

Lothian Buses lend a helping hand to Fresh Start



Lothian Buses is lending a helping hand to Edinburgh homeless charity, Fresh Start.

They have branded up a whole bus for a year to help with the advertising for their new charity of the year. There are also adverts for the charity on the inside of the whole 650 strong fleet.

Sarah Boyd, Head of Operations of Lothian Buses commented:

“Our aim in transforming the bus and adding advertising across our fleet is to help raise awareness of the fantastic work Fresh Start do. Hopefully it will encourage others to donate their time, skills and unwanted items to the charity.”

Fresh Start has helped thousands of homeless people including Michael McGovern, Lucasz Jedrzajewski and Gary Newlands who were all given work placements with the charity. Michael, 18, now has a permanent job with Fresh Start in its warehouse and as a PAT Tester; Lucasz, 20, will soon be taking up a new job. The work placement scheme has also helped Gary, 17, make the transition from school into the workplace, building his confidence as well as giving him skills and experience.

Keith Robertson, Managing Director of Fresh Start said:

“We are absolutely delighted that Lothian Buses has chosen Fresh Start as their Charity of the Year. Working in partnership with arguably the best known company in Edinburgh will really raise our profile. I am sure that will help us recruit new volunteers and generate donations of goods so that we can continue to support the most vulnerable households in

the city.

Fresh Start helps people who have been homeless get established in their new home by providing a range of services including practical and emotional support. Working with a team of committed volunteers, the services include providing packs of household goods, a decorating service, cooking classes and an opportunity to work in their growing spaces that grow fruit and vegetables. For those who are unemployed, their training scheme can offer valuable qualifications, skills and experience to help the unemployed get into the workplace.