



TINY's Barbershop

CASE STUDY



FUNDED BY
SUPERBIA
QUEER ARTS GRANT

TINY'S
BARBERSHOP



KEY TAKEAWAYS



**£400
MANCHESTER PRIDE
SUPERBIA GRANT**



**15 FAMILIES
SUPPORTED IN GREATER
MANCHESTER**



**TRANS & WELLBEING
FOCUSED PROJECT**

INTRODUCTION

TINY's Barbershop has a mission to empower and support individuals, particularly young people, on their journey to self-discovery and acceptance. A Manchester Pride grant helped them achieve this mission.

“We believe everyone should feel confident and comfortable in their own skin.”

Charlotte “Chip” Matthews

Owner, TINY's Barbershop

TINY's wanted to do more than the average barbershop to support LGBTQ+ communities, and specifically Trans and Non-binary people.

Their staff have already taken a step to achieving this goal; they are proud to be the first mental health certified barber shop and the first barber shop run by and for LGBTQ+ people in Greater Manchester.

Charlotte heard about the Manchester Pride grants programme through a customer in the shop.

“We were discussing the unique needs of my customers and how a grant could support creating more information for them.”

TINY's Barbershop received £400 from the Superbia Queer Arts Fund in March 2023 for their Pride Month offer.

The project offered half-price haircuts, goodie bags and support resources to Trans and Non-binary customers throughout June 2023.

SUPPORTING TRANS COMMUNITIES



Charlotte "Chip" Matthews

Owner, TINY's Barbershop

"As a queer woman with short hair that has been turned away from some shops and at times misgendered, I found that many places can be listed as LGBTQ+ friendly, but more LGBTQ+ encouraging spaces are needed, and I opened TINY's with that idea in mind.

"Since opening the shop in 2022, I've had so much positive feedback from customers on the attention we pay to their needs beyond a haircut. We take the time as mental health trained staff to listen to their needs, creating a safe space to open a dialogue about their pronouns, their gender identity and increasing their understanding."

In the year up to 30th June 2022, 346 people across Greater Manchester were subjected to hate crime because of their gender identity, a 69.6% increase from the year before.

Manchester Pride has prioritised funding projects focused on Trans and Non-binary communities, who need support now more than ever.



SERVICES PROVIDED

Information Packs

TINY's provided comprehensive information packs to customers that contain valuable resources tailored to their specific needs. Each teen received an information pack about various aspects of gender identity, self-acceptance, and community resources.

They also offered a separate information pack specifically curated for parents/carers, focusing on understanding and embracing their child's unique identity. These resources aim to bridge the knowledge gap, provide guidance, and foster a supportive environment within families.

Education was vital to empowering parents to support their gender-diverse children's journey.

"The information packs the grant will help us to produce will go a long way in educating and supporting families and their non-binary and trans loved ones."

Half-Price Haircuts

TINY's offered half-price haircuts to Trans and Non-binary teens, removing financial barriers and providing them with an affordable opportunity to express their personal style and identity.

Goodie Bags

Customers received a goodie bag including items such as self-care products and affirming merchandise, leaving them feeling happy, confident and supported in their identities.





OUTREACH EFFORTS

TINY's implemented various outreach strategies to ensure the project reaches the target audience and generates awareness among relevant communities. Manchester Pride supported outreach through a press release distributed to media outlets.

Radio Interviews

TINY's participated in radio interviews to amplify the message and increase visibility of their initiative. The interviews were organised through Manchester Pride's PR Agency, Jam, who secured TINY's a spot on BBC Radio Manchester.

School Outreach

TINY's specifically targeted LGBTQ+ societies within schools in Greater Manchester including: Chorlton High, Sale High, and Levenshulme High to reach young people directly in their spaces and share online resources and tools.

Social Media

TINY's leveraged targeted Facebook ads to reach specific demographics based on their geographical location, interests, and age.

They joined relevant online communities and LGBTQ+ groups on Facebook to promote the offer, increasing the visibility of the initiative within these supportive and inclusive spaces.

They also shared a wide range of resources and information from other charities, creating an online space that is accessible to a broader audience beyond those directly utilising TINY's Pride month services.

IMPACT OF THE PROJECT

Does the project align with the Barbershop's commitment to inclusivity?



Yes
100%

Were staff knowledgeable and sensitive to the needs of Trans and Non-binary customers?



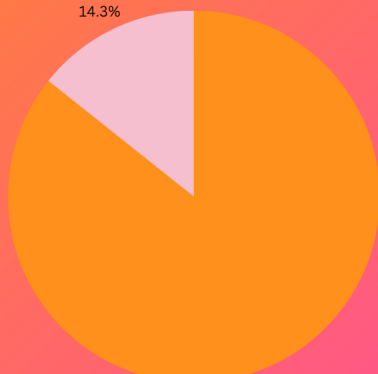
Yes
100%

Did mental health trained staff help create an inclusive environment for your child?



Yes
100%

Did the project positively affect the child's self-esteem and sense of identity?



Yes
85.7%

“They are normally quiet around adults but TINY’s staff had them chatting away throughout the whole time we were there.”

The Parent of a Pride Month offer customer

This impressive impact on the wellbeing of Trans and Non-binary young people is testament to the incredible team at TINY’s, made possible by Manchester Pride Charity and its supporters.

IMPACT OF THE PROJECT

“I wish everywhere was as inclusive as here.”

The Parent of a Pride Month offer customer

Feedback from parents overwhelmingly indicates that the Trans & Non-binary discounted haircuts project was highly successful and well-received by our clients.

Clients expressed high levels of satisfaction with the overall experience, and highlighted a particular boost in clients' self-esteem and sense of identity acceptance.

TINY's have committed to continuing to offer discount to new Trans and Non-binary customers who would not have otherwise been able to afford to access haircuts at TINY's.

Staff members reported positive sentiments regarding their involvement in the project, feeling supported by both management and fellow staff members.

These findings provide strong evidence that the project achieved its objectives and successfully met the needs of the clients and their children.

The overwhelmingly positive feedback indicates the success and effectiveness of the project and shows the very tangible and personal benefit of the funding provided through the Manchester Pride Grants Programme on Trans and Non-binary communities.



SUMMARY

“The grant has come at such a vital time for the business. With the cost of living crisis, the grant means that we’re able to invest in the project, increasing awareness of TINY’s as a truly safe space for people who are looking to grow confidence in their identity.”

Charlotte ‘Chip’ Matthews, Owner, TINY’s Barbershop

PRIORITY ISSUE

**LGBTQ+
MENTAL
HEALTH AND
WELLBEING**

PRIORITY COMMUNITY

**WIDER TRANS
COMMUNITIES**

ORGANISATION TYPE

**SMALL
INDEPENDENT
LGBTQ+
BUSINESS**

PEOPLE SUPPORTED

15 FAMILIES

The £400 grant awarded to TINY’s Barbershop made a huge impact on the communities and fits perfectly with the objectives of Manchester Pride Charity, which works to improve the lives of LGBTQ+ people in Greater Manchester and beyond year round.

The Manchester Pride Community Fund offers grants of £250 - £10,000 in funding, and is open for applications year round. Our different funds support a wide array of LGBTQ+ projects from; the work of community groups and organisations; grassroots Queer arts and culture events; local Pride events around Greater Manchester; and supporting charities and organisations to run longer term projects that benefit LGBTQ+ communities.

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