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PORTFOLIO



PRIDE IN PRACTICE

BRIEF:

Create an impactful and unique resource to highlight personal stories within Greater Manchester and the key results of the past 3 years.

10 STORIES FROM 10 BOROUGHES



A Celebration of Pride in Practice
Excellence in LGBT Healthcare throughout Greater Manchester



WE'RE HERE IF YOU NEED US
lgbt.foundation 0345 330 30 30



MANCHESTER: Patrick

I've never had an issue with my own sexual orientation but being out to my GP means that I can be myself and help them understand more about my individual health needs.

I'm aware that as a person who is HIV+ that I may have some complex needs and I think GPs do need to know your HIV status and how it might affect your health and the way you feel about yourself. Unless you feel comfortable and confident in sharing your HIV status it can be really hard to talk about how it can affect your life.

It was difficult sometimes when I was feeling particularly vulnerable but it has been necessary for me to have an open and honest relationship with my GP because I had a nervous breakdown as a result of an abusive relationship and my GP really supported me through this.

I think the test with any GP and patient relationship is that when you are at your lowest, they are the one person you can go to for help. My GP actually came in to see me on his day off when he knew I had no-one else to support me which I thought was way above the call of duty.

Over the years, I've found that the practice I am registered with has become more aware of things like substance misuse, chem sex, and same-gender domestic violence just to name a few topics and being the outspoken person that I am, about my own needs and requirements around HIV awareness. Added to all this I struggled for five years with undiagnosed early onset dementia. When I finally received my diagnosis it meant that I could be more vocal about my experiences which has taken a long time for me to put into perspective and without the support of my GP it would have taken me even longer.

Being treated as an individual and never feeling that I was being judged has made me feel that I am being continuously cared for by my doctor and the practice and I would not hesitate to recommend them to any LGBT person struggling with any issue.

Today, I'm in a much better place to be able to look after my own health and I can now help other people and let my GP know how I have progressed, thanks to their support which was lovely when they told me how proud they were to see how much I'd developed from where I was.

THANK YOU: Ancoats Primary Care Centre, Alzheimer's Society, Dementia United, Three Nations Dementia Working Group, The Hive-HIV Steering Group, Manchester University Substance Use & Mental Health Department.



I think that a lot of GP surgeries still need to understand the needs of minoritised groups in their local areas

WHAT WE HAVE LEARNED SO FAR

Findings from LGBT Foundation's Pride in Practice Patient Survey (2018)

Since 2016/17, there has been an **11% increase** in LGBT people accessing primary care services in Greater Manchester, including a 35% increase in access to community pharmacy.

100% of trans people at Pride in Practice awarded GP practices in Greater Manchester say their GP was supportive of their gender identity and trans status.

100% of trans people at Pride in Practice awarded GP practices say their GP supported their medical transition.

Of LGBT people in England **68%** feel their GP practice meets their needs compared to **81%** of LGBT people in Greater Manchester.



Trans people who disclosed their trans status to their GP, dental practice and optical practice were **18% more likely to say these services met their needs.**

LGB people who disclosed their sexual orientation to primary care services were **18% more likely to say those services met their needs.**

When services displayed LGBT posters

LGB patients were **24% more likely** to disclose their sexual orientation

Trans patients were **21% more likely** to disclose their trans status

Patients using a pharmacy were **10% more likely** to have their needs met as an LGBT person

Trans people in Greater Manchester were **14% more likely to disclose their trans status** to their GP than in 2016/17

Disabled LGBT people were **19% less likely** to feel their GP practice met their needs compared to non-disabled respondents.

22% of Black, Asian and Minority Ethnic (BAME) LGBT people had experienced **homophobia, biphobia or transphobia** from their GP, compared to **13%** of white LGBT people.

The survey data suggests an overall improvement in LGBT people's access to and experiences of primary care services in Greater Manchester since 2016. Trans people's experiences of GPs in GM seems significantly better than the rest of England. However, LGBT people within other minoritised groups are still more likely to experience homophobia, biphobia and transphobia.

LGBT foundation

BRIEF:

Re-brand organisation based on the new name, create brand guidelines and collateral. Add distinct visions to different outputs while retaining an overall brand outlook.



LGBT
foundation

**LESBIAN?
GAY?
BISEXUAL?
TRANS?**

**WE'RE HERE
IF YOU
NEED US**

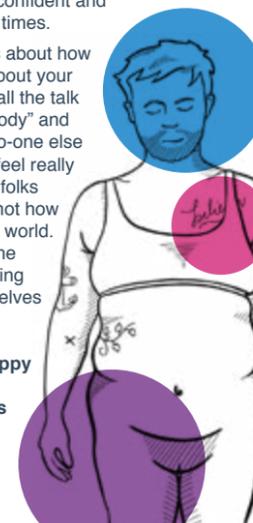
0345 3 30 30 30
5 Richmond Street, Manchester M1 3HF
www.lgbt.foundation
info@lgbt.foundation
@LGBTfdn | 'LGBT Foundation'



Body positivity

Some of us feel confident and sexy sometimes but unconfident and dysphoric at other times.

There are no rules about how you have to feel about your body. Sometimes all the talk about "love your body" and "love yourself or no-one else will love you" can feel really alienating to trans folks when that's often not how we experience the world. For other people the idea of proudly loving our body and ourselves feels empowering. Body positivity is about being as happy and comfortable with your body as you can be right now. And that's it.





Bolton carers support

supporting you... because we care

BRIEF:
Create an annual report with lots of impact and attractive infographics. Highlighting the three main areas of work.

Listening Together

Bolton Carers Support - Impact Report
Nov 2018 - Oct 2019



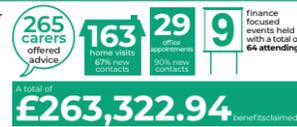
Making an Impact²

1,786 contacts with **392** individuals

Nationally 6 in 10 carers state that they have been pushed to breaking point. 25% of those required medical treatment as a result.³

Achieving financial security

Poverty is the major factor driving inequalities in health. The addition of the carer role for those already experiencing poverty further complicates their life experience and further undermines their health and wellbeing.⁴



70% of all carers surveyed² stated that they feel an improvement in their financial position⁵ with 35% indicating that this is a significant improvement.⁵

It will take away the stress of not knowing if you can afford to live comfortably, without having to rely on others.

Being positively connected

Nationally 42% of carers are men and 14% of carers look after more than one person.³



65% of all carers surveyed² stated that they feel an improvement in the balance of their social life and other relationships with their caring role,⁵ with 30% indicating that this is a significant improvement.⁵

It allowed me to come and deal with an issue I kept avoiding.

Getting the information I need

Not recognising you are caring means missing out on help, advice and information, with serious personal and financial implications.⁷



70% of all carers surveyed² stated that they feel more confident about their caring role,⁵ with 50% indicating that this is a significant improvement.⁵

It felt good listening to speakers and meeting others in the same boat as myself.

65% of all carers surveyed stated that they feel an improvement in their health and wellbeing directly as a result of their interaction with one or more of Bolton Carers Support activities.

What we spent to have this impact **£124,252**

Accessing information

Getting the information I need

Outreach Worker: Zoe Hill

Case study¹

Althea (aged 37 years), attended with her elderly father who has Dementia, and registered with Bolton Carers Support. Althea's father lives with her in the family home along with her husband and their 10 year old twins.

Althea had been struggling to cope as her father was not linked into any services. She was caring for him solely on her own and was feeling that her family life with her two children was suffering, and she had no time to herself. She was advised to contact Social Services to ask for a Carers Assessment and an Assessment of Need for her father, who apart from his GP had no other involvement from services.

A referral form for Bolton Carers Support's Benefits Advisor was completed for her and her father. Dementia Support was contacted on behalf of Althea, relevant information was given and discussion took place on how they could support her and her father.

I now know what to get done regarding my plans for the future.

Althea contacted Social Services and received both a Carers Assessment and Needs Assessment for her father. Her father now receives 2 days of day care at the Thickertford Centre. Althea informed me that her father loved it at the centre and was asking to go more often! She was also pleased to have some time to herself and extra time to spend with her children. Althea's appointment with Bolton Carers Support's Benefits Advisor was booked and a benefits welfare check was undertaken. Althea felt so pleased to know that both her and her father's needs had been thoughtfully considered and that she was now aware of where to access further information and support in the future should things change.

Description of service offered

The role includes identifying hidden carers, signposting them to information and support and raising awareness generally within the local community. I achieve this by running various information points and carers cafes at different locations in Bolton where carers can come along and meet other carers, gain information and support and take time out from their caring responsibilities. I also deliver presentations and talks to organisations and community groups which helps to raise awareness of Bolton Carers Support by providing up-to-date information about who we are and how we can support carers.

Time for me. Finally a time to recharge the mind. Someone thinking of me for a change.

834 attendees

60% of all carers surveyed¹⁰ who specifically attended an 'information event' stated that they felt an improvement in their wellbeing as a result of information gained.⁵



Case study¹

Eunice attended a carers afternoon event to register and find out more about Bolton Carers Support; she had recently retired and had been caring for her husband who has had mental health issues for many years.

During our first meeting Eunice was encouraged to make an appointment to have a Carers Assessment and an appointment was made on her behalf with our Benefits Advisor for a benefits check. Whilst attending, Eunice chatted with one of the other ladies who had attended previous carers afternoon events, she found out more information from this new friend about what carer breaks/courses she had attended. As a result of this new friendship, Eunice continued to attend the monthly meeting and when we next publicised our programme of carer events, she booked onto a number of activities including holistic workshops. Eunice was clear that she wanted to be able to take a few hours out for herself and try to learn some relaxation techniques.

I can now move forward with peace of mind and informed decision making.

In addition, Eunice booked onto a Bolton Carers Support outing, as first, she was very unsure about this as she anticipated going along on her own and not knowing anybody. However, she attended the trip and made it known that she had thoroughly enjoyed herself and was so pleased she had pushed herself to attend, she was happy to attend another event on her own again. She has since become a volunteer with Bolton Carers Support, being a great help to myself with coffee afternoons, helping with administration tasks and supporting staff at our recent AGM.

Lessons to take forward for 2020

One integrated team delivering services under 'one roof' has a very significant effect on our carers wellbeing.

The ability to connect with carers through several different work areas and to then introduce them to other impactful services is having a transformational effect on the outlook and wellbeing of our carers. This year we have demonstrated this through the anecdotal evidence of case studies and through the hard output numbers; the whole is definitely greater than the sum of its parts. Clearly, not all carers are able to, or need to access all three work areas, however, the consistently higher outcomes registered by each individual work area suggests there is both need and scope to understand these relationships better and to track and evaluate more clearly the effects of accessing multiple services.

We are reaching proportionately less men with our service offer.

Anecdotally everyone would seem to concede that men are less likely to seek support and our figures from this report may just reflect the national figure; or indeed they might be better! There is clearly an opportunity to reflect and consult to consider whether a change of approach is required in order to improve the current uptake level from our male carers.

What effect do other in-house services have?

It was necessary for this first Impact Report to limit the scope of what we would monitor and evaluate. Learning from this process, we will need to create a new outcomes framework to include other service offers in order to understand our organisational impact further.

Friendship and peer support having the greatest impact.

This report demonstrates the value of facilitating carers to meet together, have a break, have some time to relax and to 'recharge the batteries'. Being positively connected appears to have the greatest impact on a carers ability to maintain their wellbeing and be confident about their caring role. Why and how this works best is fertile soil for understanding how resources can best be utilised in 2020. Consulting with our carers was a key feature of this past 12 months of activity, and will be very much part of our continued way of working going forwards.

What additional impact might we be able to identify?

Can we increase the scope of further Impact Reports to identify those service activities that are having the most significant impact upon the challenging social problems faced by our local carers? In addition, how then would this knowledge lead to changes in service delivery to build upon the impact identified?

A deeper organisational health check would be a valuable next step.

The social audit process we followed included a light touch look at the more general health of Bolton Carers Support via a short 'key aspects' assessment tool. This was of some value but we intend to pursue this further by seeking to achieve in 2020 the Bolton Mark (Community); a robust local quality mark for charities and Bolton based community groups.

Independent Audit

Social Audit Statement: Bolton Carers Support

Bolton Carers Support has prepared social accounts for the period Nov 2018 - Oct 2019 and has self-completed the Social Audit Panel Verification checklist.¹

I have read the social accounts and discussed the completed Verification checklist with Adrian Nottingham of Bolton CVS on 28th November 2019. At that meeting we have agreed a final version of the checklist which includes some suggestions for future iterations of the social accounts. I also examined a sample of the data and the sources of information on which the Social Accounts have been based.

I believe that the process outlined above has given me sufficient information on which to base my opinion.

I am satisfied that, given the scope of the social accounting explained in the social accounts and given the limitations of time available to me, the Social Accounts can be considered to present a reasonable report on the performance and impact of Bolton Carers Support as measured against its stated values and objectives and the views of the stakeholders who were consulted.

In my report to Bolton Carers Support I identified a number of important issues to be taken into consideration during the next social accounting cycle. In particular I would refer to the following:

- Draw conclusions about the impact of activities and identify those activities that are having the most significant impact upon the intransigent social problems faced by local carers
- Consider if any of those activities could lead to new service areas to build upon the impact delivered to date.

Signed: *[Signature]* Dated: 16/12/2019
SAN Social Auditor

Thank You

The achievements of Bolton Carers Support shared in this first Impact Report would have not been possible without the many individuals and organisations that we work with in pursuit of our mission.



BRIEF:

Produce brand guidelines, updated stationery and regional logos based on the company logo.



The Logo



JM Marketing Ltd's logo is shown above, this consists a bold circle with 'JMM' positioned centrally.

The logo should always be featured as shown, with the following two exceptions.

When the logo is to be featured on a dark or black background the reversed version of the logo should be used as shown:





When the logo is to be featured on black and white document the black only version of the logo should be used:



The Colours

JMM's primary colour is shown below, this colour should be featured heavily when promoting JMM.

Primary Colour
 CMYK: 82 - 37 - 04 - 00
 RGB: 11 - 132 - 195
 HEX: 0BB4C2

A range of complementary colours are available to be used in conjunction with the primary colour.

Complementary Blue
 CMYK: 98 - 67 - 39 - 31
 RGB: 7 - 66 - 95
 HEX: 07415E

Complementary Grey
 CMYK: 65 - 56 - 51 - 51
 RGB: 70 - 70 - 72
 HEX: 464648

Complementary White
 CMYK: 00 - 00 - 00 - 00
 RGB: 255 - 255 - 255
 HEX: FFFFFFFF

Complementary Black
 CMYK: 00 - 00 - 00 - 100
 RGB: 0 - 0 - 0
 HEX: 000000

The Typeface

JMM's Logo utilises 'Gotham' typeface, this should be used whenever possible and is available in a range of weights

GOTHAM
 Light
 Regular
 Bold
 Black

The Name

The usage of JMM's name following the following guidance.

The first time JMM's name is used in a document it should be referred to in full as **"JM Marketing Ltd"**
 Note: No space between J and M.
 Thereafter the format **"JMM"** can be used.



JMM
 JM Marketing Ltd
 Dedicated Insurance Brokers
 www.jmmltd.com

Broker at **LLOYDS** Co

JM Marketing Limited is Authorised by the Financial Conduct Authority

Name Surname
 Job Title
 name.surname@jmmltd.com

34 Lime Street
 London EC3M 7AT
 www.jmmltd.com

P: +44 (0)203 XXXXXX
 M: +44 (0)7XXX XXXXXX



BRIEF:

Produce a collection of fun, informative and cheeky resources to help promote safer sex by gay men in Greater Manchester.

**MAXIMISE PLEASURE
PLAY SAFELY**

Provided by
LGBT foundation
Proudly funded by
MAC AIDS FUND

TALK to us about sex, health & wellbeing.
0345 3 30 30 30

TAKE care of yourself if using chems.
lgbt.foundation/chemsex

TEST regularly to know your status. We run full sexual health screening & rapid HIV clinics.
lgbt.foundation/testing

TREAT symptoms as soon as possible. Access PEP from A&E within 72 hours if exposed to HIV.
Speak to your GP or call 111

LGBT RAPID HIV foundation TESTING

TUESDAY 7.30AM-12.30PM
(appointment only)

WEDNESDAY 2-8PM
(drop-in, last test at 7.15pm)

FANCY A QUICKIE?

Testing for men who have sex with men at
LGBT Foundation, 5 Richmond St, M1 3HF
To book an appointment or for more information:
Tel: 0345 3 30 30 30
Web: lgbt.foundation/clinics

FANCY SOME MORE FUN?

You could win
THE SUPER PLAY PACK
including some stimulating toys for you and your partners.

LGBT foundation PLAY PACK!

Regular lubricated CONDOMS
(for plenty of playtime and still the best way of preventing the spread of STIs and HIV)

Water-based LUBE
sachets
(Never use oil-based lubricants such as petroleum jelly, baby oil, massage oil or body lotion as these can damage latex condoms)

Water & silicone based lube
(perfect for fisting, can be reactivated with a few drops of water for longer play sessions)

WATERPROOF COCK RINGS
(Designed to be put on after the condom, it sits at the base of your penis but can be used all over the body)

PUTTING ON A CONDOM
1. Lube-up
2. Place
3. Squeeze and roll
4. Check
5. Afterwards Bin

Individually wrapped non-latex GLOVES
for fingering and fisting
(perfect to use with lube for fingering and fisting)

Antibacterial WIPES
(for hands, toys, body)

HEALTHY COCK RING USE
It's recommended that you keep a cock ring on for less than 20 minutes and to remove it if you start to feel discomfort, pain or bruising - rare, but possible.

Provided by:
LGBT Foundation
5 Richmond Street, Manchester, M1 3HF
Tel: 0345 3 30 30 30 Email: info@lgbt.foundation Website: www.lgbt.foundation
Facebook: LGBT Foundation Twitter: @LGBT111
Registered Charity Number 1070904
Play Pack designed by www.MarkEastwood.co.uk

BRIEF:

Create an bold and exciting leaflet helping Young People understand LGBT issues and realise they are not alone.

SAY NO 2 HATE

EXCEEDING EXPECTATIONS
ANTI-HOMOPHOBIC BULLYING
PROJECT

OUT AND PROUD

Lesbian, gay and bisexual celebrities

JESSIE J
Brit Award winning British singer songwriter who came out as bisexual in 2011
"I've never denied it. Whoopie doo guys, yes, I've dated girls and I've dated boys – get over it"

Openly gay actor and star of Glee
"It's extremely important for gay youth out there to see that it's actually OK... it gets better"

LADY GAGA
Global superstar and award winning singer songwriter, openly bisexual
"There are no rules or limits when it comes to love"

GARETH THOMAS
Former Welsh rugby captain and Big Brother star who came out as gay in 2009
"I'm proud of who I am. I feel I have achieved everything I could ever possibly have hoped to achieve out of rugby, and I did it being gay"

Openly gay Hollyoaks actor who came out in 2010
"I'm gay. It's not wrong. You shouldn't be ashamed of it...we live in the 21st century now. I'm excited to see what the future holds"

CAROL ANN DUFFY
First female and openly gay Poet Laureate
"Anyone who feels shy or uncomfortable about their sexuality should celebrate and be confident and be happy. It's a lovely, ordinary, normal thing."

MARY PORTAS
British high street heroine, government advisor and TV presenter.
"I happened to fall in love with a woman. Lots of women have been in love with men and then women and vice versa. it's just not so defined"

JOHN AMAECHI
Openly gay NBA basketball champion
"Sport has been gay for thousands of years. If a gay boy or girl wants to get into sport professionally they should know their sexuality isn't a barrier to this"

EXCEEDING EXPECTATIONS IN SALFORD

LANGUAGE
"Remember how hurtful words can be"
Using the word 'gay' to mean 'rubbish', 'boring', or to describe something you don't like is offensive. Think before you use words that might offend others. If you hear others saying it, have the confidence to tell them to stop too!

BULLYING
"Everyone has the right to feel safe in school. Everyone"
If you are experiencing bullying, or know somebody who is, it's important to tell someone about it. These websites can be a good place to get advice and support:
www.beatbullying.org
www.cybermentors.org.uk

MATTHEW SHEPARD
"Matthew Shepard is our history"
Matthew Shepard was a 21 year old university student in America. He was beaten and tortured by two men on 6th October 1998 just because he was gay. Matthew's death shocked the world and people began to talk about 'Hate Crimes' much more. Although his life was short, the impact of his story is great.
More about Matthew:
www.matthewsplace.com
More information about human rights:
www.amnesty.org.uk
How to report a hate crime in your local area:
www.gmp.police.uk

COMING OUT
"Everyone wants to know what I am - gay, bisexual or not sure! - I don't need a label"
The process of telling others about your sexuality is called 'coming out'. When somebody decides to 'come out' they may want to consider who to tell first and how to tell them. Coming out takes courage, but it can also be a very positive experience!
Help and support with coming out:
www.lgf.org.uk
Local LGBT Youth Groups:
Salford LGBT Youth Group, Thurs @ The Beacon Centre, 0161 778 0700
www.wuu2.info
www.lgbtyouthnorthwest.org.uk
Trans support: www.transyouth.org

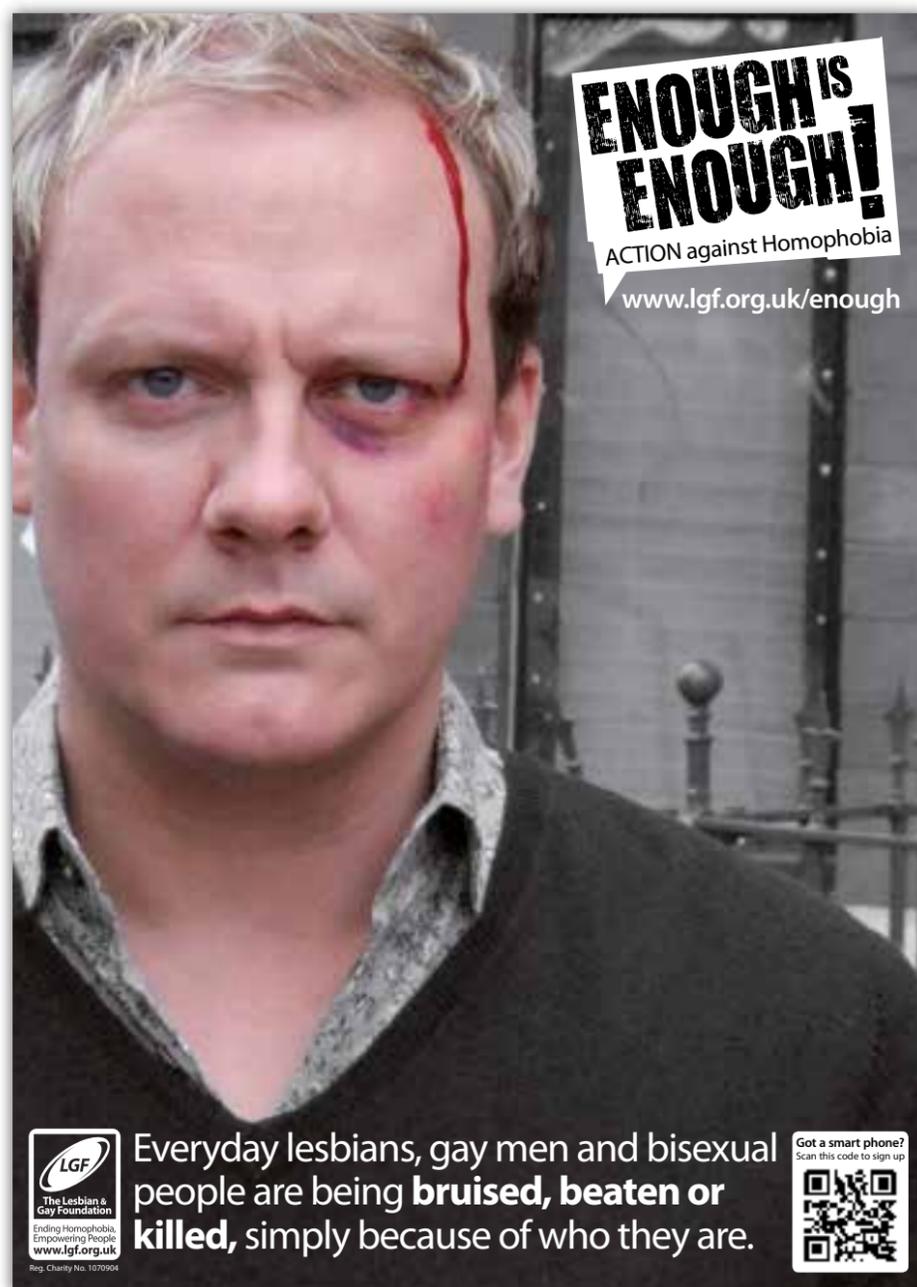
FAITH AND SEXUALITY
"We are not telling you what to think, or what beliefs to have. We are saying don't discriminate"
No faith or religion condones bullying of any kind, including homophobic bullying. Being prejudiced towards somebody because of difference goes against the Universal Declaration of Human Rights and will not be tolerated in schools.
There's lots of support for LGBT people of differing faiths. For information about these support groups:
www.lgf.org.uk/faithbook

THE FUTURE - WHAT CAN YOU DO? "We want to raise awareness of homophobia"
You've seen the play, you've met the actors, we've got you talking – so what next? If you'd like to make a difference in your school, there are lots of things you can do.
How about...

- **Sharing your story** or comments with Hope Theatre Company via Facebook or tweet us @hopetc
- **Becoming a character in the play!** We are always looking for people to interview - got a story to tell? Let us know!
- Designing an **anti-homophobic bullying poster** to put up around the school
- Planning an **assembly about Matthew Shepard** and why it's important not to use the word 'gay' in a negative way
- Setting up a **peer support group** in school, or if you've already got one, getting some additional training in school
- **Getting involved with Exceeding Expectations** in the future, let us know your ideas! Email: exceedingexpectations@lgf.org.uk

BRIEF:

A national campaign to create a movement for change and encourage people to take action against homophobia.



ENOUGH IS ENOUGH!
ACTION against Homophobia
www.lgf.org.uk/enough

Everyday lesbians, gay men and bisexual people are being bruised, beaten or killed, simply because of who they are.

Got a smart phone?
Scan this code to sign up



The Lesbian & Gay Foundation
Ending Homophobia. Empowering People.
www.lgf.org.uk
Reg. Charity No. 1070904

ENOUGH IS ENOUGH!
ACTION against Homophobia
www.lgf.org.uk/enough



LOVE EQUAL MARRIAGE



Take action now!
www.lgf.org.uk/equal



The Lesbian & Gay Foundation
Ending Homophobia. Empowering People.
www.lgf.org.uk
Reg. Charity No. 1070904



SCAN FOR MORE INFORMATION

Thank you to our media partners:



BY ROYAL APPROVAL



www.lgf.org.uk/equal



Bolton CVS
 Bolton CVS Voluntary Sector Roadshow Programme
 18th - 22nd March 2019
Working together to develop a diverse, strong and effective voluntary and community sector in Bolton
www.boltoncvs.org.uk/voluntary-sector-roadshow

Bolton 2030
 Inspiring Community Action in Bolton

Bolton CVS

A Year of Action

1st April 2016 - 31st March 2017
'Working together to develop a diverse, strong and effective voluntary and community sector in Bolton.'

Bolton Community and Voluntary Services provided tailored and intensive support to **153** Bolton based groups and organisations, an **89%** increase on the previous year.

Bolton is home to **1,561** amazing voluntary and community sector groups and organisations with **46,900** volunteers contributing **113,500** volunteering hours each week. Bolton CVS is a charity that exists to support those voluntary and community organisations and their volunteers.

Bolton CVS provided **261** one to one volunteer interviews and **13** 'Why Volunteer' workshops.

www.boltoncvs.org.uk

BRIEF:

Using the current logo produce a strong brand unity for an organisation looking to highlight it's place within Bolton, after years of disconnected and separate brands.



