

# CASE STUDY

STAMP Programme Impact Report



## Helping Overcome Obesity Problems

An East Kent-based national charity providing online peer-led support for people tackling obesity. Each year HOOP supports over 5,000 people struggling to manage their weight via its website, social media platforms and including its events, which are actively supported by the charity's patron, Jessie Pavelka.

## Contacts

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## Support Needs

Following the publication of their 'Tackling Obesity: all talk, no action', report in 2014 HOOP was invited to speak at a national obesity conference, which was attended by the country's leading weight management practitioners.

This event placed HOOP in front of the UK's senior public health practitioners who at the time were seeking alternative methods for addressing the nation's obesity crisis. An invitation to meet with Public Health England (PHE) to discuss ideas for addressing obesity followed.

As a primarily fundraising-financed organisation the HOOP team, which consists of its board members, volunteers and client representatives, contacted the STAMP team for support with developing a project proposal, which they would 'pitch' to PHE for commissioning – something they had never done before.

With limited capacity, limited experience of working with the public sector and a large amount of nervousness the HOOP board asked for help with developing a proposal and presenting it in a commissionable format.

## SUPPORT DETAILS

Between August 2014 and February 2015 Jill Tipping, the HOOP CEO, received twelve hours of 121 support from a STAMP Programme mentor, which encapsulated the following:

- Proposal Planning
- Proposal Reviewing
- Impact Framework Development
- Pitching Advice
- GANTT-style Scheduling
- Terminology Support
- Template Supply
- Troubleshooting
- Networking

With STAMP support HOOP developed a proposal to run a two-year pilot project in ten locations across England, which would implement and evaluate new peer-led weight management interventions.

With STAMP support HOOP have been commissioned by Public Health England to deliver this £185,000 programme and by the end of the 2016 will be recognised as one of the country's leading proponents of peer-led weight management initiatives – a position which will offer them significant business development opportunities in the future.

## SUPPORT IMPACT

INPUT - 12 hours @ £35 ph = £420

OUTPUT = £185,000

RETURN ON INVESTMENT = 1:440

For each £1 spent on supporting HOOP the STAMP programme has generated £440 of external funding to support this Kent-based organisation.



The STAMP Programme is part-funded by Kent County Council Adult Services, Public Health and the Kent CCGs. STAMP is delivered by a partnership led by Social Enterprise Kent.

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