

Humane Touch developing ways to become sustainable

Humane Touch is a social enterprise in its infancy but, thanks to the support of the Aim Higher Scheme, they have been able to try something new without too much financial risk - giving them a major leap forwards towards generating a future income.

Company Name: Humane Touch
Contact Name: Debbie Knowles
Website: www.humanetouch.org.uk



Humane Touch is new social enterprise which became involved in the Aim Higher Scheme to look at ways to develop and grow the enterprise to generate future income and enabling the charity to become more sustainable.

Humane Touch is a social enterprise that provides a holistic counselling approach, complementary therapies and products for vulnerable individuals, suffering from drug and alcohol, cancer and other emotional and physical health problems. Humane Touch gives the general public and workforce staff access to preventative therapies.



The Aim Higher Scheme, run by the Regeneration Shared Service, links talented university undergraduate students with local employers to undertake structured business projects. The scheme is funded through the European Regional Development Fund and therefore the costs to the employer are kept to a minimum.

The company recruited Alice Wright in the summer of 2013 to carry out an 8-week placement between July and September looking at a business development project. Alice is a third year studying BSc in Forensic Science. The objective was to look at ways to develop and grow the enterprise to generate future income. This included:

- Finding innovative ways to promote and market the sale of the holistic therapies and the range of Chrystal products on offer.
- Creating a stock-taking system.
- Organising a promotional portfolio of products.
- Supporting the generation of new business.
- Creating a web-based shop.

Debbie felt that the benefits to the business have been numerous: the new eBay shop was set up; the systems have been put in place to monitor the stock control; the project has raised the profile of Humane Touch, allowed them to generate additional income and reach a wider audience as well as giving the business another media to advertise.

Debbie commented that: 'It's given us an opportunity to dip our toe in the water to try something else, without too much financial risk, which could provide us with additional income. It's been a great opportunity and we've put an idea into functional practice which we wouldn't have had time to do otherwise. It's been so successful it's even started generating an income and given an opportunity for our volunteers to take it forward now that the bulk and the background of work has been done. Thanks to the Aim Higher Scheme this project is now off the ground and being able to do this project has given us a kick start.'

Alice also benefited from taking part in the scheme. She has increased her confidence, improved her personal development skills and it has also opened her eyes to the other opportunities available to her. She felt that the main benefits had been the work experience on her CV and putting her skills into practice.

If you are interested in finding out more information about the Aim Higher Scheme or would like to become involved then please [view our online brochure](#) or contact us on 01623 463165.

