



Routes to Roots clients at one of the regular drop-in sessions

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Saltwater Stone Supports Poole Homeless Charity

Poole-based maritime PR agency announces pro-bono support for local charity Routes to Roots

Leading maritime PR agency Saltwater Stone today announced its pro-bono support of Routes to Roots, a Poole-based charity that helps local rough sleepers and the vulnerably housed. The maritime specialist, who is a regular champion of local initiatives and worthy causes, will assist the charity and its volunteers in raising awareness of how it helps those in need of shelter and

support in the local community. The agency will also assist in promoting the charity's 'A Place for Change' campaign following its purchase of a dedicated outreach hub in the historic part of Old Town Poole.

'A Place for Change' is the long-term vision of Routes to Roots' founder, the Reverend Pat Southgate, who has been supporting rough sleepers and vulnerably housed individuals in Poole for much of the last two decades through its drop-in sessions. The aim of the new outreach facility is to help those without permanent accommodation achieve lasting positive change in their lives. Facilities such as showers, toilets, laundry, hot food, clothing and sleeping bags will be provided in addition to crucial access to outreach workers for addiction and mental health support, nurses, chiropodists, housing and benefit advisors.

Saltwater Stone MD, Georgina Bartlett said: "For many years we have made a point in finding time to offer our services free of charge to causes close to our hearts and stories that inspire us. We have helped people inside and outside our industry including Transatlantic rowing teams, solo sailors such as Pip Hare and local charities such as Birds of Poole Harbour and now Routes to Roots. I personally believe that society has a duty to give something back and what better way than to re-invest in our community."

"Routes to Roots is a wonderful charity that supports local people at the most vulnerable times of their lives. Not everyone has the same opportunities in life, not everyone has strong mental health to cope with life's challenges and not everyone has a family network of support. When an individual's world collapses it is vital that there is somewhere for them to go and Routes to Roots is an amazing charity run by incredible people who give freely of their time to support the vulnerable people of Poole. We are proud to be a part of it."

It is hoped that the Routes to Roots new outreach building will be completed by the Autumn, ahead of the colder winter months, when the vulnerably housed are most at risk. The charity has raised substantial funding for the extensive renovations of the new hub, much of which has been raised with the help of volunteer fundraisings and generous grants organisations such as church charities and rotary clubs.

Donations can be made via Routes to Root website www.routestoroots.org/charity/ or via their crowdfunding page

<https://www.avivacommunityfund.co.uk/poole-homeless-centre>.

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About Saltwater Stone

Saltwater Stone is a specialist maritime PR, design and communications consultancy based in Poole, UK, working with many of the world's leading marine companies. Through compelling, original content coupled with graphics, advertising and event support, the highly experienced team provides integrated media solutions across the leisure, commercial and superyacht sectors.

About Routes to Roots

Poole-based charity Routes to Roots was founded in 2002 to support local rough sleepers and the vulnerably housed and is dedicated not just to providing day-to-day support but also outreach services to help those in need make long-term change. Through its Amos House facility, it provides three short-term supported housing units, helping residents make the transition from life on the street to more permanent homes.

The Patron of Routes to Roots is The Right Reverend Karen Gorham, Bishop of Sherborne. The Trustees are the Reverend Pat Southgate, Chairman of Board of Trustees and Associate Priest at St Peter's, Parkstone, Founder Trustee of R2R and Chaplain to the Homeless in Poole, Kate Mellor, Martin

Finch, Andrew Teale and the Reverend Lucy Holt.

Routes to Roots currently runs five drop-in sessions a week offering basic necessities such as showers, hot food, clothing and sleeping bags, as well as outreach access to mental health workers, the local addictions team and housing advisers. Once refurbished, Hill Street will become the charity's centre for all services to help homeless and vulnerably housed people in Poole. Founded on Christian principles, Routes to Roots supports all adults regardless of their faith.