

Part A - General Information

Organisation

Getting Clean CIC

Organisation Type/Structure

Community Interest Company (CIC)

If 'Other' please specify

Lived Experience Recovery Organisation (LERO):

<https://www.gov.uk/government/publications/recovery-support-services-and-lived-experience-initiatives/part-1-introducing-recovery-peer-support-and-lived-experience-initiatives>

Theme/Nature of Project

Community Development

If 'Other' please specify

Peer-to-peer recovery & empowerment

Charity Registration Number (if applicable)

N/A

Company/CIC Registration Number (if applicable)

14468428

Project Name (if same as Organisation Name, please leave this blank)

Soap with Hope / Bars from Behind Bars

Name of Lead Contact

Daniel Stead

Email

daniel@gettingclean.co.uk

How did you find out about the Awards?

Google/Search Engine Search

Website

<https://www.gettingclean.co.uk/>

Social Media Handles (Twitter, Facebook, LinkedIn, Instagram etc):

https://www.instagram.com/gettingclean_/

<https://www.facebook.com/gettingcleanest2021/>

<https://www.linkedin.com/company/getting-clean/>

<https://www.tiktok.com/@gettingclean1>

https://twitter.com/i/flow/login?redirect_after_login=%2FCleanGetting

Part B - Project Proposal

Project Mission: A snapshot of the project's intention (50 words max)

Getting Clean is formed by recovering addicts helping each other and the local community to get clean. Key objectives:

- Support people in recovery
- Improve the local community
- Provide pathways to employment
- Promote environmentalism and sustainability
- Promote abstinence-based recovery
- Change public perception of addiction

Situation (250 words)

Anybody walking through Leeds centre can see that problematic drug use and

homelessness is worsening. The Leeds Drug and Alcohol Strategy and Action Plan 2019 – 2024 pledged to 'Increase in the proportion of people recovering from drug and/or alcohol misuse' and 'Reduce crime and disorder associated with drug and/or alcohol misuse'. As shown by Leeds City Council published data in the Leeds Conservatory, drug misuse and crime have not been reduced in our city.

<https://observatory.leeds.gov.uk/crime-and-community-safety/#/view-report/48facb1714aa4261a67cbe7d59bfec28/iaFirstFeature/G3>

The traditional model of commissioned support services are proving ineffective. They lack authenticity and alienate service users, wasting public money and failing to reach desired outcomes of genuine recovery. Getting Clean project goes beyond standard definitions of Co-Production to offer an innovative form of Recovery in which the Service Users are themselves the Service Providers. Our peer-to-peer setup offers an authentic sense of hope to vulnerable service users. An addict alone is in bad company in early recovery. Getting Clean gives these individuals a safe space where they can build healthy friendships and access ongoing therapy.

Since starting up Getting Clean, the main lesson that we've learnt is that there is such a high demand for our service that we need to employ multiple staff in order to scale effectively even during these early stages. Many partners (e.g. local charities/NGOs/prisons) have already shown a commitment and even some level of reliance on Getting Clean as an organisation to which they can refer service users for their addiction issues.

Complication (250 words)

My name is Chris and I'm an addict in mid-term recovery. I first used Heroin at the age of 12. Growing up I felt different to everyone else. I believed that there was something missing, something wrong with me. Since finally finding recovery and being clean for over 5 years, I have come to find that other addicts felt the same as I did. There is a common route problem and it can only be solved collectively through peer-to-peer support. Without this authentic connection, service users will continue to feel alienated and be prone to relapse and overdoses.

Addiction has an appetite for moral values, decaying every aspect of an individual's life and leading to a spiritual void. Rates of reoffending and homelessness continue to rise. Drug abuse and addiction issues are most prolific amongst these people. Generally, the support and rehabilitation services available to vulnerable addicts are fragmented across different organisations, and riddled with obstacles caused by a cultural misunderstanding of addiction.

There is still a lot of stigma and misunderstanding of addiction issues. The underlying causes are complex and alien to those without lived experience of addiction. Therefore, the problem persists and worsens as suffering vulnerable addicts are ostracised and often criminalised. In order to spread a contagion of hope, addicts need to be involved in the coproduction of support services.

Solution (250 words)

As recovering addicts ourselves, at Getting Clean we can truly empathise with others struggling with the same problems. We understand how the symptoms of addiction create what can seem to be insurmountable barriers for addicts to rehabilitate and reintegrate into society. Getting Clean's approach of peer-to-peer empowerment brings an innovative and compassionate way to prevent these types of people from falling into the same maladaptive behaviours. An addict alone is in bad company in early recovery. The first layer of Getting Clean's service is to give these individuals a safe space in which they can build healthy friendships and access therapy.

The following layers of Getting Clean's model involve a Tier system created to support and vet volunteers through a process until we are confident that they are ready for stable employment. The Tier system is applied through our day-to-day volunteer programmes (soap making, conservation projects, litter picking etc.). Once a volunteer is ready, we plan to employ them either internally or through a corporate partner.

Lived Experience Recovery Organisations (LEROs) are emerging as a recognised way to enable autonomous recovery. However, most LEROs are charities or small groups with no scalable business model defined. Getting Clean has gained backing from leading academic in the field of addiction (<https://www.recoveryanswers.org/team/david-best/>). We have also established a partnership with a global-scale soap manufacturer (<https://www.stephensonpersonalcare.com/>). We have all the pieces needed to create a truly

innovative business for good which commits to maintaining a majority employee base of recovering addicts. We are just missing the initial capital needed.

Part C - Wider Support

How would the Stephen Lloyd Award network of partners' support be beneficial to your project? (250 words max)

Getting Clean's board of directors includes experienced project managers and board-level sales leaders. We have a well thought through business and growth plan but would benefit from input from legal and HR experts. For example, this would help us to ascertain that our recruitment approach is a lawful and viable ongoing model for vetting volunteers through our 'Tier system' to eventually become employees.

During the past year, we have formed some valuable partnerships with local charities, NGOs, prisons, academics and city council members. Our full business plan is based on offering a social value product to businesses. We have not yet established this B2B partnership portfolio. If Stephen Lloyd Award network can help us build the needed B2B partnerships, this would be very welcome and appreciated.

Part D - Financial Justification

How do you propose to spend the winning funds of £25,000 (50 words max). Please provide a general idea.

The £25,000 will cover part-time wages of 2 staff members over the duration of almost a year:

- Part-time wages for a Recovery/Volunteer Coordinator role for 1 year
- Part-time wages for a Business Coordinator role for 1 year

Part E - Supporting Information

Governing Documents: Where relevant, please upload any recent charity accounts and governing documents as attachments.

- [Draft-Business-Plan-Redacted.pdf](#)

Team: We would like to learn a little more about the individual or team invested into the project. What are your individual credentials? Is there a story behind how you or your team all came together to support the project? (75 words max)

Getting Clean started as a volunteer project, founded by, recovering addict, Chris Sylvester. Getting Clean is formed by and composed of recovering addicts. We are different to other NGOs/Charities which have a conventional set up with high salaried senior staff who lack first-hand experience of the issues that their service users suffer from. We are an innovative form of peer-to-peer empowerment which gives our members a true sense of hope. As well as members of the recovery community, we include relatives of addicts who have insight into the battle of addiction from their experience with their loved ones. Everyone in our organisation is deeply motivated to help others in the recovery process. Being part of the recovery community, we see that relapses cause deaths and ruin lives on a regular basis. We have seen this happen to our own friends and loved ones who have passed away, ended up in prison or become trapped in homelessness and cycles of addiction. We want to give these people a chance at Getting Clean.

YouTube Video

<https://www.gettingclean.co.uk/media>
<https://www.youtube.com/watch?v=M5y3gRe-WXQ>

Additional References: You are welcome to provide a list of up to 5 links with any relevant supporting material or visuals, as further reference

We will be happy to provide further documentation and discuss our organisation, governance and plans in more detail with Stephen Lloyd Award. We can provide accounts upon request. In support of our application, we are providing references that you can contact to endorse our project:
Ed Carlisle, Green Party, City Councillor, 07738921277, ed.carlisle@leeds.gov.uk
Magdalena Boo, Leeds City Council / Office for Health Improvements and Disparities, Head of Public Health (Drugs, Alcohol, Safer Communities), 07891 275 781, Magdalena.Boo@leeds.gov.uk