



CASE STUDY: TWO RHYTHMS



BUSINESS DEVELOPMENT

Cardiff-based Two Rhythms (formerly Touch Trust) provides inclusive, creative movement and multi-sensory sessions for adults and children with a variety of physical and learning disabilities. The charity offers in-person services from dedicated facilities in the Wales Millennium Centre, accessible online sessions and community-based projects with schools and care providers.

The Issue

With demand for their services rising, this 25-year-old charity had appointed a new CEO who had ambitious plans to grow the organisation. The charity had received a significant legacy, equivalent to more than 12 months of income.

This offered the organisation a valuable opportunity to invest and grow their income generation potential, as well as solve long-running operational challenges.

However, since the pandemic, the charity had operated at a significant trading loss and was relying on external revenue funding their own reserves.

“Cranfield Trust and our volunteer Michael have made a real difference to the charity’s strategic work. Michael brought a fresh perspective and helped us identify new ways to support our team, collaborate with external partners and develop our strategic planning. Michael has given us a boost and the confidence to move forward. Thank you for your support.”

Impact

Working closely with the charity's CEO, Cranfield Trust volunteer Michael came up with several transformative suggestions for the charity. These included collaboration with a local academic institution for access to the institution's specialist library and student placements within the charity to work on specific short-term projects, the introduction of a non-financial staff health benefit to improve staff wellbeing and proposed HR reviews and changes.

Crucially, working closely with staff and Trustees, Michael also undertook a wide-ranging 3-year strategic plan development with the launch of a staff and stakeholder survey for collaboration on the charity's future direction.



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