

The Town Close Foundation helps the Richard House Charity with strategic marketing planning.

Nick Murray and Alan Flack from the Town Close Foundation worked with the Richard House MarComms team to help them build a well-structured strategic marketing plan for 2023 which was aligned to the charity's business goals.

About the Town Close Foundation

The Town Close Foundation exists to utilise the myriad skills of the Town Close client base to help individuals and charities achieve their goals.

Through a mixture of coaching, mentoring and consulting, we aim to establish relationships with individuals or charities, help them understand and articulate the issues they face and involve people with the requisite skills to assist.

About Richard House

Opened in 2000, Richard House was London's first children's hospice. It was founded by their Life-President Anthea Hare, who was inspired by both her experience as a paediatric nurse at the Royal London Hospital in Whitechapel, and through helping her parents to look after her severely autistic brother.

Today they support more than 300 families from East London and South Essex with both onsite clinical care, and a large outreach programme that supports children and parents within their own home.

The Comms team's challenge

The fundraising and comms teams at Richard House, like most charities, struggle with workload, budgets and strategic direction. There are many calls on their time, with programmes competing for time and budgets, and an internal structure that wasn't optimised for smooth communications.

The team were operating well at a tactical level but were struggling to connect their tactics with the strategic goals of the business and hence not all programmes were optimal.

The solution and implementation

We suggested we run a one-day marketing planning workshop with the whole comms team, to focus on defining the marketing strategy (closely aligned to their business goals) and agree some marketing objectives for 2023.

In the afternoon, the group conducted a detailed critique of the previous year's plan which, when collated, provided an excellent framework for the 2023 plan.

The workshop was run by Nick Murray (Facilitator) and Alan Flack (Marketing SME) and attended by ten people from Richard House. These included Clare, Head of Fundraising, Lizzi, Head of Comms, and Annie, Trusts & Foundations Manager.

The Foundation is now following up with the client to further assist with the 2023 plan and help initiate a Charity-wide brand audit.

The results

By the end of the day, the team had the outline of a plan for 2023 which had been critiqued by everyone in the room, and which was aligned to the business goals of the charity. They were clear which strategies were aligned with which business goals and had a better sense of which objectives to prioritise.

What the client said (anonymised quotes)

- “The workshop got us critically evaluating our own strategy, which was really useful as it helped us to see where we currently are against our objectives set earlier in the year. It also got us discussing simple methods to deliver quick wins. This is something we should continue to do, and we now have the perfect framework to repeat the process thanks to the Town Close Foundation”.
- “I came away feeling very inspired generally about the direction and clarity we could find for our brand and communications. I think overall the whole team and organisation is lost around this at the moment, but in just one day we really clearly articulated what we want to be seen as and stand for and created actionable objectives to make that happen. Nick and Alan really helped cut through the noise and asked the right questions! I'm already thinking about how we can communicate a stronger brand message to corporates”.



Clients from Richard House follow a facilitated process to collaborate on the 2023 plan.

About the Town Close Foundation

Coaching | Mentoring | Consulting | Free

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Through a mixture of coaching, mentoring and consulting, we aim to establish relationships with individuals or charities, help them understand and articulate the issues they face and involve people with the requisite skills to assist.

We operate like most business consulting firms, though we charge no fees.

Our preferred model involves liaising with the senior leadership team within a charity/non-profit, helping them articulate and prioritise the issues they wish to address, then find people with the requisite skills to assist.

Anyone within the existing Town Close client base is welcome to volunteer to be part of the Foundation by emailing alan@tcfoundation.co.uk.

Would you like to help (or be helped)?

The Town Close Foundation are keen to connect skilled volunteers with charities and non-profits who need help to get to the next level. If you think you can help, and would like to volunteer, please email alan@tcfoundation.co.uk.

Alternatively, if you are a charity or non-profit who would value assistance from a free business consultancy, please get in touch via the above email address.