

PRESS RELEASE

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SANDBANKS FERRY ANNOUNCES NEW CHARITY PARTNER FOR 2021

Sandbanks Ferry Company employees have nominated [Dorset Mind](#) as their next annual charity partner.

Dorset Mind, a local charity in Dorset, raises awareness of and challenges the stigma and inequality of mental health, and encourages recovery from it by empowering people to develop resilience.

Sandbanks Ferry is partnering with Dorset Mind for Christmas 2020 and throughout 2021 to help raise much needed funds and awareness of the charity among Ferry passengers and staff. The Ferry Company will provide Dorset Mind with free on-board advertising space and the charity will also collect donations during key weeks of the year, such as Mental Health Awareness Week in May and World Mental Health Day in October, in addition to other activity.

To launch this partnership, the Sandbanks Ferry Company will once again offer free travel to all passengers on Christmas Day, following the success of the initiative in 2019. Passengers who wish to will be able to donate their toll fee to Dorset Mind via collection boxes on board the ferry on Christmas Day.

Commenting on the new partnership with Dorset Mind, Mike Kean, Managing Director of Sandbanks Ferry Company, said: "We are very pleased to be partnering this year with an amazing local charity that has helped so many people over the years, and of course throughout 2020 with all the challenges that COVID-19 has brought.

"It's great to be able to do our bit to help such a worthy local cause, and we hope the free Christmas Day travel will get their 2021 fundraising off to a great start."

Commenting on the new partnership, Marianne Storey, CEO of Dorset Mind said: "Our new partnership with Sandbanks Ferry Company offers us an exciting opportunity for 2021 – the chance for us to raise awareness about mental health and the support services we provide locally, to the ferry's staff and passengers.

We've all seen our wellbeing affected this past year and we want to let people know that there is help out there for them. Importantly, we also want to let them know what services are available and how to access them at their time of need - we provide both 1-2-1 and group support locally and never has it been more important.

Huge thanks to Mike and the Sandbanks Ferry employees for nominating us. We're very much looking forward to working alongside you and raising funds to help support people in Dorset."

Sandbanks Ferry is also supporting Dorset Mind's '*Move Your Mind*' campaign, which encourages people to get active for at least 30 minutes a day and raise money for the charity throughout January.

Commenting on the '*Move Your Mind*' campaign, Mike Kean added: "We hope lots of people will take advantage of the ferry for Dorset Mind's '*Move Your Mind*' campaign. Dorset has such a wonderful array of beaches and countryside for people to visit for their 30 minutes of daily activity and the ferry is a great way to reach them."

The Christmas Day ferry service will run half-hourly from 08:00 hours until 18:10 hours, leaving Sandbanks on the hour and half hour, and from Shell Bay at 10 and 40 minutes past the hour. All passengers will be able to enjoy free travel on the 25th December, including foot, car, bicycle, and goods vehicles.

During the rest of the holiday period, the Sandbanks Ferry will operate a normal service timetable from 7am to 11pm. Further timetable information can be found at:
<http://www.sandbanksferry.co.uk/timetable.php>.

The Ferry Company and its employees helped to raise almost £2,000 for its 2019/20 nominated charity, [Forest Holme Hospice](#) in Poole, through the free Christmas Day travel initiative and other activity throughout the year.

Visit the Sandbanks Ferry Company at www.sandbanksferry.co.uk, on Twitter at @sandbanksferry and on Facebook at www.facebook.com/sandbanksferry.

Register for Dorset Mind's 'Move Your Mind' campaign and get active to improve your wellbeing at:
<https://dorsetmind.uk/get-involved/move-your-mind/>.

ENDS

Notes to editors

1. **About the Sandbanks Ferry Company:** The Bournemouth-Swanage Motor Road and Ferry Company, known as the Sandbanks Ferry Company, was established in 1923 to run a chain ferry service between Sandbanks in Poole and Shell Bay in Studland, near Swanage. The Sandbanks Ferry Company has been in the same family ownership since 1983 and is headed up by managing director, Mike Kean.

The present ferry, 'Bramble Bush Bay' came into service in January 1994 and is the fourth ferry to operate this service. 'Bramble Bush Bay' is 242 feet in length and has a nominal capacity of 48 cars.

2. **About Dorset Mind:** Dorset Mind charity educates, challenges mental health stigma and inequality, and promotes recovery by empowering individuals to develop resilience. Their 1-2-1 and group support includes counselling, mentoring, support groups, active monitoring, and an accredited befriending service. These all help people regain social skills and confidence. The charity also delivers educational wellbeing programmes for schools and workplaces and provide volunteer opportunities across all areas of the organisation. For more details, see dorsetmind.uk.

3. **About the Move Your Mind campaign:** <https://dorsetmind.uk/get-involved/move-your-mind/>

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