

Days Out With Dad - Chairman's Report on 2012

In 2012, we have continued to go from strength to strength, enjoying 9 fantastic events. Highlighting just a few of these, we enjoyed an exciting tour of the Urban Search & Rescue Training Centre in Droitwich, team participation in a 5km MudRun at Eastnor, a Timber-Framing experience day, an educational First Aid course and a successful assault on Snowdon.

During the year, our distribution list has increased steadily in size from 90 at the end of 2011 to its current size of 122. We continue to feel that our events should appeal to a much wider audience than we are currently reaching and there is clear potential to focus on how we expand our reach in 2013. This is particularly so as we meet with competition at the weekend from sporting commitments (football, ballet etc) of growing children. To ensure the sustainability of Days Out With Dad into the future, we need a strong focus on attracting families with younger children.

With this in mind, we are delighted to have launched our "Involve A Dad" project with the support of a Herefordshire Council Community Projects Grant. This will offer an average £400 budget to volunteer dads that wish to try to implement their own ideas for events, with our support. So far, the press exposure has been very disappointing, and there will be few dads in South Herefordshire who will yet be aware of the opportunity. We will need to address this with some urgency in January, but nevertheless this remains a fantastic opportunity to involve new dads and hopefully to expand committee involvement.

In addition to this funding, we have also been lucky enough to receive funds from the New Grove Trust, the Vitruvian Lodge of Ross Freemasons, Hereford Round Table, Sainsbury's Ross-on-Wye branch and the Elmley Small Grants Arts Fund. Our thanks go to all these organisations for their support.

Our thanks also goes to the volunteer students from the Hereford College of Arts Photography Department who have come to take photographs at selected events. This has ensured that we have some fantastic images with which to promote our brand and to help with a wider understanding of what we do.

Finally, our thanks go once again to the volunteers, committee members and all our supporters for helping to ensure Days Out With Dad continues to offer a huge opportunity to all dads and children in the area, regardless of their circumstances.

David Martin