



THE  
BEEHIVE



# CELEBRATING OUR YEAR

— APRIL 21/22

*creating space to thrive - creating space to thrive -*



hello

**Hello,**

**Thank you for opening our little book of celebrations from the past year.**

**At The Beehive, we love to celebrate stories & achievements. They inspire, encourage & help us to keep going, so we hope this does the same for you.**

**Enjoy our story so far & thank you so much for supporting us. Whether you've been there since the beginning, or have just joined our Beehive Family, we think you're important & we're so happy to have you with us.**

*With love,*

**The Beehive Core Team**

**x**

# WHAT'S INSIDE?

## OUR STORY

(...so far...)

## CELEBRATING APRIL '21-'22

(...timeline of achievements...)

## A LOT OF FUN DATA

(...impact from the year...)

## GET INVOLVED

(...be part of our story...)

## PEOPLE TO THANK

1.

2-3.

4-5.

6.

7.

# OUR STORY

The Beehive began in October 2017 as a one month pop-up shop in Ashford's town centre. The idea was that we were to be a café & a second-hand women's clothing boutique with a difference. As well as being open to the public, we wanted to give away clothing to women who couldn't afford them.

After a successful pop-up, it was clear that there was a need in our town for us to continue. In November 2018, we got the keys to our first permanent shop - the rest is history.

From the very beginning the heart of The Beehive has been a place steeped in dignity; where clients & customers are given the same shopping experience & no-one knows who is paying for their clothes & who is getting them for free.

We are known within the town as a safe space where people can get help, love, high quality clothes & great coffee.

We are loving every minute of our Beehive story.

There is so much we could tell you about our shop, but why don't you find out for yourself?

Follow us on Social Media, head to our website, or pop in one day! We'd love to see you.



[www.beehiveashford.com](http://www.beehiveashford.com)



@BeehiveAshford



@BeehiveAshford

1-3  
North Street  
Ashford, TN24 8JN

# CELEBRATING

12TH APRIL 2021

OPENED IN OUR NEW **SHOP**  
1-3 NORTH STREET  
12|04|2021

HUB REOPENED  
FOR WORKSHOPS  
30|06|2021

LAUNCHED  
GIFT CARDS  
21|05|2021

LAUNCHED  
BEEHIVE  
**MEMBERSHIP**  
16|07|2021



NOMINATED FOR  
A MUDDY STILETTO  
AWARD  
16|06|2021

RE-OPENED **CAFE**  
TO SIT IN  
(COVID RESTRICTIONS LIFTED)  
17|05|2021

FINALISTS FOR  
A MUDDY STILETTO  
AWARD  
06|07|2021

# APRIL '21 - '22

## 12TH APRIL 2022

**EMPLOYED  
2 KICKSTART  
EMPLOYEES**  
04|10|2021 / 20|10|2021

**AWARDED A GRANT  
TO KEEP EMPLOYING  
OUR DEVELOPMENT  
COACH**  
24|12|2021

**2 INTERNS  
STARTED LEARNING**  
24|11|2021

*Sept*

*October*

*November*

*December*

*February*

*April*

**LAUNCHED  
EBAY**  
13|09|2021

**FIRST MEMBERS'  
SHOPPING EVENT**  
26|11|2021

**SHORTLISTED FOR SIMPLE  
THINGS NEIGHBOURHOOD  
AWARD**  
18|11|2021

**SHORTLISTED FOR UK  
ENTERPRISE AWARD**  
25|02|2022

# A LOT OF

**51** volunteers  
**6** Duke of Edinburgh  
Volunteer Students

**6** volunteers  
into meaningful  
paid employment  
after volunteering with us

**3** employees  
**2** Kickstart  
Employees

**2** INTERNS

OUR AMAZING  
*Team*

**102** REFERRALS  
Value of clothes given away  
to women in Ashford  
**£1,557**

MAKING WOMEN FEEL BEAUTIFUL, VALUED & THAT THEY MATTER

**1,748**

FACEBOOK FOLLOWERS  
**204 NEW  
FOLLOWERS**

34,932 REACH ACROSS FACEBOOK



@BeehiveAshford

**1,232**

INSTAGRAM FOLLOWERS  
**182 NEW  
FOLLOWERS**

21,825 REACH ACROSS INSTAGRAM



# FUN DATA

**CAFE** 2,687  
COFFEES SOLD

12  
SEASONAL  
DRINK SPECIALS

867  
TEAS SOLD

**CAFE** 1,396  
CAKES & TREATS SOLD

465  
ICED DRINKS

539  
HOT CHOCOLATES

153  
COFFEE CLUBS  
PEOPLE AT COFFEE CLUB

6  
WORKSHOPS  
IN OUR BEEHIVE HUB

1  
PUBLIC SPEAKING  
COURSE  
COMPLETED  
3 PEOPLE PASSED

19  
EVENTS  
HOSTED

3  
COLLABS  
WITH  
OUTSIDE  
ORGANISATIONS

**SHOP** 15,132  
ITEMS SOLD IN-STORE

300  
PIECES OF  
MERCH  
SOLD

7  
WINDOW  
CHANGES

**SHOP** £532.24  
GIFT AID

122  
MEMBERS

130  
ITEMS SOLD  
ON EBAY

# GET INVOLVED

## Volunteer

If you live in or around Ashford & would like to volunteer with us, we'd love to have you. Whether you're looking for work & need a confidence boost, learn new skills, work on your CV, OR you just have spare time you'd like to give, we'd love to hear from you.

Drop us an email at [hello@beehiveashford.com](mailto:hello@beehiveashford.com) or scan the QR code to go straight to the application form!



## Refer

Know someone near us who needs some extra support & TLC? You can refer them to us! Whoever you are, if you think someone needs our help we're happy to give it!

Email our Support Worker at: [beehivereferrals@pneumachurch.uk](mailto:beehivereferrals@pneumachurch.uk) She'll take it from there.

(Please ask their permission before referring them for an appointment.)

## Donate & Shop

If you're not local to us, so can't pop in to shop, but you'd still like to support us in some way... You can shop in our Ebay store: [www.ebay.co.uk/usr/beehiveashford](http://www.ebay.co.uk/usr/beehiveashford)

OR you can donate financially on our website: [www.beehiveashford.com/donations](http://www.beehiveashford.com/donations)

If you live locally & would like to donate good quality women's clothing, we'd love that too! Get in touch to find out more.

## Hubs

We have workshops, courses & events popping up across the year.

Keep an eye on our social media or check out our calendar at: [www.beehiveashford.com/calendar](http://www.beehiveashford.com/calendar)

We'd love to see you at something soon.

(We never want money to be an obstacle, so if you would like to come to something but can't afford it, drop us a message- we'd rather have you there than not: [hello@beehiveashford.com](mailto:hello@beehiveashford.com))

# PEOPLE TO THANK

The Beehive only exists because of the incredible people who support us in so many ways on a daily basis. We just wanted to take a moment to thank some of the people & organisations who have been integral to everything we've achieved & continue to achieve. Some of them are up front & centre, some are in the background & rarely seen. ALL are important & valuable to us.

Truly, *thank you.*

In no particular order:

ALAN THATCHER (ALZ) ● CARL RAWLING ● HUGH DUNCAN

RADIO ASHFORD ● JOSH BROWN ● LOVE ASHFORD TEAM

ASHFORD BUSINESSES ● BECKIE GREEN ● TONY HOLMES

ON PIZZA ● ASHFORD BOROUGH COUNCIL ● SALATA

SAM GRIFFIN ● JUST SOW ● ALAN CAUSEBROOK

CPG ● PNEUMA CHURCH COMPASSION ● RAE FINN

THE SALVATION ARMY ● &BLOSS ● CAMERON MURDOCH

AMY WALTERS ● TRACY MAY ● TOM CAMACHO

NAYBA ● TENGO SOFTWARE ● WILKOS

## ALL OF OUR VOLUNTEERS

AND OUR CORE TEAM: BECCA WILKINSON ● CHARLOTTE RAWLING  
KAREN THATCHER ● LORNA ANDERSON ● PAULA DUNCAN



The Beehive is a Pneuma Church Project.  
Pneuma Church (formerly known as Ashford Vineyard) is a Christian Church in Ashford, committed to "Bringing Life".  
For more about Pneuma Church, head to [www.pneumachurch.uk](http://www.pneumachurch.uk)

**[www.beehiveashford.com](http://www.beehiveashford.com)**



[hello@beehiveashford.com](mailto:hello@beehiveashford.com)



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