

# SHE Training Centre Proposal

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Construction of a  
Training Centre in Phuket  
Thailand

2011

Submitted by:  
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Part of the New Life Foundation

## Executive Summary

**‘See, I am doing a new thing! Now it springs up; do you not perceive it? I am making a way in the wilderness and streams in the wasteland.’**

*Isaiah 43:19*



SHE (Self Help and Empowerment) was started in 2006 by co-founders Mark and Sharon Biddell. SHE works with women and children marginalized and at risk with the majority working in the bars and commercial sex industry of Patong. Many of these young women travel to Patong from the poorer rural areas of Thailand to seek employment to provide income for their families but find for numerous reasons the only option available to them is work in the bars, clubs and massage parlors. SHE is presently helping women at risk by operating a

centre which offers a safe environment, vocational training in jewellery making, baking, education programmes, counselling, rehabilitation and sustainable employment opportunities. Since starting SHE, they have helped over 100 women by giving them women employment, a new skill set, a home or to help reunite them with their families.

*“Many of the girls we met during our visits to the busy bar section of town were looking for a way out but have no other choice.”*

**~Co-founder-Mark Biddell**

*“We never turn women away and as the number of women who look to us for help increases so we need grow also.”*

**~Co-founder-Sharon Biddell**

SHE wants to share God’s love and hope with the lost and lonely in practical and ongoing ways. We will meet the physical, spiritual and emotional needs of the people we work with and endeavour to bring about transformational development whether it is addressing material, social or spiritual deprivation. Transformational development is essentially a faith-based activity and we believe the work of the Holy Spirit is central both in preparing those to be helped and in motivating and guiding the helpers.



**‘Preach the gospel always, and when necessary use words.’**

*St. Francis of Assisi*

This proposal aims to raise the necessary funding to relocate and increase the ongoing SHE programme to purpose built premises from where SHE will be able to assist more women by offering additional skills training. This new centre will make a lasting change to the lives of many women who are trapped by their present circumstances and will be a sustainable project in the long term. The estimated cost of construction and fit out of the New SHE Training Centre is 7,000,000 Thai Baht.

## The Proposal at a Glance

**Project Title: SHE TRAINING CENTRE – KHAO SIRAY, PHUKET.**

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### Project Goal:

- To construct a training centre that will train and employ Thai nationals in hospitality and catering skills or community development projects if they intend to return home.
  - To train and equip volunteers and Churches on how to duplicate the SHE programme in other locations.
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### Expected Outcomes:

- Provide additional opportunities for women to leave the commercial sex industry.
  - Prevention of women entering the commercial sex industry.
  - Increased trained staff available for the growing tourism industry.
  - Raised awareness of the issues faced by Thai women for teams, guests and visitors.
  - Generate income from product sales, guests and visitors for the longterm sustainability of the training programme.
  - Duplication of SHE training programmes globally where there is a need.
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**Project Duration:** 12 months.

**Start Date:** Dependent upon funding.

**End Date:** To be determined.

We have completed some preliminary works on site completed the design process with a Thai architect and built 1 building.

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### Budget summary:

SHE requires **7,000,000** Thai Baht (165,000 Euro/226,500 USD) for the construction of the new training centre.

SHE has already leased 3 rai (1.5 acres) of land on a 10 year renewable lease.

SHE will contribute project management and volunteer labour throughout the construction phase and continue to manage the programmes after completion.

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*Soil testing for foundation design.*



*First building on site with pathways.*

## Need Assessment



*Map of Phuket, Thailand*

Patong beach is situated on Phuket's west coast and is the main tourist resort in Phuket. It is also one of the main locations in Thailand for the commercial sex trade. Although Prostitution in Thailand is illegal, in practice it is tolerated and partly regulated. Prostitution is practiced openly throughout the country. Local officials with commercial interests in prostitution often protect the practice. The trafficking of women and children for prostitution is a serious problem. The precise number of prostitutes is difficult to assess and estimates of the number of prostitutes vary widely and are subject to controversy, but in 2004, Dr. Nitet Tinnakul from Chulalongkorn University found a total of 2.8 million sex workers, including 2 million women, 20,000 adult males and 800,000 minors under the age of 18. Although centers such as Bangkok, Pattaya, and Phuket (Patong) are often identified as primary tourist "prostitution" areas prostitution takes place in nearly every major city and province in the country.

The prevalence of HIV/AIDS and other STDs in Thailand, and especially among sex workers, has been the subject of significant media and academic attention.

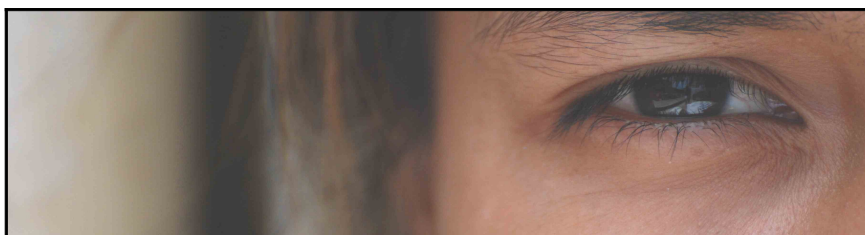
During our time in Patong's red light district we have counted in just one street alone, Bangla Road, over 200 "open" bars, 8 large night clubs and numerous massage parlors and private clubs. We have counted an average of six girls working at each of the open bars. That means every night there are approximately 1,200 girls working just in the open bars on this one street alone, and there are a number of similar streets in Patong.

The main driving force for women to travel to Phuket is poverty. The majority of women we meet come from the Northeast of Thailand. Many of these young women originally traveled down to Phuket looking for work in the hotel industry only to find they lacked in both qualifications and experience to get any sort of work within a hotel. Because of this, they have no other option but to work within the commercial sex industry.

The majority of young women are not paid a salary for working in the bars, they receive free room and board from the bar owners and they survive and provide for their families from selling drinks, earning tips and selling themselves to male tourists.

The need is huge and we are unaware of any other organization within Phuket who is trying to help release these girls. To simply tell the ladies to leave Patong is not an option, so the SHE programme helps in practical ongoing ways that have positive outcomes.

All the Thai ladies that choose to join SHE are paid a salary while they are trained, which enables them to continue to support their families as well as being offered a safe place to live within the SHE community.



## Project Objectives



*Displaying SHE Candies*

*The name SHE stands for ‘Self Help & Empowerment’. This is not only our objective for the people we train but also for SHE as a foundation.*

We see the needs daily and to do nothing or look the other way is simply not acceptable. The objective of this project is to build upon the success of the ministry which started in 2006 and increase the opportunities we have to serve the people of Thailand. We offer hope to those who work in the bars, massage parlours and clubs and equip others in the following ways.

- **To see more women leave the commercial sex industry.**

We will be able to offer more women a choice, at the moment SHE offers free training in jewellery making, baking and English classes. Women can take these skills back to their own village and teach others. Our aim is to buy and sell the jewellery the ladies make at home enabling them to live with and provide for their family.

- **To establish community development projects.**

From the new centre we will be able to teach a wide range of agricultural projects that can be replicated by women who choose to return home to the rural villages in the north east of Thailand. These projects include:

**Food security and income generation:** We will model and teach the benefits of fish, goat, rabbit, chicken, duck and mushroom farming. All of these are low cost initial investment but great rewards. For example, you can create a “micro fish farm” for only 500 Baht with 100 small fry, which within a few months sell each of the fish for 80 Baht. Or from the chickens, you can get an egg a day for your family or to sell at the local market. In addition, you can use the chicken for meat. The same is true with goats. You can drink its milk or eat and sell the meat. Goats will also keep the undergrowth down which is a safety issue for rubber tappers.



*Mushroom farming*

**Composting:** Currently, families with little income are buying fertilizer. They are not aware of the benefits of compost and most have free access to all they need to start to build a compost heap.

**Low cost housing:** We are looking at a number of ways of constructing a home from dirt bags, compressed earth bricks, etc.

**Water and sanitation:** We are looking into different methods to improve the water quality and level of sanitation for low income families.

**Micro finance and small business management:** A number of women from SHE have started their own business here in Phuket. One such lady has set up a food stall for as little as 6000 Thai Baht (\$200, £120) our goal would be to have a revolving micro loan system.

We will be able to show people these projects at the SHE Centre not just from books, but students can assist in the day to day management and construction of these projects and learn by doing.

- **To prevent women entering the commercial sex industry.**

We have started advertising SHE Training Programmes in the 75 employment centres located around Thailand and with the Thai social services departments. We are actively seeking partners who minister in the Northeast of Thailand not only to raise awareness of SHE programmes, but to also follow up on ladies if they choose to return home.

- **To meet the needs of hotels in Phuket by offering qualified staff.**

Phuket now accommodates approximately 5 million tourists per year, one of the highest figures for Southeast Asia. Research has shown us the greatest problem this market faces is the lack of trained, English speaking staff which then reflects badly on the hotels efficiency and reputation. When you speak to any hotel here in Phuket they are always in need of good staff and the number of hotels is constantly growing.

Many Thai women travel to Phuket for these jobs, but are turned away because they have no experience and do not speak any English. Most Thai women do not complete their education and don't speak any English. We aim to bridge this gap between employer and employee by offering hands on hospitality training giving them the confidence and experience they need to achieve a career in the hotel industry.

The SHE Training Programme offers 9 months *paid* training in hospitality skills and English language. When the student has completed the training course we will find her a suitable work placement in a local hotel. SHE offers its Thai staff and student's free board and lodgings within the SHE Centre. If a student wishes to come with their children, we offer free childcare for the duration of her stay and, if needed, when she starts employment elsewhere.

This year a number of our Thai staff were trained by the Training Manager of a leading hotel chain here in Phuket and are now ready to train others. SHE is also promoting this programme to the General Managers of hotels who will employ our students after successful completion of the training programme.

- **To host more volunteer outreach teams.**

Over the past 5 years, SHE has built up a reputation as being a good location for teams to come and volunteer. Every year the amount of volunteers we host at the Centre continues to grow and we predict that within the next 2 years we will outgrow our premises for the 3rd time. In 2010, SHE hosted 24 short term teams who have stayed with us for 2 weeks to a month. In 2011, we have hosted over 450 people.



*One of the visiting teams.*

In January 2012, we have 8 teams coming plus our MTS school (see below). These teams come from organisations such as YWAM, The World Race (Adventures in Missions), Global Infusion as well as church groups. At its peak this year, we had 5 different teams at the same time with a combined total of 72 people. The teams pay SHE to meet the cost of their stay and complete outreach into the bars at night. Teams also complete projects within the local community or at the new SHE Centre during the day. The assistance and income generated by these teams has been a major factor in the sustainability of SHE and we hope to not only increase the number of teams who visit but also offer training schools (see below)

- **To offer training for individuals or teams in Phuket.**

We have seen many people from within teams who are passionate about pioneering a new project or replicating SHE in another country, but do not know how to get started. We have put together the MTS (Missionary Training School) to meet this need and empower students with a new skill set to be able to serve in other areas of injustice around the world. The MTS is 3 month lecture phase followed by a field training/outreach phase working alongside SHE to serve women and children at risk. MTS students raise their own support to meet the costs of the school.

## Project Description

We plan to construct a number of separate buildings on the land comprising of...

### **Building 1:**

Construction of 2 floors. Ground floor: Classrooms and Offices. 1<sup>st</sup> floor: Long term staff accommodation.

### **Building 2:**

Single storey open dining area, kitchen, jewellery making studio and a grocery shop.

**Building(s) 3:** 5 separate 4 bedroom houses for housing Thai women, students and staff. Each room will accommodate 4 people with volunteer staff paying 350 Baht per night which includes basic breakfast, Thai lunch and evening meal.

### **Building 4:**

Toilet/Shower block to serve the adjacent 5 houses.

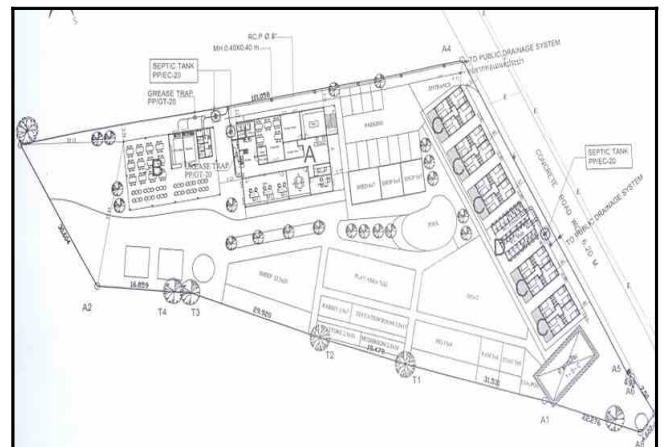
### **Building 5:**

Childcare and Laundry

*\*Note this building has already been constructed as part of our preliminary work, and currently serves as a tools and material store.*

### **Building 6:**

Community development training room.



*Proposed Building Plan*

## Budget Narrative



*Aerial of the new property.*

SHE has leased 3 rai (1.5 acres) of land for a 10 year period (see Figure 8); this lease is registered with the Thai government here in Phuket and can be renewed with the offer of more land if required in the future. The land price is 15,000 Baht per month for the first 5 years starting on November 2010 and increases to 20,000 Baht for the remaining 5 years. The buildings will be constructed using concrete frames, as this is the cheapest alternative (all fittings can be moved in the future if needed). We will be incorporating natural local replenishable materials such as bamboo, coconut wood, etc where possible.

This budget is for the construction phase only and not the ongoing costs of the training programme, Our goal is to be sustainable via jewellery sales and income generated from teams and visitors.

SHE will provide project management to oversee and guide the construction phase of the project. Mark Biddell has a degree in construction and spent 20 years managing large commercial projects in London and more recently has constructed a number of buildings in developing nations.

SHE has secured the services of a local architect and has completed the design process. Short term teams will help with painting and general works. To date we have constructed 1 building, cleared lots of undergrowth, constructed fences, built concrete paths and some landscaping by planting fruit trees, bananas coconuts and other plants.

Mark and Sharon Biddell are self supported via UK donors and *do not* draw a salary from the SHE programme. The only paid employees working within SHE are Thai nationals.

## Projected Budget

### Estimated Budget for the new Training Centre

<b>Building 1: Office and long term staff housing</b>		<b>3,000,000 Baht</b>
<b>Building 2: Kitchen dining and project room</b>		<b>1,400,000 Baht</b>
<b>Building 3: Five houses for a safe house &amp; staff /volunteer housing.</b>		<b>1,400,000 Baht</b>
<b>Building 4: Toilet block.</b>		<b>300,000 Baht</b>
<b>Building 5: Laundry and childcare.</b>	<b>Constructed</b>	<b>0</b>
<b>Building 6: Community Development Education Room.</b>		<b>150,000 Baht</b>
<b>Agricultural Community Development/Landscaping/External Works.</b>		<b>250,000 Baht</b>
<b>Fixtures &amp; Fittings</b>		<b>500,000 Baht</b>

SHE requires 7,000,000 Thai Baht (143,000 GBP/165,000 Euro/226,500 USD) for the construction cost of this project.



*“Let us break their chains.” –Psalm 2:3*