

AINA CASE STUDY

FAIRER, STRONGER AND MORE ACTIVE COMMUNITIES

Sobriety Project, Goole



Founded as a school project in 1973 to introduce young people to the skills and way of life of the 'port in green fields' (Goole), *Sobriety* takes its name from a 100 year old Humber Keel. During the last 10 years the project has replicated itself in Rotherham, Thorne, Selby and York.

Project headquarters are the accredited and award winning Yorkshire Waterways Museum, a popular visitor attraction and a land base for using the waterways to combat the effects of social exclusion. The aim is to inspire volunteers and beneficiaries to embrace the common purpose of making the Museum a better place for visitors.

By working together to look after customers, young people get the skills to manage their own futures. The diversity of users and activities helps the project deliver outcomes and results for organisations with no waterways connection. The current priority is to help public bodies in the region deliver public service targets relating to :

- Young people excluded from school and/or at risk of offending - 60 per year, with a length of stay of 3 months.
- People leaving prison - 40 per year : length of stay 4 months :
- Previously housebound women getting into the labour market -10 per year:
- Reducing carbon footprint through local food and renewable energy.

Partners and funders include East Riding Youth Offending Team, Yorkshire Forward, Doncaster Neighbourhood Renewal, Wakefield Primary Care Trust, Coalfields Regeneration Trust, Coast Wolds Wetlands and Waterways Leader partnership and the Museums Libraries and Archives Council.

With an annual turnover of £500,000 from 30 sources and £100,000 income from the museum café, catering, conferences, floating gallery, gift shop, accredited courses and boat trips, *Sobriety* employs 15 full and part time staff to achieve its business objectives.

More information is available at www.waterwaysmuseum.org.uk