible challenges brought by Covid-19.

It is fair to say, however, that substantial challenges of a demographic, economic and operational nature were already blowing in our direction as we entered 2020, long before the word 'coronavirus' ever became so familiar.

With this in mind, my thanks must go to The Fed's senior management team for putting in place such robust measures to deal with a broad range of issues.

As we began the new year, we were already dealing with caring

for an ageing population living in their own homes longer than ever before, continued reductions in Local Authority funding and resultant occupancy, and a shortage of qualified nurses to care for an increasing number of residents with complex needs. By no means an exhaustive list, this highlights the level of difficulties we were already facing.

Nothing, however, could have prepared us for the ravages of the virus itself. Despite our pre-emptive decision to lockdown Heathlands Village two full weeks ahead of the government's own announcement, not only did we sadly lose 21 of our beloved residents but were faced with almost a year of continual shielding and lockdowns across the entire community.

We have experienced a surge in cases of loneliness and isolation unlike anything we have seen previously, together with an unparalleled increase in requests for support for a range of mental health issues. As a result, The Fed now supports 1 in 8 Jewish homes across the whole of the community, a stark statistic demonstrating the huge demand for our services.

A huge thank you and debt of gratitude is therefore due to our management teams, the frontline staff, and the entire organisation for what has been a herculean effort in dealing with every aspect of the Covid-19 pandemic. They have been absolutely outstanding, and thanks goes to each and every one of them



Bernie Yaffe

Bernie Yaffe
Chairman

from myself and rest of our Trustees.

As we look ahead to the rest of 2021, our number one priority is to continue protecting the health of our residents and staff, together with the wellbeing of the community. At the time of writing, I'm delighted to tell you that we have vaccinated 100% of our residents and over 85% of staff with the first dose – numbers which are extremely positive when compared to the national average.

However, we cannot be complacent.

Although the government are now starting to progressively relax the rules, we cannot let our guard drop and will continue to operate a comprehensive range of regular testing across the whole organisation to ensure we maintain the highest standards of safety.

I'm hopeful however, that these are all positive steps towards a return to some level of normality where residents can mix more freely - both together and with their families; where they can resume participation in recreational activities; where we see a return to a full schedule of Shul services for both our residents and the wider community – all key elements in increasing the light, heart and spirit within our wonderful Village.

That light has been somewhat dimmed by the events of the last 12 months but has most definitely never been extinguished.

Looking further into the future, The Fed's vision is to continue

to provide support to the entire community, so that people can live life to the full, feeling safe, valued, and cared for.

Whilst these are warm words and benevolent intentions, what does this really mean for our services? What does it mean for the needs of the community? Perhaps most importantly, how can we adapt and shape what we do best to meet those ever-changing needs?

We have seen the growing trend in recent years for people to continue living at home longer. As a direct result, it's clear to me that demand will grow for a broader range of community-based services. These services will need to provide an even greater flexibility and level of options for people to access dependent on their individual needs.

As people become older, retaining a level of independence for as long as possible becomes more important. It is therefore critical that this choice of services becomes available, be it day care, accommodation, access to healthcare provision, catering assistance, personal support – or a combination of all of these.

My desire is to capitalise on the demographic and behavioural changes which we are seeing to provide the community with a life-stage style approach, offering a much broader array of options to people at different ages depending on their personal requirements.

By adopting this model, we would effectively turn the current service

offering on its head, becoming more proactive than reactive, and start to develop our communal facilities around that principle.

The Fed will continue to do what it does best, but in order to cater for this ever-changing landscape, we must be prepared to change the balance of the care we provide, both within Heathlands Village and out in the community.

We also shouldn't be shy of admitting that we can't, and don't, need to be doing everything which may be best done by others. By that same token, however, the community needs to challenge itself to ensure that there is minimum duplication, with an optimisation of our precious communal assets, and greater collaboration to ensure that together we identify and address the true needs of this great community. ■

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The Fed will continue to do what it does best, but in order to cater for this ever-changing landscape, we must be prepared to change.

CALMING *the chaos*

In this issue we focus on the work of our Community Advice and Support Team (CAST) in helping families living in a state of turbulence to navigate their way to calmer seas, and a more hopeful future for children enmeshed in their struggles. We learn how establishing trust is the cornerstone of good social work.

Case-study

(Names and some case details have been changed to protect client privacy)

Michelle is a single mum in her mid 40's with two sons - Lennox aged 19 and ten-year Ryan - a pupil at a Manchester Jewish primary school.

Two years ago, concerns about Ryan's out-of-control behaviour led to his school referring him to The Fed's Community Advice and Support Team (CAST).

Case-worker Zoe explains: "None of the usual classroom strategies worked. Ryan wouldn't accept authority. He was intimidating other children and at risk of exclusion."

It emerged that his parents had separated; he had witnessed domestic abuse in his family and there was a history of repeated house moves. He had known little routine or stability throughout his short life.

Zoe continues, "By the time I made my first home-visit, Lennox - who'd been living with his father - had moved in with Michelle and Ryan and 'taken over the home', pushing Ryan out of his own bedroom and in with Mum. She was in a financial mess having run up a lot of debt. Ryan's contact with his own father

was erratic. Cumulatively it was very unsettling and seemed to be the trigger for his challenging behaviour."

Zoe set to work, helping Michelle to consider solutions to put her financial circumstances in order and assisted her in devising a payment plan.

But no sooner was one issue addressed and another one would crop up.

"This is often the case when you start working with someone who has led a very chaotic life. Everything's in a state of flux. At first, it's as though you're constantly firefighting to help extricate them from the latest scrape they have got into, before you can start to address and work on the root causes of their tumultuous behaviour.

"I had barely a chance to focus on Michelle's long-term issues, when she moved out of Manchester to her boyfriend's house and Ryan went to live at her Mum's. It was hoped he would be better off here with a more structured homelife and not needing to change school. Things in fact got worse."

Michelle's relationship with her boyfriend soon broke down and she presented as homeless at the local housing office and was given a room in a hotel. From here she was offered, and accepted, a council house back in Manchester.

The main thrust of Zoe's work has been to support Michelle in creating order in Ryan's life, to give him the best chance in the future. This has largely involved helping her to understand how to prioritise Ryan's needs and curb her own impulsive, risky behaviour and rash decision-making.

She has also helped Michelle obtain grants for essential white goods and school uniform, apply for universal credit and has arranged for her to receive food packages and support parcels during lockdown:

"Michelle's done great," she says proudly, "and Ryan is so much more settled - his behaviour at school is greatly improved."

Michelle says:

"My parents divorced when I was three. My Dad was cheating on my Mum and kicked us out. Me, my mum and brother went to live with my mum's parents. It was a traditional Jewish home.

"I've been a bit of a wild one. As a young person I'd used drugs and self-harmed.

"I'd be very hot-headed. I'd get into a tizz easily, get pushed over the edge and open my mouth before thinking.

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Zoe has taught me to calm down and be less emotional.

"I've made irrational, stupid choices. Now I feel like a totally different person. Zoe has taught me to calm down and be less emotional.

"The Fed became involved about two years ago when Ryan was causing hassle at school. I'd lost my house and started gambling and got into a lot of debt.

"My older boy Lennox had been

living with his father, but his Dad's mental health wasn't good, and he had to come and live with me and Ryan. Lennox was a very angry boy and he and Ryan were not getting on. Things got to a really bad pitch and I thought at the time it was best for Ryan to go and live with my mum for a bit. That's when he really started kicking off at school.

"School kept calling me in over Ryan and I felt they were against me - trying to find fault with me and seeing me as an outsider. I've often felt like that. When I grew up, I went to a Jewish school, but we were the only single-parent family in the school and on top of that we had no money.

"So, I resented school and I resented them for involving The Fed, though I felt like I needed someone to back me up.

"Zoe's very professional and has this good calm way of coming across. She's really good-natured and talks to me with respect.

"It was much easier having her by my side when I was facing this whole panel of people at Ryan's school.

"She's helped me be more open with the school and realise what they've done is for Ryan's good and that they weren't against me.

"She's my 'go-to person'. She's helped me see that there's a solution to problems but that means sharing them with the right people.

"I wouldn't have asked for help back in the day. I'd have raged and tried to fight my own battles - like when I got in debt through gambling. I didn't want to admit I had a problem and lost my home because of rent arrears.

"Since May, Ryan and I have been in a new two-bed rented house. I'm never going to leave him again. The Fed helped me with the moving costs and getting a new washing-machine

"Ryan's been able to go to school during the pandemic and the teachers say he has been amazing - like a different kid. It makes me feel brilliant - though gutted that I made him go through that.

"I feel I'm finally getting myself

together - and Zoe's the number one person who's helped me - in so many ways. I thank The Fed from the bottom of my heart!

CAST Manager Sara says:

"Michelle's case is not exceptional. We work a lot with chaotic families. But not everyone we support is able to understand their own behaviour and make the positive changes we've seen in Michelle.

"Her case is particularly gratifying as although Ryan was initially referred to us by his school, more recently, when she's hit a rocky patch, she has initiated contact with us. It shows you how far she's come and how she trusts us.

"Some parents are too mentally unwell to be able to take advice on board, or they may have learning difficulties and will always need some form of ongoing support.

"But not only do we have to recognise the limitations of the people we support, but we must also know the limits of our own skills and be able to determine when a client needs to access specialist support, such as from a mental health or educational professional.

"Crucially, having built a trusting relationship with a client, we are in a unique position to open the door to other services, which they might otherwise reject.

"From here, we can work in conjunction with third-party services to support the client in putting into practice the strategies they are taught. We encourage them to 'stick with it'. In this way our involvement boosts the likelihood of a positive outcome."

Cases involving children living in chaotic families are referred to the CAST team from across the religious spectrum of the community, and the underlying causes are

similar whatever the background: domestic abuse, parents with learning difficulties, personality disorders, mental ill-health, addictive behaviour.

For all of them, asking for help can be terrifying. Fear of having one's children removed is top of the list, followed by fear of being judged.

In practice, the removal of children by the Local Authority is rare. It is far more likely that an ongoing support plan will be put in place. But on rare occasions, separation of parent and child may be the best outcome all round and even in line with a parent's wishes.

Sara explains: "We recently supported a lady in the religious community who had several young children. She was unable to do anything for her children. They were neglected and the home was in turmoil. She was deeply depressed and unable to motivate herself to get out of bed - even put cereal in a bowl for them. She was sectioned under the Mental Health Act.

"She acknowledged her inability to look after her children and made →



CAST team-member, Zoe Guerrier, at CAST HQ in Heathlands Village, from where the team support and assist hundreds of individuals and families weekly

private arrangements for their care, recognising that she needed help to deal with the physical and sexual abuse she had suffered as a child.

"Our team's role was to support her through the process of hospital admission, to oversee the plans for her post-discharge, and support in her making the decision which eventually involved her permanently leaving her family and moving out of the community.

"Her case contrasts starkly with many others, where the focus of our work is to keep families intact or prevent an escalation of chaos to the point where the family becomes involved with the Local Authority's children's services.

"Michelle and Ryan came pretty close to Local Authority involvement. That's what makes theirs such a success story".

The Power of Play

Part of the support plan for a family may involve a child's attendance at The Fed's Project Smile Play & Learn group sessions, as in the case of nine-year-old 'Nadia' - a regular attendee of The Fed's Project Smile Play & Learn Sunday Group.

The groups run twice weekly on Fridays and Sundays (subject to pandemic restrictions). They are held in The Fed's purpose-built children's centre which is equipped with a kitchen and dining-area for life skills, meals and crafts, indoor and out-door play areas and a sensory room. The Fed's play-leader and a team of skilled support workers and volunteers run the sessions which offer children with additional needs, or classed as 'in need', opportunities to play, learn, make friends and have new experiences while being looked after in a safe, kosher, supportive, nurturing environment. In normal circumstances, the centre also runs play-days, school holiday play-schemes, community days and a Mums 'n' Tots group.

The groups help children build social skills and confidence and give families a much-needed break from caring responsibilities.

One of four children, her parents

now separated, Nadia lives with her father and two siblings while the youngest child of the family lives with Mum. Nadia and one sibling both have diagnoses of autism.

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We tend to take for granted being able to give our children hot food every day; toys to play with, a warm bed, shoes that fit, clean clothes.

Sara recalls, "When we first met Nadia, she was emaciated. She looked like a little Dickensian street urchin. Your heart goes out and you think. 'Oh, my goodness I need to rescue this child!' but your professional head kicks in and says, 'Right, what can I do? What steps can I take to address this child and this family's needs?'

"We tend to take for granted being able to give our children hot food every day; toys to play with, a warm bed, shoes that fit, clean clothes. People have no idea how some families which we support, like Nadia's, are living. It's just so far removed from their reality and what they expect goes on in the Jewish community.

Nadia's family have been known to The Fed for several years. As with Michelle and Ryan, there was a lot of instability, changes of address and financial struggles. When CAST first became involved they were living in a small, dark, disorganised and cluttered flat. Family life was not helped by the vast difference in the parents' characters.

Zoe explains, "Dad is by nature sociable and active. He'd see to everything outside of the house. By contrast Mum is very insular and lethargic, seldom going out, and suffering from exceptionally low mood. She would just sit in the chair, rarely initiating any involvement with the children.

Neither parent was engaging with services offering appointments for support such as help with obtaining benefits.

Their eldest child's behaviour in school was reported as violent and out-of-control. She continues, "School was saying he was throwing tables around, but the parents maintained that he was fine at home. That, in itself, is a red flag."

An eventual diagnosis of autism triggered a referral to the Local Authority's Children's Services and the involvement of The Fed, which together have given Nadia and all her siblings a better chance in life.

Sara expounds, "We've provided a tremendous amount of support to this family around financial issues - helping them with budgeting, which has been a slow process, providing financial support for school uniforms and a washing machine and helping them access grants from other charities. We helped them to obtain a personal budget for Nadia and a sibling to enable them to attend our children's groups.

Zoe continues, "The parents have divorced and nowadays most of our work is with Dad who is a single parent. Mum simply could not cope with so many children to care for. She has the baby, but the other kids all see her.

"Dad tells us when he feels he is not coping and is very positive and appreciative about our involvement.

"I see a massive difference in all the children. When we first met Nadia, she wouldn't talk to us; she was pale and waif-like with straggly hair. Now she looks like a little 'girly' girl. She has colour in her cheeks; takes pride in her appearance and engages with staff at our children's centre, even instigating conversation. She is so much more confident.

"There is a sense of a much happier family unit.

"I'm dead happy. It's so nice to have been involved a long time with a child and see how well they're doing. You think, you know what? We're doing what's right. We are making a real difference." ■

CENTENARIAN *celebrations*

February gave us a memorable, celebratory, and exciting week at Heathlands Village!

In the space of just a few short days, we celebrated some incredible milestone birthdays, and threw some wonderful (Covid-compliant!) parties. With families joining on Zoom, there was cake, singing, games and much merriment - a testament to the dedication of our staff in making the most of these abnormal times.

Happy birthday to Margaret (103), Lea (103), Estelle (102), Ralph (102), and Sefton, Rosine, and Leila (all 90) - what a celebration they gave us all!

Chief Executive, Mark Cunningham, was effusive with admiration, respect and delight for our birthday celebrants:

"It is a remarkable privilege to celebrate so many significant birthdays at the Village. We have had 102nd, and 103rd celebrations, along with three 90th birthday during the same period - and with more to come.

"Our birthday residents have between them more than 500 years of life experience - half a millennium of knowledge and wisdom. It is simply amazing.

"Many have lived through a century of history like none previously - and probably the likes of which will never be repeated.

"They have seen the vote extended to women; survived through World War II; experienced the power of horses giving way to horsepower; wondered at the development of mankind from building planes of wood to rockets taking us to the moon; the birth of the NHS; and of course the founding of the State of Israel.

"It astounds me to think of the life experience that these wonderful people have had and how different a life they have lived. Each of them deserve our admiration and respect, our love and care.

"It's also good news to reflect on the fact that more and more of us are reaching our 100th birthdays! One of my favourite facts is that the number of centenarians has increased by 85% in the last 15 years; this is exciting and wonderful news, but means that we need to ensure that the care and support that we deliver today is there for our future, too." ■



Fed Friday

A NEW TAKE ON AN OLD FAVOURITE

The pandemic has made inviting guests to a Shabbat meal impossible, so
The Fed's Fundraising team got their thinking caps on to ensure a traditional
Fed Friday in entirely untraditional times...

Each year, February marks the beginning of our Fed Friday month, which brings in critical financial aid to support our crucial work.

This year, with it being impossible to host guests at home, our challenge was to create a Covid-compliant Fed Friday, which would still spark engagement with our loyal and generous donors.

Normally we would ask participants to invite people for Friday night dinner, asking guests to 'Ditch the gift and donate to The Fed instead!' This time around, we asked partner households to donate to our Fed Friday campaign and sponsor Fed Friday Shabbat packs for over 500 community services clients, at £25 per pack. As well as Shabbat items including challah and grape juice, the packs contained essential foodstuffs to ensure clients were well-fed and able to eat without the anxiety of not knowing how they might acquire their next meal.

The money raised will also support the work of our Community Services teams.

More than 600 individual

community support packs were funded, allowing us to support the most vulnerable in the community and help them feel the warmth and care that so many of us take for granted. The generosity of our donors has raised more than £15,000 towards the life-saving work of The Fed's Community Services teams.

Fundraising Manager, Rochelle Broman, said:

"The response we have had to this year's Fed Friday appeal has been overwhelming. After all the work that went into preparing the packs and organising the components, there was such a buzz when the volunteers began to arrive to pick them up for delivery.

"The Fundraising team packed more than 1,000 packs in total, with our volunteers delivering them all to clients across Greater Manchester. The Fed's Volunteer Services team organised all the logistics of it all, and the Porters team moved them all around site, ready for delivery. Add to that the almost 300 donors who supported the campaign - it has been an incredible team effort, showing

the best of The Fed and our community.

"We are so grateful to our primary sponsors, Concerva Chartered Financial Planners and Pan World Brands, as well as the many local businesses who donated food for the packs or gave us items at hugely subsidised costs." ■

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FUNDRAISING

Round up



Lunch is not a Luxury

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*I've not been able to
let my children choose
in many months.
Choice is something
many take for granted.*

When The Fed launched the 'Lunch is not a Luxury' campaign, together with the Herschel Weiss Centre, to provide school meal vouchers for some of the neediest families in the community, we could not have imagined the overwhelming response it would be greeted by.

Picking up the baton from Marcus Rashford but focusing closer to home, our goal of raising £20,000 was met in under 48 hours! The generosity of our community knows no bounds!

Working together with local schools and social support organisations, almost £25,000 of Tesco vouchers were distributed to 423 children and their families across the community, ensuring they would not go hungry over the

winter holidays.

In addition, a special menu guide was created by The Fed's Marketing team, listing five affordable, healthy two-course kosher meals to feed four people for under £20. These were delivered to each family who received the vouchers.

Feedback from families was very emotional:

"I've not been able to let my children choose in many months. Choice is something many take for granted. These vouchers allowed me to give them choice."

"My girls were utterly thrilled. Thank you so much. Since my husband left, we haven't been able to buy Shabbos fruit. This week we are going to be able to get some grapes and maybe even a melon too!!" ■

Bar Mitzvah Boys break a sweat for The Fed!



Two of our youngest fundraisers, Ben Pinkus and Nadav Whelan, both shared similar ideas and challenged themselves to match fitness with fundraising as we rung in the new year.

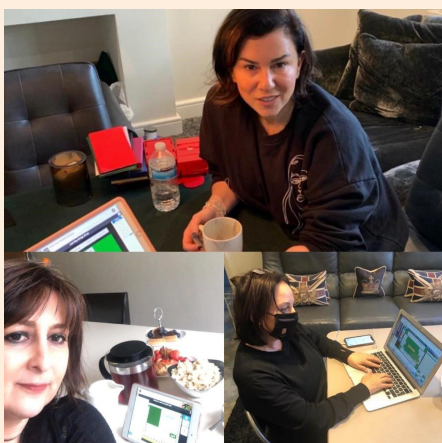
Both participants in this year's Fed Bar and Bat Mitzvah Programme, the boys selected two different methods – Ben cycling four miles every day throughout January, and Nadav walking 5km each day throughout the same period – and the duo raised an incredible collective total of almost £4,500.

Following their trailblazing efforts, three more Bar and Bat Mitzvah superheroes have stepped up to the plate with a challenge of their own: Edward Goldman, Ethan Tzabari and Frankie Goodall have got in on the action with their 'Virtual Bar Mitzvah Run from Manchester to London!'

Running from their own local deli in Hale Barns, all the way to Carmelli's in Golders Green, the three will have clocked up more than 300km in their mammoth effort by the end! Check out The Fed's social media channels for more info! ■



Online Bridge tournament does the trick!



Our annual 'Fiona & The Two Heathers' Bridge Tournament – a Fed tradition going back more than a decade – made a swift transition to an online format, attracting more than 60 competitors and raising over £1,600 in the process. This will sponsor one of Heathlands Village's new visitor pods, majorly improving the quality of residents' visiting since these were recently resumed.

With Covid restrictions forcing the tournament regulars - and newcomers - to stay at home, we were hugely grateful to Adam Wiseberg for coordinating an online tournament edition for 2020!

Tournament-winning partnerships were Linda Sable & Sally Lewis (North/South group) and David Kibel & David Epstein (East/West group) - with Pamela Simons, Gillian Stark and Frances Cann winners of the raffle! ■

TIME FOR *What really matters*



An interview
with Lauren Clyne

As a mum of three, partner at law firm Kuits Solicitors, and governor at King David Primary School, Lauren Clyne treads a busy path between highly-respected professional, committed family woman, and deeply engaged community member.

Here, she tells us about the importance of educating the next generation, the excitement that comes from helping others, and why you'll always find time for things that matter.

"I believe if you expect people to do something for you, you should be prepared to give as well."

It's a refreshing stance on the often-complex nature of the give-and-take experience of communal resources, but one which sits at the heart of Lauren Clyne's worldview.

Growing up "...always being aware of Heathlands Village and the importance of community" thanks, no doubt, to the input of her father, Esmond Edwards, himself a former board member of Heathlands Village, Lauren has seen life present her with many different avenues demanding her attention – but with one constant throughout.

"This community – every community – needs dedicated and committed people for it to thrive. There is so much to do and so many to support – it's simply not enough to sit back and allow others to take the lead. I've always felt that way."

This passion for rolling her own sleeves up and getting involved belies a steely determination that a primary focus of this vital resource – the community itself – should be on attracting the next generation.

"I think there's been a definite disconnect with communal matters from the younger generation," Lauren says.

"Call it apathy or lack of interest – we need to be educating our young adults much earlier and getting them involved.

"Nowadays people are more

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expectant that things will be done for them, but don't seem to accept that you have to give in return."

Inevitably, the specter of Covid-19 enters our conversation, but with one surprising - dare to say even, positive - consequence.

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If we don't look after one another - who will?

"It could well be that the last 12 months have shown just how desperate life is for some of those around us. People have realised that without this idea of 'community' we simply cannot do any of what has been so crucial - be it mental health support, financial advice and assistance, or life-saving social services.

"My hope is that people will begin to come back into the fold when they realise what needs doing. If we don't look after one another - who will?"

Not afraid to tackle a challenge, Lauren is armed with ideas of how to reconnect with what she terms the "lost generation."

"Perhaps we need to reassess our methods. Maybe large fundraising dinners will become a thing of the past; are they going to be necessary in fifteen years? Can a charity reach far more people via social media and other modern engagement tools when attracting a generation which has grown up immersed in these devices?

"By way of example, The Fed's social media channels are fantastic and will cut through to teenagers and young adults so much more than traditional newspapers and adverts ever could."

Whilst Lauren's passion for charity work and volunteering has never dimmed, her own charitable focus has changed throughout her life

- something which she believes is perfectly natural.

"I think it really depends on the point you are at in your own life. Once I had children, organisations and charities who focus on childhood issue became a real passion for me, whether it was children who had less than my own, or children with terrible illnesses.

"Another unshakeable passion is Israel. My grandparents came to this country with absolutely nothing. That sense of identity is so important to me and is something I instill in my own children.

"Everyone has something that makes them tick. The trick is to tap into what that is."

A common response to an invitation to engage in supporting charities is "I don't have time." For Lauren, this simply doesn't wash.

"You will always find time to do something that you feel is of value.

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There is a warm glow that you get from being involved in your community that can't be replicated anywhere else.

"I believe that we all have a social responsibility, and, what's more, young people should be aware that voluntary work and supporting the charitable sector is viewed so highly by employers. You pick up new skills and develop enormously as a person through meeting new people from very different walks of life.

"As an added bonus, there is a warm glow that you get from being involved in your community that can't be replicated anywhere else.

"And it can be so easy! There's always a family who needs children's toys that your family has grown out of; a baby who needs changing supplies that you have no need for - you can do it without thinking!

"Once you find out what you can do for others, there is an excitement and fulfillment that grows and grows."

The biggest challenge in all of this?

"Getting people through the door in the first place," Lauren responds decisively.

"Actually putting the severity of need in front of people's eyes for them to see what we are doing.

"This applies to myself and my relationship with The Fed, as well. Growing up, I was always aware of Heathlands Village but it wasn't until the merger in 2009 with The Fed itself that I began to understand that the organisation serves the entire community.

"How many care homes have a dedicated Children's Centre on site! That alone demonstrates the breadth of the services available under one roof.

"The Fed is utterly invaluable - there is no other word for it - but even this incredible organisation needs to shout louder about what it does. Other charities might have the same incredible level of PR as The Fed, but because they only focus on one service, it cuts through more clearly.

"The Fed offers an almost impossible, unbelievable variety of support, and people need to constantly be aware of that.

"Our challenges as we move to the future are going to be increasing our education of our younger generations in ways that are appealing to them, and getting across that idea early on that a community is only as valuable as what we put into it."

A strand of The Fed's work which →



DONATE



uniquely binds three generations of Lauren's family is the My Voice project – publishing the entire life-stories of Holocaust survivors and refugees.

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The Fed is utterly invaluable – there is no other word for it.

“My grandma, Ruth Edwards, has been the subject of one of the My Voice books. To repeat a word I have already used, the project is simply invaluable. Without these stories, what will be left for us to show the future?

“I sat with my kids and together we read my grandma's book; it came at a very special time in our lives as my daughter had just started reading the diary of Anne Frank, whilst my son – who is now 15 – had just celebrated his Bar Mitzvah, twinned with a little boy who was killed during the Holocaust before he could celebrate his own.

“In a breathtaking turn of events, after receiving the name and some very basic details of this little boy, we tracked down his nephew in America, the young boy's father having survived the war and emigrated – and who ultimately sent my son a present for his own Bar Mitzvah.”

This story exemplifies the reach and unknown positive consequences that charity and volunteering can have. A global reach, a chain passing through generations of Jewish history, all resulting from the Yad Vashem Bar Mitzvah twinning program, linking a Bar Mitzvah boy in the UK with an octogenarian in America.

“The Fed truly is a cradle to

grave organisation,” Lauren continues.

“Socially, economically, physically, or spiritually – it doesn't matter what you need or where along the spectrum of the community's wealth and religious observance you fall – it is there for everyone. The Fed doesn't discriminate or judge.

“If you need it – they are there.”

A participant in The Fed's Philanthropy and Leadership programme, launched in 2020, Lauren has enjoyed the insights provided by a variety of leading experts in distinct fields.

“It has been so interesting to hear from different people, all at different stages of their lives, and all with different goals – but with one uniting factor of doing as much as they can to help others.

“Having achieved enormous success in their own professions, they have not rested on their laurels and simply enjoyed their accomplishments. They have a drive and passion to help others, something they instill in their staff as well – a constant desire to give back to others.

“That this programme has been created by The Fed is simply so fitting.” ■

“

It doesn't matter what you need or where along the spectrum of the community's wealth and religious observance you fall – it is there for everyone. The Fed doesn't discriminate or judge.

DONATE



DONATE



Want to join
The Fed's
Philanthropy
and Leadership
Programme?

Drop Raphi Bloom, Director of Fundraising and Marketing a line. You can email him at raphi.bloom@thefed.org.uk or call him on **0161 772 4789**. You can find out more with no pressure to commit.



DONATE



village return

IS FAMILIAR TERRITORY FOR CHRIS

For staff at Heathlands Village, relaxing during precious free time takes many forms. From holidaying to hiking, and from singing to sleeping, our colleagues have exciting and varied methods for relaxing and switching off from the regular pressures of work.

For Chris Herdson, Hospitality Supervisor at Heathlands Village, however, 'downtime' can sometimes mean something altogether different.

"Since I was at school, I've always wanted to be in the army," he says, "but I decided instead to go to college and train to be a chef.

"While I was studying, the army visited my college for a recruitment day, and I said I was interested in joining the Territorial Army.

“

I've just returned back home from a nine-month tour of duty. I left right before the pandemic.

"Whilst it primarily involves a short period on active service each year, I've just returned back home from a nine-month tour of duty. I left right before the pandemic, and picked up again late last year back at Heathlands Village."

The Territorial Army – commonly known as the TA – works alongside its regular counterpart, and its numbers are made up of men and women whose responsibilities and

duties go far beyond their official title of 'volunteer.'

"Officially, we always have to be operationally ready," Chris explains, "and so we do a lot of training and exercises with the regular army. The TA is a part-time role – you put in what you can – but you have to do a minimum of 28 days each year, and a two-week annual camp.

"Depending on work and family commitments, I try to do around 50 days every year."

Joining The Fed a decade ago, Chris began as a Kitchen Assistant before quickly moving up through the ranks. After a few months working in the kitchens, he switched over to the Hospitality Team and within a few years was promoted to Hospitality Supervisor.

Before joining the organisation, Chris had accumulated a wide range of experience across the Hospitality sector.

"I've worked in restaurants, pubs – and, in fact, other care homes too – as well as at prestigious venues such as the Radisson Hotel in Manchester, and the Royal Ascot Race Course.

As the Village's Hospitality Supervisor, Chris is responsible for the operations of the Hospitality team at Heathlands Village, and ensuring that all dining areas across the site are staffed and maintained daily to the high standards the organisation has come to expect.

"I want to ensure that residents

are getting the best service possible, and the best choice possible," Chris explains.

"I check all of our food-service and hospitality areas and units across the Village, and make sure that both the Hospitality staff and myself are absolutely clear on what our duties and responsibilities for the day are.



"Alongside this, I also complete daily legal documentation relating to our Hospitality services, manage the Coffee Shop, and liaise with any external organisations regarding hospitality events we are hosting."

With the effects of Covid-19 ravaging the hospitality sector, The Fed has been no different to countless other business around the world.

"Since returning to Manchester, although much of my job is the →

same as it was before, not having all the events that we used to host has been strange. We were all so used to this being a part of our regular working life – I am so looking forward to when we can start doing this again and having our Coffee Shop back to its thriving, bustling self.

The site is so much quieter than before, which we all find strange.”

“

I am so looking forward to ... having our Coffee Shop back to its thriving, bustling self.

With a role that takes him to all corners of the Village, Chris is one of the most familiar faces to residents around site.

“During mealtimes, I go round checking food presentation and standards. I am the point person for any concerns or issues that arise – and interact with residents daily on my rounds.

“Each day usually brings up its own challenges or issues – which is why I love my job.”

Compared to most of his colleagues who might be found curled up with a good book or a glass of wine, Chris describes his time with the TA as ‘relaxing’!

“I like to be told what to do – it means I can focus on the job at hand and get on with it. That’s why I find my service quite relaxing.

“For years, my superiors have been trying to get me to undergo a Fire Team Commanders course, but it has never interested me. I manage people five days a week at Heathlands Village and so I don’t want the responsibility of managing people when I go away with the TA.

“However, on my most recent assignment, I actually did do the Fire Teams course. It was the hardest course I’ve ever done – but I passed!

“I’m currently a Fusilier – basically a Private – but with passing the course I’m waiting for a promotion to Lance Corporal*.” ■

*Since this article was first drafted, Chris has indeed received his promotion and is now Lance Corporal Herdson – congratulations on a well-deserved and prestigious appointment!

Reg ch no: 1117126

THE

F

WORD

SAVE THE DATE

THE FED'S ON TV

Tune in to 'The F Word', our unique 30-minute national television appeal, featuring the film premiere of a specially commissioned piece for The Fed by Tony Walsh - the Manchester Poet who defined a city with the "poem that inspired the world." *Forever Manchester.*

SUNDAY 9 MAY 2021

8.30pm

Sponsored by

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Caring for our Community

M'LEV EL LEV | heart to heart | מלב אל לב

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Following the Government's announcement in mid-February that care homes across the country will be able to open their doors to specially nominated visitors from early March, relatives of Heathlands Village's residents and tenants are delighted at the prospect of soon being able to hold their loved ones' hands.

Andrea Donner, whose mother Marlene has been a resident of the home's Wolfson household since March 2019, said,

"I know it will do Mum a lot of good - which is my main concern. For her to have my physical presence, unimpeded by any screens, will just make her feel more loved and secure."

In recent months visits have been limited to seven special visiting spots around our home's buildings - four indoor 'pods' and three outdoor shelters - with a potential of up to 30 visits a day being coordinated by Josh Thomas, our Operations Coordinator.

"Coordinating the visits takes up about 50% of my working day," explains Josh, who also helps supervise the home's hospitality service.

The pods, set up with intercom systems, are separated by a floor to ceiling glass screen, with visitors and

Villagers entering from different sides.

Relative Sharon Hood had been 'visiting' her mum regularly via Facebook portal but was very keen to 'see her properly': "It was very emotional when we had our first pod visit but really lovely, and she was teasing me about my bright red tights!"

Karen Sonenberg and her sister Bev Doyle have been enjoying several video visits with their Aunt Joyce, facilitated by the home's activity team, on one of two giant 42-inch touchscreen tablets. Housed on wheels, these can easily be moved to people's rooms or quiet sitting areas.

The screens were donated by Menorah Zion Lodge, East Lancashire Masonic Charity and the Masonic Charity Foundation.

"It's great seeing our aunt remotely and in the pods. Opening up the home to visitors, as long as this is safe, is tremendous," said Karen.

Activity Coordinator, Elaine Connolly, added: "The screens are amazing! With such a big screen, residents can see their relatives very clearly. The calls seem to be more enjoyable than on handheld devices and tend to last longer because both sides are much more engaged."

The move from screens and

pods to in-person visits will clearly be transformational but Chief Executive, Mark Cunningham, reacted to the government's announcement of care home rule relaxation with a note of caution:

"We are delighted to have been given the green light to facilitate in-person visiting. In terms of our residents' wellbeing this is the best news so far and a great addition to the systems we currently have in place for pod and remote visiting. Those will continue even as we introduce face-to-face visits. But there are some caveats, and we don't want to rush things.

"Our advice to relatives is very clear - we want to postpone the start of in-person visits by a further couple of weeks still, to allow time for our residents to receive their second jab, and for their boosted immunity to kick in.

"I really want people to think to themselves 'I've waited a year. It's worth another couple of weeks to get it absolutely right - and do everything possible to minimise the risk. I know if it was my mum I'd want to wait."

Karen and Bev both strongly endorse Mark's views saying, "We would much rather wait just a little bit longer to ensure everybody is as well protected as possible." ■

THANK YOU *for the music*

In 2015 a partnership project with the UK's largest independent music therapy charity, Nordoff Robbins, introduced a new aspect to dementia care for Heathlands Villagers. This focuses on our most 'hard to reach' residents – those so severely affected by dementia that they struggle with a basic human characteristic - the ability to connect with others, particularly through verbal communication.

Music therapist and Head of Music Services (Delivery) for Nordoff Robbins, David Robinson, with his keyboard, sheet-music and bag of percussion instruments, has been a familiar face around Heathlands

Village since the project's inception. His work - funded from The Fed's side by private donations - brings him to our home for individual and group sessions, which during the pandemic have almost exclusively taken place via Zoom.

David's passion for his work is contagious. He combines a depth of professional understanding with sincerity and immense warmth. He explains the theory behind his work:

"Music is a universal human means of communication that transcends language and memory. Music therapy helps locate and draw out the healthy part of the person, enabling them to connect with others and

maintain, or even develop, social skills that fade with the progression of their illness.

"And as people with dementia lose their autonomy, increasingly they must rely on others to take charge and do things for them. Music therapy sessions allow them to be back in control.

"For approximately 20% of people receiving music therapy the benefits are 'in the moment'. A light briefly shines. For another 60% there are longer-lasting positive effects on mood and behaviour, and for a further 20% there is a sustained positive effect which affects other areas of their life."

David frequently films his sessions to allow him to reflect on 'what worked and what didn't' for a particular person and to tailor his next session accordingly. He also shares video footage with relatives who gain much solace from seeing loved ones who are often withdrawn and uncommunicative, 'come alive'.

"Music can enable a very quick connection, though at first I have to 'feel my way' and try out different styles or different eras of music to see what stirs an awakening.

"Music therapy is always best when you involve other people in the resident's life – at Heathlands I collaborate with the Care and Activity teams, sharing with them if a particular song or type of music is significant for a person, so that they can use it as a catalyst for relating to them.

"Sometimes the 'way in' is via a repetitive movement or sound which a person tends to make. I



David Robinson

Music therapist and Head of Music Services (Delivery)
for Nordoff Robbins



Internationally acclaimed rock singer, Lisa Stansfield, visited Heathlands Village in 2018 as part of Nordoff Robbins' 'Get Loud' campaign, and joined in a therapy session with David and a resident.

may incorporate their sounds or movements into the music or sing a song to their rhythm or speed, communicating to them that 'I hear you'. This often results in a there and back musical 'conversation'. I share what I find with Heathlands staff, so they can adopt similar techniques in their everyday contact with a resident."

Group sessions in the home's lounge areas, with three to 10 residents at a time, have slightly different goals. They too help to improve communication and reduce social isolation, but they also help residents connect with each other as well as the music therapist and staff members. They have the chance to feel 'part of something larger' and can also enjoy having the spotlight trained on them. If David identifies that a particular resident in the room is starting to respond to his singing and music, he will attune himself to them and encourage them to sing along, drawing the group's attention to them. He often witnesses their evident pride in a beaming smile as their contribution is celebrated. It is all too easy to forget how anonymous people can feel, even surrounded by others.

David describes his greatest sense of achievement coming from when

"I crouch down next to someone who is very turned in on themselves, and sing initially to them, and suddenly they take a big breath and sing a single phrase, and then another big breath and the whole song pours out as we make music together.

"Or when I provide comfort to people's families. One resident was often highly distressed, but I was able to show her daughter-in-law footage of her in a very peaceful state, quietly singing, 'Some

Enchanted Evening'.

"Another lady was a former opera singer. As her health declined, she was less and less able to sing, but even in her final days I played her music that I knew she loved. This meant a huge amount to her daughter as she sat by her bedside

"On another occasion I was playing certain familiar melodies to another resident approaching the very end of her life. She began to tap her fingers on her knee. I reflected →

Case Study

98-year-old Mona* has advanced dementia. She sleeps much of the day and has long since lost the ability to converse.

Mona is dozing in an armchair – a strange sort of song is being sung to her: "Mo, Mo, Mo . . . Mo, Mo, Mo . . . Mo, Mo, Mo – MO!" sounding the first syllable of her name repeatedly, changing key, tempo, rhythm and volume, sometimes a gentle tone, sometimes insistent, patiently offering 'a hook' – an invitation to engage.

Quite suddenly, she rouses and turns towards David, sitting close by her at his keyboard. She smiles and laughs: "Oh!" she says, signifying happy surprise and

recognition.

David's song continues, using her full name he greets her back into the world: "Hello Mona! Hello Mona! ... Hellooooooooo!" – his voice deep and resonant, looking directly at her and smiling warmly all the while, playing an improvised accompaniment with one hand, whilst the other taps the beat lightly on the back of her hand. Drawn in, Mona "la la la's" her own song and David follows her lead, adapting his playing and voice to her tune.

This combination of touch, facial expression, music and the human voice is used by therapists to 'bring the person into music'.

After the session, care staff noted that Mona was much more alert.



Case Study

Linda* moved into Heathlands at the age of about 70. This once highly communicative and affectionate lady, who loved dancing virtually stopped speaking, making eye-contact and being able to feed herself.

Her heart-broken care staff tried everything to get her to re-engage with them - art therapy, doll therapy and playing her music. They saw a glimmer of hope when she was taken to weekly dance nights: she would start to tap her feet. But back home in the lounge of her household, when staff played music for her, they could not replicate the same response.

Music therapy had a powerful effect, however. By her third session, David found the key which opened the door to allow Linda to re-enter the world around her.

She began to say a few words like “yes” and “no” and to look people in the eye again. A highly emotional moment occurred when one day her son was feeding her and talking to her and she suddenly lifted her face up to him.

Staff reported that she also started to reach out to them for a hug or to have her hand held and, when being taken a walk, would stop and look at things her curiosity reignited.

*Residents' names have been changed to protect their privacy.

the rhythm back to her through my playing and her tapping became more intentional. We went back and forth with me following her lead. Later I shared video footage of this musical ‘conversation’ with her family. They took this as evidence that when they were with her in her last days, she could hear them and process what they said. They were really comforted by this.”

“

They took this as evidence that when they were with her in her last days, she could hear them and process what they said.

For most of us, the pandemic has tested our creativity and forced us to reimagine our methods of working and doing business. The delivery of many of The Fed’s services both throughout the community and at Heathlands Village have similarly required some reinvention. Mona and Linda’s stories illustrate David’s work in a Covid-free world. Needless to say, the past year has seen a very different type of service – relying on video calls to make musical connections – using a large wall screen and a hand-held tablet used by staff to ‘take David around the room’ to engage individual residents.

This winter, in an innovative and uplifting project for all involved, David worked closely with Heathlands Village’s activity team to include many residents and staff in creating an online ‘virtual choir’ to celebrate Chanukah. A video of their inspiring performance was posted on The Fed’s Facebook page and

has been viewed over 5,000 times!

As we put the finishing touches to this issue, with the second round of vaccinations for residents and staff scheduled for 18 March, and lateral flow testing introduced, David has been able to resume his visits to our home in person.

As yet, he cannot carry out one-to-one close-up sessions but group therapy in larger lounge spaces, with better air circulation, are up and running. There has been a return to business, but still ‘not-quite-as-usual’.

David explains, “Wearing a mask and visor admittedly does inhibit my singing somewhat! And I can’t project my voice as much as I would normally do for obvious reasons - but it’s the beginning of a return to normal and infinitely better than working through Zoom and just being a face on a screen.

The level of engagement is immensely improved by me merely being physically in the room with the activity team acting as my hands and feet and backing-singers if you will! If I notice that someone is starting to respond, I will direct staff over to that person and they will form a bridge between me and the resident.

It’s working. It’s not ideal, but it is working! Things can only get better!” ■

Nordoff Robbins is the largest independent music therapy charity in the UK, dedicated to enriching the lives of people affected by life limiting illness, isolation or disability. The charity supports thousands of people through its own centres and by working in partnership with organisations including care homes, schools and hospitals. www.nordoff-robbins.org.uk

MYRA'S Masterpieces



Myra's artwork on display in the Village

Among the many activities to bust the boredom of lockdown, one Heathlands Village resident has revealed an incredible talent.

Myra Cohen, a resident of the Village's Hamburger household, has revealed some fantastic original artwork of some of her favourite actresses from the 1940s and 1950s.

Spotted by Shift Leader Lynda Palmer, it was quickly decided that the pieces were simply too good not to display publicly – meaning Myra's work is now featured on the walls of the Village, for "...other people to enjoy my work, too!"

"I've always enjoyed art, ever since I was at school," said Myra.

"I was a keen film magazine collector when I was younger, and collected anything to do with films. I used to love the photos in the magazines and wanted to draw them.

"At the age of eight, one of my teachers saw a drawing I had done, and encouraged me to do some more."

Shift Leader, Lynda, explains how the find came about.

"Myra has her original drawings in her room, in a file for safekeeping – and so no one has ever seen them.

"When I saw them, I took photos of them, had them blown up to different sizes and gave them to Myra as a gift."

Myra's talent runs in the family, as she explains:

"My dad was also artistic; my elder sister studied art in college and I used to admire the way she did her drawings. She sold some of her oil paintings when she got older.

"I never thought they would be so popular... it was just something I enjoyed doing!" ■



“

*I never thought they
would be so popular
... it was just
something I enjoyed
doing!*

HOW A PHONECALL *makes all the difference*

The role of our volunteers has been turned on its head due to Covid. From pausing regular volunteering activities to taking up new responsibilities altogether, our service provision in the community has been bolstered by our wonderful army of volunteers. Here, we hear from one such dedicated individual - Susan Matus - on how the pandemic has affected her role with The Fed.

1. What is your current position at The Fed?

A volunteer

2. How did your involvement as a volunteer with The Fed begin?

When I retired, I wanted to do some volunteer work - and what better organisation is there to volunteer with?

3. Prior to Covid-19, what were your main volunteering roles and responsibilities?

I was involved with organising the monthly Thursday Coffee Stop at Maccabi. I phoned all the clients to invite them, which was a really nice full day's job speaking to more than 50 clients. What is lovely is that even if they could not attend the Coffee Stop it gave them a nice

friendly call from The Fed. On the day of the Coffee Stop, I helped with the afternoon tea - but more importantly got to chat with many of the clients. This would sometimes highlight problems that they were struggling with in day to day to life, information I could then pass back to the Volunteer Services team. Through this simple act of friendship and conversation, we could make a difference to Fed clients.

4. With the onset of the pandemic, we know that many of our volunteers saw their work with The Fed come to a halt. How was your volunteering impacted, and what are your duties now?

Well... no more Coffee Stops! I was given a list of 17 clients who I now phone every Monday. This call is firstly to see if they need a volunteer to go shopping for them that week, but also means that those 17 clients are getting a weekly call - in some cases the only call they may receive. I have forged a wonderful relationship with my clients over the last year - they now all recognise my voice and are



expecting my call. As many of these people have not been out of their homes for 12 months this call has been vital. I send a full report back to the Volunteer Services team who then deal so brilliantly with any problems.

5. Before becoming a volunteer, what did you know of The Fed and Heathlands Village?

My mother lived in Eventhall House for many years, and so my relationship with the organisation goes back many years.

6. Favourite holiday destination (for the future!)

Mallorca - hopefully in July where we plan to have our daughter's



Susan Matus (second right) with a group of Fed volunteers at one of the final Coffee Stops held in north Manchester before the Covid-19 pandemic.

wedding - only one year later than planned!

7. Favourite film or TV show?

Strictly Come Dancing

8. What are your hobbies/what do you do in your spare time?

Pilates, Walking, Bridge.

9. Describe The Fed in less than 30 words

I don't need 30 words. Two will do – A LIFELINE!

“

I don't need 30 words. Two will do – A LIFELINE!

10. Why is The Fed important to you?

As all volunteers know, we get so much out of volunteering ourselves. It is definitely a two-way process. We receive ourselves, and we make a difference to so many lives. ■

Thinking of Volunteering?

Why not drop our Volunteer Recruitment and Training Officer, Dalia Kaufman a line? You can email her at dalia.kaufman@thefed.org.uk or call her on **0161 772 4800** You can find out more with no pressure to commit until you are ready.

VALIANT FED *valentine*

Our staff have gone above and beyond over the last 12 months – something you've heard us say time and time again.

As a small thank you to each and every one, Chief Executive Mark Cunningham decided that February 14th was a perfect occasion to present all of our teams (in a Covid-secure manner) with a special Fed thank-you package.

Each of our 350+ members of staff deserve daily thanks – but this was too good an opportunity to miss out especially!

A huge thank you to Burton's Biscuits and Swizzels for supporting us. ■

M'LEV EL LEV | heart to heart | מלב אל לב



At any time, over 1,800 people of all ages benefit directly, and 3,600 indirectly, from The Fed's social care and community services - whether living at Heathlands Village or in their own homes - equivalent to 1 in 8 Jewish households across Greater Manchester.

Our 350+ social workers, support workers, case workers, nurses, social care workers, coordinators and behind-the-scenes staff, together with over 550 volunteers, provide care, advice and support through a range of projects and departments:

Carers' Support Services | Community Advice and Support Team (CAST) | Day Care | Dementia Care | Drop In Mental Health Services | End-of-life Care | Moorview Supported Independent Living | Mums 'n' Tots Sessions | My Voice Project | Nursing Care | Project Smile Play and Learn Service | The Purple Café (Community Café) | Residential Care | Volunteer Support Services

Together these make up one fantastic charity which is not replicated anywhere else in the UK.

Our Benefactors

donate £25,000 or more per annum

Our Gold Patrons

donate £10,000 or more per annum

Our Silver Patrons

donate £7,500 or more per annum

Our Bronze Patrons

donate £5,000 or more per annum

Friends of The Fed

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