

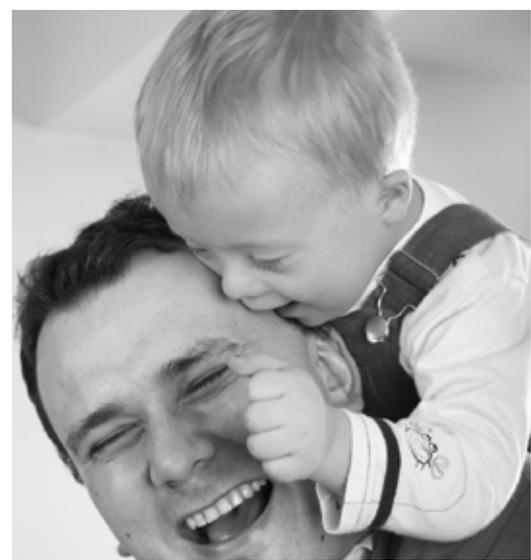
Ideal for All

Annual Report 2010/2011



15th Anniversary

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Foreword from Carol Goff, Chair

Since the last annual report, I have once again been given the honour of being selected as chair of the board of trustees. I would like to take this opportunity to thank the board for all their support during the past year.

Since the last report we have launched our social enterprise, Ideal Quality Services (IQS). We will provide a range of services such as payroll and human resources, which will be available to small and medium size employers and enterprises. We have also set up a holiday travel service. This idea came from listening to various members about the difficulties they faced when organising a holiday with most travel companies. In response we formed IQS Travel, our own holiday company that specialises in accessible holidays.

The aim of IQS is to generate income for our charity which will be used to fund our work. We hope this will give us a little more security and make us less reliant on our core contracts for our continued survival in what is a very difficult period for the whole country.

The core contracts we have at present are with Sandwell Council and Sandwell Primary Care Trust (PCT). As we all know, there are going to be quite a lot of changes in these organisations in the future. There are no guarantees that the way we work with them will continue. We will continue working in partnership with other third sector organisations when and where necessary, in order to ensure the survival of Ideal for All.

The Grundtvig Learning Partnership, funded by the European Union has been a success. We hope we can carry on with our partnership programme of learning, but on a wider basis. This learning programme allows us to see how other countries enable their disadvantaged communities to become a part of the wider community.

Our core services are still being provided by our very hardworking executive director and staff, and I would like to take this opportunity to thank them on behalf of the board of trustees. I know they often go that extra mile for us.

Thanks also to my fellow trustees for their hard work and commitment in making sure that Ideal for All continues its work to benefit our local community.

I look forward to what I hope will be another successful year.

Overview & Welcome, Naeem Arif, Executive Director

It is a privilege for me to present our fifteenth annual report. It is an ideal opportunity to showcase our continued success despite the challenging economic climate. I am proud to be part of its history, and to see Ideal for All as a transformed, professional and committed organisation supporting disabled people, the elderly and disadvantaged people of Sandwell.

Last year, we launched an ambitious five year business plan to drive forward the organisation with a renewed strategic vision. We broadened our reach to ensure our services reflected the needs of our clients.

We have aligned our staff structure to respond to new challenges and change brought about by the government's drive to promote the Big Society agenda and cuts in public funding. A new approach to delivering public services is needed and as an organisation we have recognised this fact.

I am pleased to report that we have made significant progress in this area. We have already applied for funding to support the changes. We believe that the revised structure will strengthen the organisation to meet the challenges faced by the third sector.

We have also strengthened the board of trustees with additional co-opted members. They will support our ability to relate better with local politicians and communities. This will also support business continuity.

Our work has been possible due to the long standing partnership with Sandwell Council and Sandwell Primary Care Trust (PCT), who have provided us with sustainable funding over the years. It has been further supported by many generous funders, supporters and friends who share our vision to support the vulnerable in society to live independently and with dignity. Our appreciation goes also to our committed patron, Dave Heeley, our trustees, volunteers and staff, who have all been instrumental in shaping our work.

In order to manage the financial risks, we launched our social enterprise, Ideal Quality Services. The main purpose of this enterprise is to develop diverse income streams by developing a portfolio of new services. The launch of an accessible holiday service for disabled people and the elderly has received a positive welcome.

May I also take the opportunity to pay tribute to Joan Wootton, who sadly passed away in October last year. Joan was a trustee for five years.





Grundtvig Learning Partnership Programme

Last year we briefly reported on the Grundtvig Learning Partnership programme and the first meeting with our European partners which we held here in Sandwell. This programme gave us the opportunity to promote greater understanding of the barriers faced by disabled people when taking part in civic affairs. It also highlighted the lack of political awareness by disabled people, and the lack of understanding politicians have about disabled people's experience.

We are pleased to report that the programme continued during 2010-11. Staff, trustees and service users visited Austria in March, Poland in June and Germany in December. All trips were very successful with all partners sharing information about processes, policies and procedures at both local and national levels, as well as looking at the histories and customs of the countries. It has been a learning experience for all countries taking part in the programme.

Taking part in the Grundtvig project has shown us that we can learn and broaden our potential to make a difference to disabled people's lives in Sandwell and beyond due to our work with local and national agencies.

There have also been several opportunities for us to work closely with other local third sector organisations, whose work is also focused on our main target group. We have now forged firm links with their staff and members and we are already involved in working with them.

In November 2010 we were invited to speak at the Future Talks European conference in Linz, Austria. Over 200 delegates from 11 countries shared their knowledge on how independent living of disabled and elderly people is being promoted in different countries. This visit helped us to apply for another Grundtvig Learning Partnership funding application with Austria, Finland, the Czech Republic and Hungary to work together in sharing mutual experiences on promoting collaborations with businesses.

Ideal Quality Services

Ideal Quality Services is a social enterprise run by Ideal for All. All income generated through the sale of services will help the community projects we run. We have developed a range of services and make sure we maintain a high quality and competitive prices.

Extensive work began last year to develop IQS Travel as an independent travel agency. IQS Travel joined Worldchoice as a Worldchoice Plus member which gave IQS Travel access to the Association of British Travel Agents. There is a booking and back office system which takes care of all travel payments to operators, access to a range of holiday companies, a card payment machine, marketing materials and a website.

The travel agency shop is located in the reception area. It is in a prominent place for people to see when they visit the building. Specialist tour operators are being sought to provide an extensive choice of holidays.

IQS Training ran a range of courses which included British Sign Language, Minute Taking, Disability Awareness and Customer Service.

IQS Payroll is a new product in our portfolio and we are working hard to promote this to local businesses.

A menu of support and services to assist people on personal budgets and direct payments was developed which included managed accounts and payroll. These services can be sold beyond Sandwell or to self funders.

We have joined the Black Country Chamber of Commerce to improve business links between us and other companies.





Information Service

This service offers impartial advice and information on a wide range of disability related issues. We provide disabled people and carers with information that will enable them to access a range of services and equipment. We support individuals to make more informed choices about issues that affect them.

During this year we have undertaken a standardised survey of our front line performance which came back with some favourable results. The survey gave us the opportunity to obtain information anonymously from people who accessed the service and to look at how we could improve.

Suggestions included the introduction of a mobile phone to encourage individuals who use text as a means of communication. We introduced the mobile phone which has proved beneficial to deaf and hard of hearing people accessing our service.

Deaf Equipment Service

This service offers information and assessment on a range of equipment to people that are deaf and hard of hearing to help them to live safely and independently. It is available for both adults and children. We offer a wide range of equipment and information to help people overcome some of the problems they experience with their hearing loss.

We had a lot more referrals and closed 450 cases with the help of a colleague working one day a week to support the home visits. We have also received lots of enquiries from parents and we hope this will encourage more children and young people to use the centre and services on offer.

We encourage people to come to the centre so that they do not have to wait too long to see someone. There is a waiting list for home visits, but if we can encourage people to come to the centre then we can manage the waiting list. The other advantage of coming to the centre is that individuals can see a display of equipment.





Occupational Therapy, Drop-in Duty Service, Specialist Equipment Service

Staff from all these services work in collaboration with one another. Feedback we received found that the person-centred approach that we use was helpful as the service assessments work together to address every aspect of the client's life. This has also resulted in more referrals being made to other external agencies.

Assessments are carried out in our assessment house or in an individual's home. The drop-in duty is maintained during the hours of 10am until 12pm, and on average sees five people a day. The majority of cases were dealt with during their first visit to the service.

Over the past year the OT Service has received high levels of internal and external referrals. Our records show that many referrals were received via the Drop-in Duty Service. We also received referrals from Social Services, GP practices, relatives and the individual themselves. We respond quickly from the date of their initial referral to creating files, making contact and undertaking the client's assessment.

The Specialist Equipment Service has received more enquiries from certain towns in the borough, helping us to identify where more promotional work is needed to raise awareness. The service resolved the majority of its cases on the same day. Development work has started on forging stronger working relationships with companies that sell disability equipment in Sandwell and the surrounding areas. This means that service users are better informed of the availability of disability equipment as it is often needed quickly.

Parent Participation Service

The establishment of the Parent Carer Forum has been developed by promotion through schools for disabled children and liaison with appropriate children's services within Sandwell Council and Sandwell PCT. We did a number of events including coffee mornings, parent's evenings, fun days, community events and networking events.

The forum meets monthly at a range of different Sandwell venues. An annual schedule of dates and venues is prepared with monthly topics agreed. The agenda is led by parents. Agenda items are added depending on current relevant issues and policy developments.

We work directly with parents to capture their opinions and views on services. We have held regular parent forums where we have been able to share information on short breaks for carers, and consultation events where a variety of speakers have attended to inform parents on issues which effect service provision





Delivering change

- Customer and stakeholder engagement
- Customer journey
- Efficiency and effectiveness
- Market management
- Workforce
- Universal services and prevention

Sandwell

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Ideal for all
Ideal for All
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Delivering change
Customer and stakeholder engagement
Customer journey
Efficiency and effectiveness
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Workforce
Universal services and prevention

Engagement and Enablement Service

The service aims to support disabled people to improve their quality of life through providing practical support and information. This is achieved by actively promoting and encouraging participation of disabled people, their families and carers in the diverse services and activities, events and projects we offer.

We organise the membership process and we have over 1,800 members who receive information in formats suitable for their specific needs on disability issues.

The service works with over 170 groups across the voluntary and third sector and facilitates the Sandwell Disability Network. Any information on new legislation, consultations, and other important issues around disability are shared with the network.

A monthly newsletter is provided to community groups, councillors, statutory bodies and disabled people.

Last year the team organised a number of events reaching a wide and diverse audience. These included:

- International Day of Disabled People was celebrated by an event showcasing the achievements of disabled people.
- The Empowering People event provided people with information on how care services for adults are changing.
- A consultation event on proposed changes to Disability Living Allowance, attended by over 200 people. This was organised jointly with the Council of Disabled People and Sandwell Council's Welfare Rights Team.
- Vision Awareness Day
- Multiple Sclerosis Awareness Day (in partnership with the Black Country MS Society).

The Sandwell Disability Network held meetings each quarter on topical issues. The monthly Ideal for All community newsletter on disability issues was launched in April 2010 with a distribution list reaching our members and other organisations.

Employment and Skills Service

This service provides a range of employment training and courses, including a high level of learning support. We delivered a wide range of activities throughout the year. The activities provided were the result of research carried out locally and nationally by the government and Sandwell Council, which identified the need for such activities in Sandwell.

The impact and feedback was positive as the service ensured individuals received high quality support throughout their journey of looking for employment or training. We also supported clients to build on existing skills or develop new ones.

Confidential advice and guidance interviews were conducted to establish individual requirements. Practical support and mentoring was offered with the opportunity to job search. We offered support with CV writing and application forms. The aim was to develop interview skills through the Journey to Work course which offers employment skills training.

We provided the opportunity for clients to attend a weekly job club. They also were able to attend courses such as Computers for Beginners, Literacy, English for Speakers of Other Languages (ESOL) and Personal Development training.

We encouraged clients to develop skills and achieve their aspirations. Voluntary work placements were offered to people wanting to experience work in an office environment.

The service continued to engage, support and develop young disabled people, encouraging independence through educational and leisure activities.





Growing Opportunities

This service offers a range of garden based activities throughout the year aimed at supporting people with improved health and fitness, rehabilitation and maintenance of independence.

The diverse programme of activities continued to draw in people of all ages from Sandwell. During 2010-11 the strategic role of Ideal for All in supporting the realisation of the community agriculture strategy continued to develop.

A lease is being negotiated with Sandwell Council for a further six acre overgrown allotment site at Barlow Road, in the north of the borough, with plans to move forward in 2011 for its reclamation. Fundraising bids have been developed for the programme as a whole to strengthen and diversify sources of funding.

We continued to reach out to the Sandwell community, offering taster workshops, support to schools and groups across the borough. We also supported budding community growing projects at Lewis Road and The Patch children's centre in Wednesbury.

We worked with schools, Surestart groups and parents with our Ready, Steady, Grow and Grow-well programmes. The groups tasted freshly picked produce and learnt about healthy eating and activity. Plans are being developed to offer vocational training to 14-16 year olds during 2011, making use of the excellent facilities, including the new Keder Tunnel, funded by Ibstock Cory.

The Gardening from Home programme developed a successful model with Sandwell PCTs Falls Prevention Service. The programme supports elderly people and those with long term conditions within their own home gardens with rehabilitation. Funding for 2011-12 has been secured to continue its delivery.

Self Directed Support Service

The aim of this service is to provide high quality services for people on personal budgets or direct payments. People on personal budgets use their money to buy the services they require in order to meet their daily living support needs. Our menu of support and services include a payroll service, managed accounts and initial and ongoing support.

We support clients on direct payments by either doing home visits or they come to us. A visit checklist is used by advisors on visits to create a uniform approach and to ensure all aspects of support are covered. A comprehensive visit pack is given to people on these visits.

The team meet on a weekly basis to support each other with the case load, improve communication and to develop the service. We continually strive to improve the service we give to clients by improving and updating the information we provide, monitoring the quality of service given and working alongside the local authority with their transformation agenda.





Multimedia Service

This service uses the latest technologies in information technology (IT), audio, video and print to make sure all disabled people have equal access to information and learning materials in fully accessible formats. We also design and print materials for a number of organisations, groups and businesses.

With our knowledge of the Disability Discrimination Act we endeavour to ensure that everyone has equal access to information regardless of their disability.

Over half of the work we do is to provide accessible materials for people with a range of disabilities. We have the expertise in-house to design and print materials, web design, audio, filming, photography and providing materials in a range of formats.

This year we have worked on a wide range of projects including our contract with Sandwell PCT. We designed and produced the Community Agriculture Strategy which is an IFA and Sandwell Food Network document. We filmed the Sandwell Health's Other Economic Summit (SHOES) conferences, edited the film and produced DVDs.

We are also working on a diabetes awareness film targeted at the South Asian community within Sandwell in association with Sandwell PCT and Sandwell South Asian Targeted Health Initiative.

Social Events

During the year we organised a turkey and tinsel holiday for members at Bodelwyddan Castle in North Wales. We provided trips to Longleat Safari Park, Southport, Westonbirt Arboretum, Wickstead Park, and the Gardener's World exhibition at the NEC. We also organised a mystery trip which took the group to a garden centre and then on to the Whittington Arms in Kinver for lunch and a show.

We also organised a Christmas dinner for our members at Tipton Sports Academy which took place after last year's annual general meeting. This was a huge success attended by 150 members.

Many of our members taking advantage of this service do so because either they do not have the confidence to book their own holidays and trips, or because they live on their own and it provides them with a social activity they may not otherwise participate in.



Looking forward

Those organisations founded on the principle of not-for-profit are being hit hard due to a rapidly changing commissioning environment. It is increasingly evident that major private national companies are sweeping away the business from the local voluntary sector organisations by winning local contracts. The added value norms are sadly no longer part of the contracts procurement process. This means that smaller voluntary sector organisations who were delivering a valuable service to hard to reach vulnerable communities may no longer be able to stay in business.

This is a major concern for the sector. We are constantly supporting the Sandwell Council for Voluntary Organisations to influence the Council's policy on this issue. To mitigate this risk we are investing our resources and expertise in building a new for-profit business portfolio which will invest back into the charity. In doing so, we will hold steadfast to our original vision to serve the community of Sandwell.

We have plans to extend our reach in the neighbouring boroughs. We are developing our enterprise to offer new and affordable services for disabled people, the elderly and vulnerable.

Naeem Arif, Executive Director

Accounts

INCOME

Money we have received in the year

Between 1 April 2010 and 31 March 2011 we raised **£1,570,000**

This is where the money came from: **£**

Independent Living Services:

| | |
|--|---------|
| Sandwell Adult & Community Services and Sandwell PCT | 814,000 |
| Sandwell MBC-Parent Participation | 27,000 |

| | |
|------------------------|---------|
| Bank Interest Received | 4,000 |
| Other Income Received | 181,000 |

Employment and Education Wing:

| | |
|--|--------|
| Sandwell Adult & Community Services and Sandwell PCT | 25,000 |
| Economic Regeneration Unit (SMBC) | 24,000 |
| Working Neighbourhood Fund (WNF) | 90,000 |
| Working Neighbourhood Fund – Skills for Life | 30,000 |
| Sandwell MBC - PAYP | 20,000 |
| Sandwell MBC - NLDC | 20,000 |
| Sandwell MBC - C2O Project | 24,000 |
| Other Income Received | 9,000 |

Growing Opportunities:

| | |
|-----------------------|---------|
| Sandwell PCT | 227,000 |
| Sandwell PCT - WNF | 12,000 |
| Other Income Received | 29,000 |

Multi Media Service:

| | |
|--------------|--------|
| Sandwell PCT | 34,000 |
|--------------|--------|

TOTAL INCOME **£1,570,000**

Accounts

EXPENDITURE

Money we have spent in the year

Between 1 April 2010 and 31 March 2011 we spent **£1,631,000**

RESOURCES EXPENDED

£

| | |
|---|---------|
| Salaries | 963,000 |
| National insurance contributions | 77,000 |
| Pension contributions | 17,000 |
| Property rental | 86,000 |
| Utilities | 30,000 |
| Security | 8,000 |
| Repairs and maintenance | 42,000 |
| Garden equipment and horticultural sundries | 4,000 |
| Loan equipment and consumables | 27,000 |
| Equipment leasing | 16,000 |
| Telephone and postage | 30,000 |
| Printing stationery and software | 31,000 |
| Computer support | 42,000 |
| Insurance | 7,000 |
| Training and information | 11,000 |
| User participation | 49,000 |
| Advertising | 15,000 |
| Travel expenses | 18,000 |
| Audit and accountancy | 5,000 |
| Lead agency payments – WNF | 57,000 |
| Legal, professional and bank charges | 29,000 |
| Donations | 6,000 |
| General running costs | 5,000 |
| Depreciation | 56,000 |

TOTAL EXPENDITURE

£1,631,000

£

| | |
|---|-----------|
| At the beginning of the year as at 1 April 2010 we had: | 813,000 |
| We received in the year ended 31 March 2011: | 1,570,000 |
| We have spent in the year ended 31 March 2011: | 1,631,000 |

This leaves us with funds carried forward of **£752,000**

Accounts

What we are worth as at 31 March 2011

What we are worth at the end of the year. At the end of our financial year we had:

| | £ |
|--|-----------------|
| Computers, technical and furniture equipment worth | 6,000 |
| Garden buildings and equipment worth | 63,000 |
| Motor vehicle worth | 15,000 |
| Money in the bank and in cash | 552,000 |
| We were owed money worth | 159,000 |
| Total | £795,000 |

But we have to take off money that we owed which was 43,000

So the total value of our charity was £752,000

This is split up as follows:

| | |
|--------------|---------|
| Restricted | 18,000 |
| Unrestricted | 364,000 |
| Designated | 370,000 |

These accounts are a summary of financial information for the year ending 31 March 2011. The trustees ensure that adequate accounting records are kept and that full disclosure is provided to auditors. The full accounts, annual report and auditor's report may be obtained by contacting Ideal for All. The annual report and accounts, which were approved on 10 August 2011 have been filed with the Charity Commission and Companies House.

David Leigh, Treasurer

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REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 MARCH 2011

Trustees:

Mrs C Goff - Chair, Mrs D Veale - Vice Chair, Mr D Leigh - Treasurer, Mr A Ashfield, Mr A Averis, Mr E Brown, Mr J A Goff, Mrs D Gospel (resigned 1 October 2010), Ms K McCoy (resigned 15 December 2010) Mrs D Nemedi, Mr R F Short, Mr S Verma, Mrs J Wootton (deceased 15 October 2010)

Company Secretary: Mr J P W Fallows

Executive Director: Mr M N Arif

Registered office:

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Auditors:

Bloomer Heaven Ltd, Chartered Accountants & Registered Auditors
33 Lionel Street
Birmingham
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Company registered number: 03196518 Charity registered number: 1070112

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