**Logo design brief for Standing Tall**

The number of people experiencing homelessness across the UK’s big cities is increasing at an alarming rate. Recent government figures revealed that numbers in the UK’s second city, Birmingham, have increased by 60% in the last six months.

There is a solution to this problem. A good proportion of these people have skills and experience to offer in a secure job but there are many obstacles in the way.

Standing Tall represents a solution to this problem. As a new social enterprise start up, Standing Tall’s business is based on:

* Initially providing a matching recruitment agency – Matching guys living on the street with jobs with local employers (initially in Birmingham, then UK wide). Standing Tall employs the individual above national living wage for the first 3 months and then the business provides a permanent contract.
* Standing Tall provides hosting for 4 months for the individual – where they benefit from an accommodation and support package before moving into their own independent accommodation
* Strength based approach – drawing on Innovation led by the Mayday trust, ([www.maydaytrust.org.uk](http://www.maydaytrust.org.uk)), Standing Tall focuses on the passions and strengths of an individual experiencing homelessness, not on negative stereo- types of mental health problems and alcohol addiction. By concentrating on what the person can do, the project will enable them to transition to independent living
* Trading enterprises – Standing Tall will also set up a series of trading enterprises. This may include a catering enterprise and a cycle courier enterprise. We intend to create quality products where consumers recognise the ‘Standing Tall’ brand as the brand that demonstrates what people can achieve. The catering enterprise may be initially represented by a number high quality carts in Birmingham city centre selling high quality lunch food sold by people who had been living on the street. We aspire to produce products that will be sold nationwide in supermarkets and become the brand to change the stereotype of someone experiencing homelessness in the UK. In 5 -10 years, Standing Tall will sell a range of products under the one brand all produced by guys who had been living on the street.

The idea of the name is worth explaining. The Director, Christy Acton, has led the running of a successful night shelter moving people from the street in to work and their own accommodation. After being off the street for a few weeks, the body language of the guys changed. Once they had found their bearings, and started work, the chests puffed up, the heads looked up and they stood tall. The organisation is about enabling this group to stand tall again and show the wider world that they have much to offer. We also want the brand to represent an option for consumers to chose this brand and make a positive contribution to changing this important social issue.

Once the business model has been adapted in Birmingham, Standing Tall intends to operate across cities in the UK where homelessness is an issue.