



Wildflower  
CENTRE  
*Let the light in*

## Mission statement

The Wildflower Centre is a Christian organisation within the Vision of Manna Theatre Company that heads up and offers activity sessions to the community with purpose to bring healing, confidence and wellbeing and recovery of that supports mental health restoration through practical activities that support mental wellbeing and confidence.

To provide a space for children and adults that could not otherwise afford to have sessions in the arts or music or crafting activities or have not experienced the beauty of nature and space to have this chance.

We help refresh love for life, giving people a space to grow.

There is something for everyone from the arts and nature to the learning of life skills.

We place importance on self-worth by helping to let God's light in.

- ✚ A place where people can come to rediscover the joy of life.
- ✚ A place where people experience the presence and love of God.
- ✚ A place of healing for Spirit, Soul and Body.

## Vision statement

Letting the His Light in, helping people heal.

Repairing your heart,

Restoring your soul,

Refreshing your spirit.

## Overview

The Wildflower Centre offers:

- ✚ Practical workshops

We will do this by offering a place that is full of God's light, utilising the arts, through leader-led workshops to include, music, dance, theatre, cookery, art and crafts, up-



cycling of furniture items, literature, micro-farming, gardening and working with nature. (The integration of these workshops will be phased.)

The aim is in a renewed sense of self-worth, and the equipping of life skills.

#### ✚ Community Workshops

The Wildflower Centre will provide workshops open to the general community on specified days.

These include:

- ✚ Performing Arts
- ✚ Music
- ✚ Cookery
- ✚ Gardening and growing
- ✚ Micro-farming
- ✚ Creative arts
- ✚ Literature

*Fall in love with God and life, letting His light into the shadowed places.*

#### Values & Beliefs

The Wildflower Centre is a kingdom-focussed therapy ministry, centred and built on the Word of God. We aim always to act with integrity, honesty and disciplined conduct. We aim to have a consistent approach whilst also considering each client, volunteers and visitors as individuals who deserve the unconditional agape love of God shown to them. We aim to provide a safe and enriching environment to help people along a 3 R principle:

- ✚ mental and emotional repair;
- ✚ whilst teaching them how to restore their soul in Christ;
- ✚ consequently, leave the centre with a refreshed spirit and a sense of belonging, both in the community and in Christ.



## Key verses

Psalm 107:13

“They cried out to the Lord in their distress, and he delivered them from their trouble.”

Revelation 21:4

“He will wipe every tear from their eyes and there will be no more death or sorrow, or crying or pain,

all these things are gone forever.”

Psalm 16:11

“You will show me the path of life, in your presence is fullness of joy, at your right-hand pleasures

forever more.”

Genesis 1:4

“And God saw that the light was good, and he separated the light from the darkness.”

Matthew 11:28

“Come to me, all who labour and are heavy laden, and I will give you rest.”

Isaiah 40:31



“Those who hope in the LORD will renew their strength. They will soar on wings like eagles; they will run and not grow weary, they will walk and not be faint.”

Jeremiah 30:17

‘For I will restore you to health and heal your wounds’, declares the Lord’

### Statement of faith

- ✚ We believe in one true living God, who has existed eternally and is revealed to mankind as the Father, the Son, Jesus Christ and the Holy Spirit.
- ✚ God has revealed his true nature and will to us through His word, the Bible, and through His Son, Jesus.
- ✚ We believe that God has entrusted dominion of this world to us, His creation and is not enforcing His perfect will upon us or creation but wants us to come into relationship, through His Son, and work through us, revealing His will to a fallen world.
- ✚ We believe that Jesus Christ is the Son of God who took human form. He is the Word that became flesh both being fully God and fully man.
- ✚ Jesus was born of a virgin, lived a perfect sinless life, was crucified on the cross, then rose again bodily. He ascended to Heaven where He sits at the right hand of God.
- ✚ Jesus is the promised Messiah who is our High Priest and will return to this earth in power and glory.
- ✚ We believe the Holy Spirit is the third member of the Godhead. Holy Spirit was sent to this world to be our comforter and guide.
- ✚ We believe in the doctrine of baptisms. There is one baptism into Christ but in 3 parts; baptism of salvation, the baptism in the Holy Spirit which is the power to live this life and the baptism in water which is the outward witness to this world.
- ✚ We believe in the gifts of the Spirit which are initially evidenced by the speaking in tongues.
- ✚ We believe the Bible is the divine and inspired word of God and is the ultimate authority, and that it is complete in all respects.



- ✚ We believe the scriptures are the complete revelation of Gods will concerning man's salvation through God's grace in Jesus Christ.
- ✚ We believe it reveals to us Gods wisdom and eternal purpose for mankind and for everyday living.
- ✚ We believe in the complete redemptive work of our Lord Jesus on the cross. That Christ bore our sicknesses and diseases on the cross and that by His stripes we were healed.
- ✚ We believe that Christ became poor that we should be rich in him, and that through Him we can do all things.
- ✚ We believe that the Holy scriptures are the complete authority over all the issues that mankind face. That God made men and woman and that marriage is a picture of Christ and His church, male and female.
- ✚ We believe that those that choose to not accept Jesus as their Lord and saviour, and consequently His redemptive works on the cross will be eternally separated from God.

### Organisational Structure

The Wildflower Centre will be an independent non-profit organisation as part of the overall vision of Manna Theatre Company, spearheaded and run by Arialle Crick.

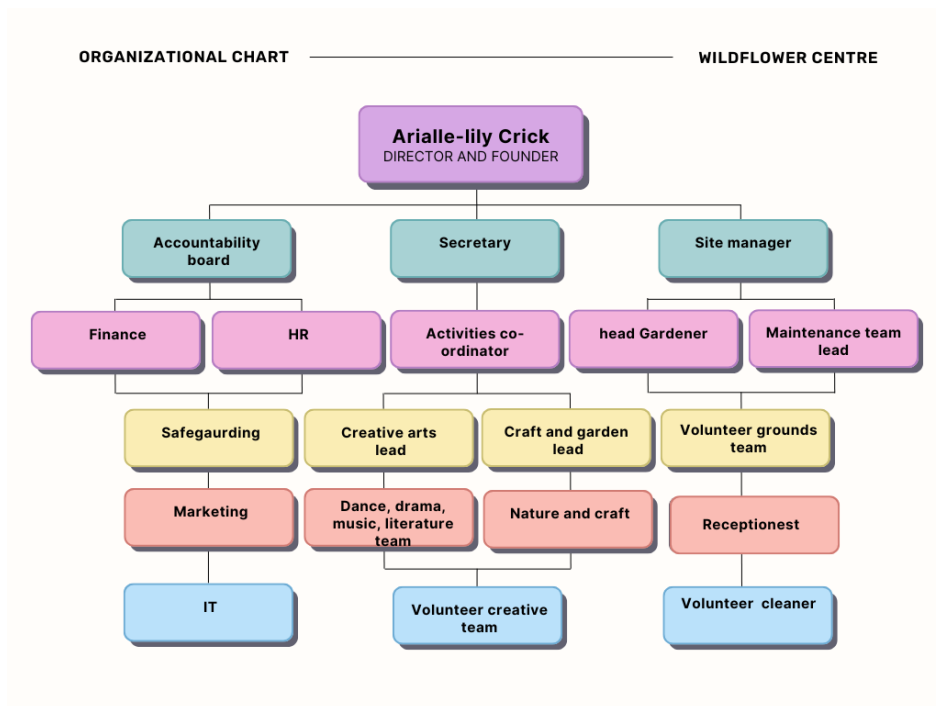
This will be run on a self-employed business basis with a non-for-profit structure.

Research has shown that by choosing to be a non-profit organisation, the Wildflower Centre will be exempt from tax and start-up costs will be tax accredited.

The wildflower Centre is an organisation with a self-employment business structure. Working with the family non-for-profit Manna Theatre company.

### Organisational Chart (when fully operational)





## Departments

What kind of activities does the Wildflower Centre provide?

Arts and creative outlets may be helpful for those who find it difficult to put their thoughts and feelings into words. They may also help with addressing painful feelings or experiences, including those of trauma. Some people find that doing a creative activity helps put them at ease and can make it feel less intense. All class are applicable to disabled users and wheelchair access will be provided.

*The Wildflower Centre will provide activities in the following areas.*

### Dance workshop

#### Dance Movement

This involves using body movement and dance. For example, you might explore different types of movements and rhythms. To express and create dances, dance creates a sense of confidence and exploring working as a team in expression helps to create a balance of mind and body awareness.



## Drama

Drama involves using different types of drama and performance activities. For example, participants might invent characters, tell stories, play game, do mimes, and use puppets, masks or other objects. Not all activities will involve talking. Acting skills or experience are not needed. Drama classes has as its focus, the intentional use of healing aspects of drama and theatre. It is a method of working and playing that uses action methods to facilitate creativity, imagination, learning, insight and growth.

- ✚ Express or resolve difficult thought or feelings
- ✚ Safely explore being playful and using their imagination
- ✚ Explore how mental health problems affect their body.

At the Wildflower Centre, Drama runs with the overall vision of the Dwelling which is a place that uses the arts to bring the Christian faith alive and this will be a main area of the Wildflower centre.

## Music

You don't need to have any musical knowledge or experience to use music as a way of health - for example, you don't need to know how to play any instruments, read music or be a good singer.

Some people find that music helps them to:

- ✚ Communicate difficult thoughts or feelings.
- ✚ Express themselves in new ways.

Our aim is to find volunteers that can offer activities around instruments and music to encourage creation of new pieces and to express through music and voice

## Visual art

Visual art involves using visual art materials.





For example, pens, pencils, crayons, paint, chalk, clay or collaging may be used. Another option is to use digital media, such as photos or video. No prior art skills or experience is needed. With support from our team art materials are used to help participants express their creativity and make pieces to be proud of

### Gardening and growing and small holding animal care

At the wildflower centre is to create spaces, as structured gardens where people can learn about various plants and flowers, help with the culture and growing of both plants and wildflowers and to learn to grow food and look after a small selection of animals such as chickens, goats and sheep.

Working alongside our grounds team, opportunities for young and older generations to help keep the centre running.

### Safeguarding & Staff Training

The Wildflower Centre is committed to ensuring the safety of everyone we support and people who visit our places.

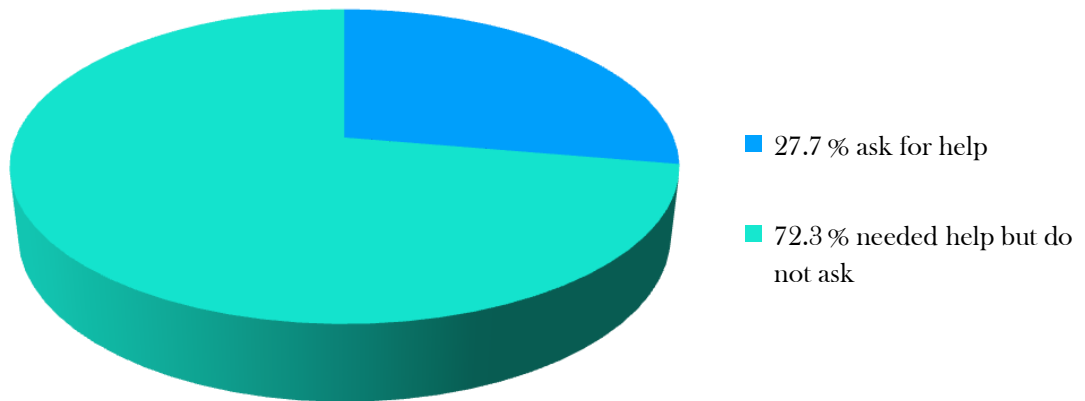
All staff and volunteers and team will be DBS checked, interviewed using the Manna Recruitment policies and all will be required to attend a safeguarding course under the Safeguarding lead.

### Marketing Analysis

The target market for The Wildflower Centre is to encompass all ages as mental health issues are affecting younger and younger audiences.

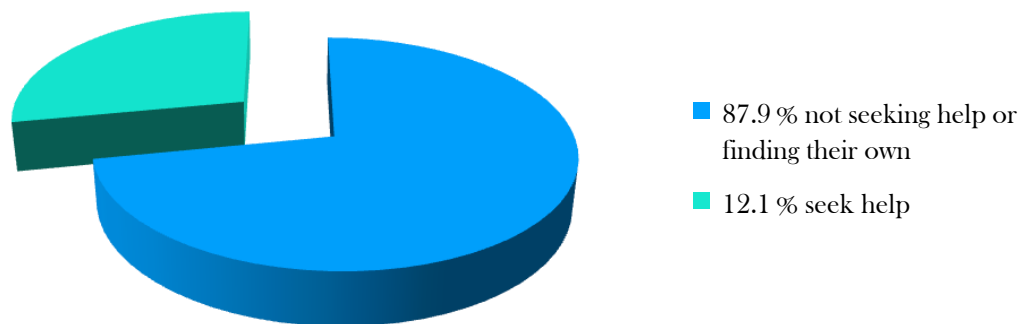


Out of a population of 2.969 million, 991,200 require mental health help at some point.



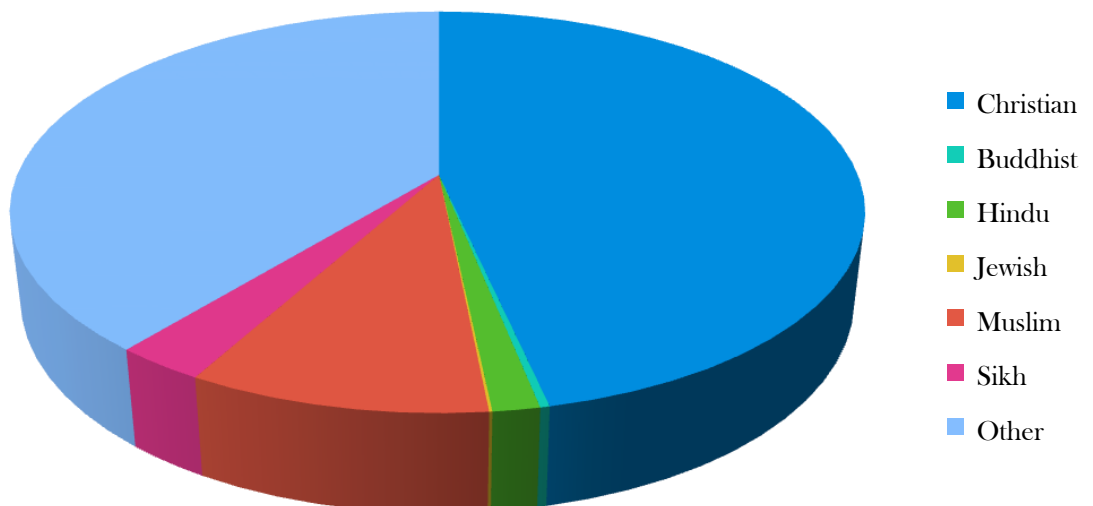
(Source : NHS England, October 2022)

1 in 8.26 of people in West Midlands are in need of NHS mental health services.



(Source : NHS England, October 2022)

### Religious breakdown



## Demographical area of the centre

The West Midlands particularly the West Bromwich area, is one of the most underprivileged areas in the UK.

We aim to provide a place out of the city that serves this area within a 30-minute travel of this area.

## Competitor analysis

Wildflower is a unique organisation in several different ways mainly due to our in-person availability and practical and organised courses whilst keeping our focus on Christ.

In research of similar faith organisations, the results found showed that the vast majority that offer counselling and therapy do so through online services, whilst those that had an in-person presence, were retreats that allowed others to bring training to their premises.

One thing that stood out in the research, was the low online visibility of this sector, which the Wildflower intends to address in the company's marketing approach.

## Funding needed and for what purpose

- ✚ Purchase of Land by Manna Theatre company to the site of minimal 2 acres
- ✚ Mains water and electricity to be installed on the site for Manna Theatre Company unless present already

Planning permission sort for use of Land for the above purposes.



### Pre-launch tasks:

- 🚧🚧 Find grants
- 🚧 Network with local churches and find partners.
- 🚧 Investigate any council restrictions.
- 🚧 Produce architectural drawings for all phases of development.
- 🚧 Plan access route & parking facilities.
- 🚧 Submit full planning application.
- 🚧 Select and invite accountability board
- 🚧 Start marketing with advertising banners and leaflets at churches and rehab centres.
- 🚧 Source team through recruitment process via Manna Theatre company.
- 🚧 Start therapy/ counselling classes/workshops offsite in local church hall/rooms.

### Funding & support.

The Wildflower Centre plans on funding the phases by applying for various grants across the phases. In addition, it is anticipated that the centre will form partnerships with individuals and local churches. This in turn will generate individual donations.

### Income Projection

#### Pre-launch / Set up (Year 1)

Category	Item	Total income
Grants	One of £20K, one of £5K	£25,000
Partnership *	Monthly, 4x£50, 4x£20	£3,360
Church Donations	2 churches £150/year	£300
Cash *		£100
	Total	28,760



*Funds needed to start up the dwelling- home of Manna theatre company and The Wildflower centre.*

Category	Item	Quantity	Cost per item	Cost in total	Total cost a year
	Enhanced DBS	1	£59.60		£59.60
Intellectual property	Trademark application for name	1	£170	£170	£170
	Trademark renewal		£200	£200	£200
Finances	Accountant Fee	1	£400		£400
	Business bank account (Barclays (12 months free)	1	0		
	PayPal business account	1	0		
	Bank charges			£1000	£1000
	Legal Fees		£500		£500
Software	Microsoft 365 business standard	1	£123.60		£123.60
Marketing	Advertising fees on social media	1	£1000		£1000
	Website (domain name, email, security)	1	£45		£45
	Website builder & designer	1	£100		£100
	Website hosting	1	£15/ month		£180
	Advertising leaflets	3	£100		£300
Miscellaneous	Travel expenses/ miscellaneous			£1000	£1000
<b>LAND PURCHASE</b>	2-6 Acres of Land	1	100,000		100,000
Fixtures and buildings	Main wooden building	1	£10,000	£10,000	£10,000
	Foundation for yurts		£5,000		
	Yurts- Second hand	4	£2500		£2500
	Toilet block		£4000		
	Groundworks		£5000		£5000
	Pods for training	4	10,000		£10,000
	total expenditure for Start-up up Phase				£132,578.02







Phase





Phase





# Appendix



