

IMPACT REPORT

2024 - 2025



**IDEAL
FOR ALL**

FOREWORD 2024/2025

Ideal for All Chair of Trustees



Lindsey Bucknor OBE
Chair of Trustees

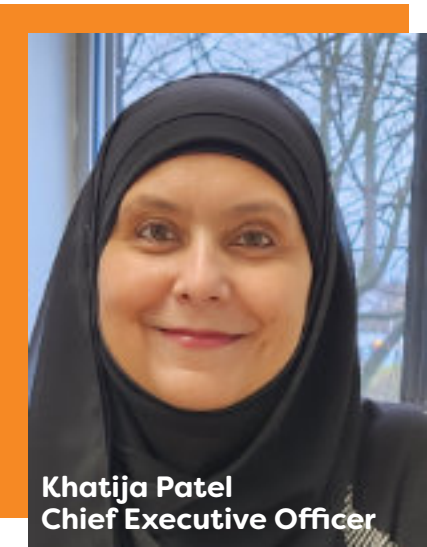
I am proud to share my first foreword as Chair of Ideal for All. Taking on this role after the remarkable leadership of Carol Goff, who guided the charity with dedication for more than a decade, is both an honour and a responsibility and I look forward to helping steer the next part of our journey.

This year has been one of both transition and progress. Ideal for All continues to demonstrate the power of a user-led organisation, rooted in lived experience, led by strong values and driven by a strong belief in equality and inclusion. We are proud of the difference we make to the lives of disabled and disadvantaged people which is evidenced in every service, every partnership and every story we share.

While the wider environment for charities remains challenging with rising costs, funding reductions and shifting commissioning frameworks, Ideal for All has continued to adapt with determination and purpose. Our Board has been focused on strengthening governance, supporting our leadership team, and ensuring we have the strategy and resilience needed for the years ahead.

The launch of our new Business and Development Plan (2025–2027) marks an important milestone. It reflects a forward-thinking vision that builds on almost thirty years of innovation and impact. This plan will help us to continue investing in our people, expanding our reach and securing the sustainability of our services and community assets for the future.

On behalf of the Board of Trustees, I want to extend heartfelt thanks to our staff, volunteers, partners, funders, service users and members. You are our beating heart and the reason we do all of the things that we do. Your passion and commitment are what make Ideal for All truly special. Together, we are not just looking ahead, we are shaping what's next.



Khatija Patel
Chief Executive Officer

CEO Review 2024/2025

SHAPING WHAT'S NEXT

2024/25 has been a year of change, reflection and forward momentum, one that marks the transition from resilience to renewal, and from recovery to shaping what's next.

Ideal for All continues to deliver a wide range of life-changing services for disabled and disadvantaged people, supporting around 4,000 individuals this year. Through our two main service areas, Direct Payments and Integrated Services, we have remained focused on empowering people to live independently, confidently and well.

Our Direct Payments Service continued to support individuals to manage their care and independence across multiple regions. While we were disappointed to lose the long-held Sandwell contract, we were proud to be reappointed in Birmingham, where our support offer continues to grow. We also delivered a successful Skills for Care training programme, supporting hundreds of Direct Payment recipients, Personal Assistants and carers to build skills and confidence.

Our Integrated Services team continued to deliver diverse, person-centred programmes including health and wellbeing, mental health recovery, employment and skills support, and our award-winning community gardens and social enterprise projects. These services reached more than 2,000 people and achieved exceptional outcomes in improving wellbeing, connection and independence.

We launched our new Business and Development Plan 2025–2027, setting a clear path for the next phase of Ideal for All's journey. This plan builds on nearly three decades of lived experience, innovation and user-led delivery. It focuses on four key areas – People, Services, Assets and Impact, ensuring that we continue to grow sustainably while staying true to our founding values of equality, inclusion and empowerment.

Throughout the year we faced ongoing challenges from rising operational costs to increasingly competitive funding environments but we remained financially stable, ending the year with a modest surplus and investing further in our infrastructure and community assets.

As we look ahead, “Shaping What's Next” reflects both our optimism and our realism. We know the landscape is shifting, but we are ready, investing in our workforce, strengthening our infrastructure, and growing our social enterprise activity so that we can continue to deliver the high-quality, person-centred support that defines Ideal for All.

To our staff, members, volunteers, trustees, partners and supporters, thank you for standing with us through another demanding but inspiring year. Your commitment makes all the difference. Together, we are not only responding to change, we are shaping what's next.

A SPECIAL MENTION

We're incredibly proud that long-standing Trustee and former Chair, Carol Goff, was honoured by the High Sheriff of the County of West Midlands 2024-25 at the High Sheriffs End of Year Thank You Service on Wednesday 19th March 2025.

A founding member of Ideal for All, Carol has dedicated nearly 30 years to championing disabled people in Sandwell. Her leadership helped shape our Independent Living Centre, transform derelict land into community gardens and empower thousands of local residents.

Carol's compassion, resilience and unwavering commitment have been central to our journey and this recognition is truly deserved.



WHO WE ARE

Ideal for All is a user-led registered charity and social enterprise working to make life better for disabled, elderly and vulnerable people and their carers.

Formed in 1996 to address the barriers that disabled people face such as health needs, poverty and a lack of voice to policymakers. Local disabled people wanted to set up a fully accessible Independent Living Centre and 'joined up' co-produced services.

Based in the Black Country and Birmingham, our team deliver services across the West Midlands, neighbouring regions and other parts of the UK. We are an award winning provider of person centred services that achieve positive outcomes for people in terms of improvements in mental and physical health and wellbeing; reduced isolation; improved knowledge, skills and opportunities; employability; and increased independence.

Since we started we have supported nearly 50,000 people with information, guidance and access to a range of independent living activities, direct payment services, employability programmes, health and wellbeing projects, and peer support groups.

OUR SERVICES

DIRECT PAYMENTS (PERSONAL BUDGETS)

Ideal for All provides a comprehensive support service for individuals receiving direct payments from local councils and health authorities. Our specialist advisors enable clients to manage their care requirements in a way that suits them by offering information, advice and support on all aspects of employing staff, payroll, support planning and managed accounts. Our services are also available to people who are funding their own care needs.

HEALTH & WELLBEING PROGRAMMES

We deliver a range of online and face to face physical and mental health and wellbeing support. This includes interventions delivered from our fully accessible and award winning horticultural sites in the Black Country, which provides therapeutic gardening, food growing, healthy food programmes and creative workshops as well as variety of opportunities to support people into work through vocational training and volunteering opportunities.

PEER SUPPORT, INDEPENDENT LIVING SKILLS, SOCIAL GROUPS AND EVENTS

Our online and face to face peer support groups offer a valuable source of information, shared experience and mutual self-help. They promote and support the independence of disabled people and reduce social isolation. We also organise regular coffee mornings, accessible exercise classes, peer-led social activities and events throughout the year.

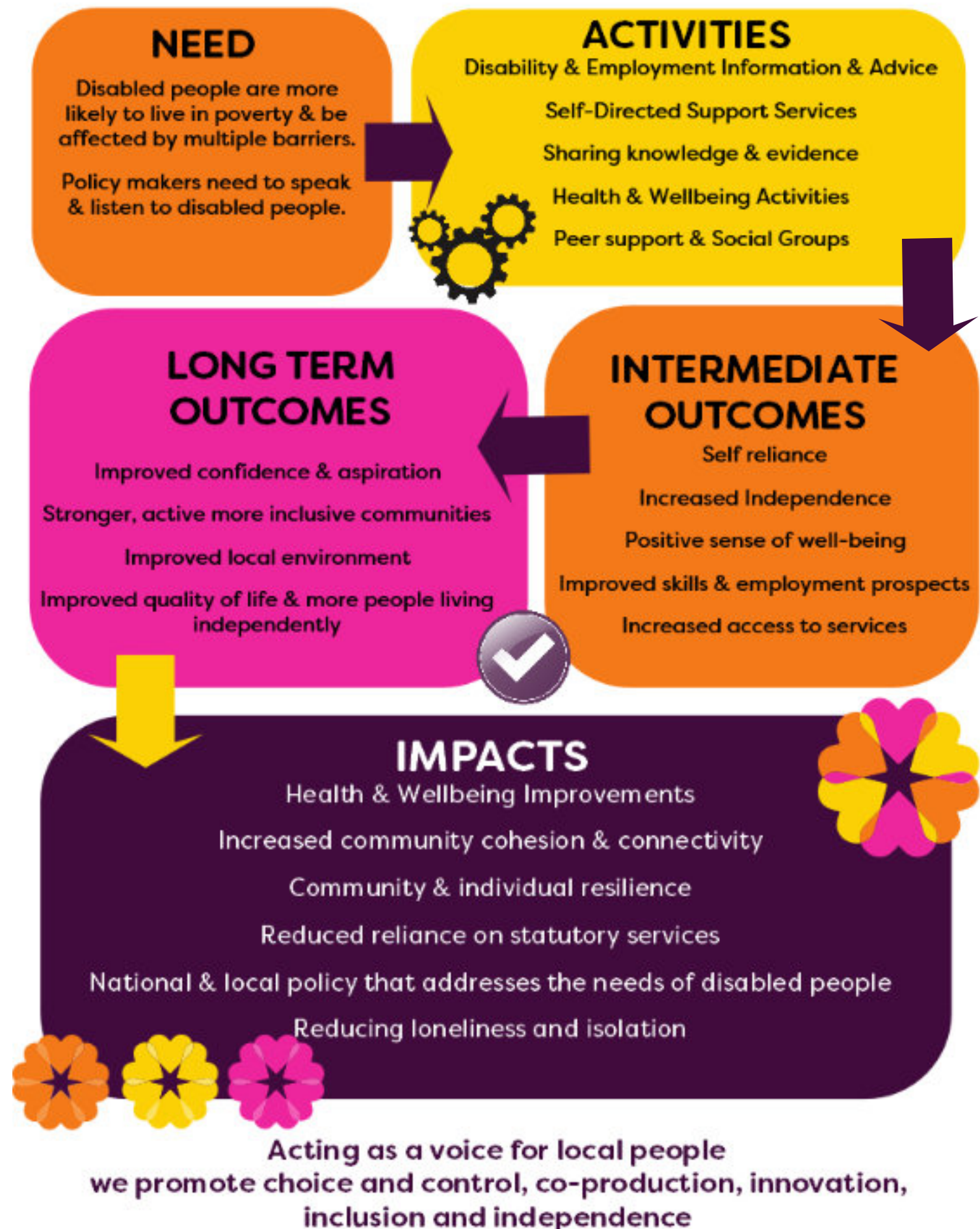
SPECIALIST EMPLOYMENT SUPPORT

Through online and face to face support, we support disabled and disadvantaged people to develop their skills, confidence and optimism in order to find or move closer towards suitable employment. Our support is tailored to each person's needs and aspirations, designed to help them overcome barriers to work including providing information and advice to business and professionals relating to the employment of disabled people.

INFORMATION AND ADVICE

We offer disabled people and carers impartial information, advice and support to make informed choices about disability matters that affect them. This includes free and confidential help with welfare rights, benefits and signposting to partner networks and statutory provision.

OUR THEORY OF CHANGE





4,000+
PEOPLE SUPPORTED
IN 2024/2025



2,000

DIRECT PAYMENT
RECIPIENTS

SKILLS FOR CARE 629
TRAINING INDIVIDUAL
EMPLOYERS & PA'S



2,000

INTEGRATED
SERVICES
BENEFICIARIES

175 DRUG &
ALCOHOL
RECOVERY
BENEFICIARIES

425 PEER SUPPORT
& CONDITION
MANAGEMENT

475 SPECIALIST
EMPLOYMENT
SUPPORT

COLT
ESOL
HCBL
ADVICE

120
PEOPLE
I-ACT
TRAINED



COMPLETED YEAR 1 OF NLCF
BETTER HEALTH FOR ALL
NATURE & COMMUNITY

120 NEW PARTICIPANTS

350 EXISTING SUPPORTED

CAPITAL FUNDING TO IMPROVE
GARDENS & FUND ELECTRIC VEHICLE
INCLUSIVE COMMUNITIES
ROWLANDS FOUNDATION
WOLFSON FOUNDATION



96%

IMPROVED
WELLBEING

87%

MORE SOCIALLY
CONNECTED

92%

CONNECTION
TO NATURE



John accessed the programme during a period of severe stress linked to unsuitable housing and pressures on their mental health. Gardening had always been his passion, and the garden became an immediate source of calm and stability.

Through the project he received emotional support, wellbeing guidance, benefits advice, and opportunities to learn new skills. Over time, he secured a new home for his family, built friendships, completed training courses and began working towards an apprenticeship that aligns with his long-term goals.

“Everything has changed... my mental health is stable, I’ve made friends, and I’m working towards my future.”



“Being outside and active with friends makes me happier and healthier... and my ideas are always listened to.”

CASE STUDIES

WIDER DETERMINANTS OF HEALTH

Tina joined after several years out of work, feeling isolated and struggling with her mental health. With encouragement from her support network, she visited the gardens and was immediately welcomed by staff and volunteers.

Engaging in weekly horticulture sessions helped her rebuild routine, increase her physical activity and reconnect with others. Her confidence has grown each week, and she describes the garden as their busiest and most positive day. They are now exploring additional support options and excited to take part in the growing season ahead.

“Having something to look forward to keeps me going... being here gives me energy and a place I belong.”

Manjit was referred for employment support but also needed help to build confidence, socialise and establish a healthy routine. Initially attending afternoon gardening sessions, they soon progressed to the morning men’s group as their confidence grew.

He has developed hands-on skills, taken part in a wide range of activities and built strong peer relationships. The programme has helped him manage his emotions, understand his disability better and feel more comfortable expressing himself. Attending the garden is now an important part of their weekly routine.

“It’s helped my emotions and my confidence... I’ve come out of my shell.”

HIGHLIGHTS OF THE YEAR IN PICTURES



APR 2024

Lots of different & interesting wellbeing activities being delivered from the community gardens,



MAY 2024

Friendship and activities taking place at our regular coffee mornings.

Welly to Belly half term fun.



JUN 2024

MS Peer Support group is back in person.

Lots of activities at the Young Persons group.

Gardening, cooking and crafts club are all go.



JUL 2024

Official opening of new facility at Salop Drive, thanks to Inclusive Communities funding from Heart of England - A legacy of the Commonwealth Games & other funders.

Delighted to be part of the SHAPE Youth Summer Festival and Youth Employment Summit.



AUG 2024

Fabulous Weston-super-Mare trip,

Lots of veg for sale from the gardens,

I-ACT training in full swing



SEP 2024

Macmillan coffee morning.

Celebrating Employability Day sharing supported employment successes.



OCT 2024

We won the Digital Leaders 100 2024 Award.

Launched Skills for Care fully funded training for individual employers and PA's.

Celebrated World Mental Health Day on the 10th October 2024 with the launch of Sandwell's Better Mental Health strategy.



NOV 2024



DEC 2024

IFA AGM & Christmas Celebration Event.

International Days of Persons with Disabilities.



JAN 2025



FEB 2025

Welly to Belly half term fund.

Sarah Coombes MP visit to the site.



MAR 2025

Our trustee and previous chair, Carol Goff, honoured by the High Sheriff.

International Women's Days Event.



 **IDEAL FOR ALL**

Welly to Belly

Sandwell Holiday Activities for Children, Young people & Families.

100% Recommended

Ages 5 to 16 years

21 schools

32% SEND

47% minority ethnic communities

56% Girls, 44% Boys

2 tonnes of food grown



SANDWELL Holiday Activities  **Sandwell** Metropolitan Borough Council



CASE STUDIES

SPOTLIGHT

RECOVERY PROGRAMME

Mark joined the Growing Opportunities project through Cranstoun while in recovery from alcohol addiction. Initially lacking confidence and easily influenced by others, they quickly found they thrived in practical, outdoor activities.

With encouragement from the team, he rediscovered a long-lost passion for fishing and went on to set up a new peer-led fishing group. He now leads sessions, welcomes new members and shares his skills with others. This positive routine has helped reduce alcohol use, improve mental health and rebuild relationships, including reconnecting with family through shared activities.

He continues to take part in gardening and cookery sessions to support his wellbeing, develop healthier routines and build confidence as he helps others on their recovery journey.

“I’d forgotten how much I enjoyed fishing and being out in the fresh air... It really clears my head.”



SPOTLIGHT

DIRECT PAYMENTS



My name is Micheal, and I have a brilliant sense of humour and love music and laughter. I am also an adult living with quadriplegic cerebral palsy and a severe visual impairment. I communicate by raising my eyes for “yes” and looking down for “no,” and I express myself through vocal sounds and facial expressions.

Since receiving my Personal Health Budget (PHB) and moving back home with my own team of Personal Assistants (PAs), my quality of life has improved greatly and I do not have to rely on Mum as much, which is great for both of us and supports my independence. Ideal for All manage my PHB, supporting us with managing the PHB funds, liaising with the ICB, and providing payroll and employment support. This takes a lot of the administrative burden away from me and my family and allows us to focus on living well rather than worrying about all the paperwork. My team know me well and understand how to communicate confidently and calmly, which helps me feel relaxed, happy, and secure. They get on well with Mum too, which helps me feel at ease, and we have a good laugh together.

“With the flexibility and stability provided by a PHB, and the support from Ideal for All, I am thriving at home, surrounded by people who make me laugh, understand my communication needs, and help me to live life to the fullest.”

Ideal for All have also supported me, Mum, and my PAs to access training opportunities, including good practice around employer and employee responsibilities and wider social care training. This has helped everyone feel more confident and supported in their roles.

I enjoy going out and about and doing lots of activities to stay active and connected to others. I enjoy cycling, trampolining (rebound therapy), shopping, discos, cinema, and my passion – music! I especially love going to the local library for fun day and joining in with the singing with the other families there.

My PHB has allowed for consistent, person-centred care tailored to my needs and preferences. My PAs support me to enjoy social time with family and friends, which has boosted my confidence and emotional wellbeing. They also ensure my environment feels safe by letting me know when there will be loud noises and by working from my preferred right side.

FINANCIAL SUMMARY 2024/2025

At the beginning of the year, at 1st April 2024 we had:

£987,391

During 2024/25 we had:

INCOME

£1,503,060

EXPENDITURE

£1,469,965

This leaves us with funds carried forward of:

£1,020,486

**RESTRICTED &
DESIGNATED
£360,104**

**UNRESTRICTED
£660,382**

These accounts are a summary of financial information for the year ending 31st March 2025. The trustees ensure that adequate accounting records are kept and that full disclosure is provided to the auditors. The full annual report and auditor report may be obtained by contacting Ideal for All. The annual report and accounts have been filed with the Charity Commission and Companies House.

THANK YOU

We celebrate the accomplishments of all the people involved in our projects. We want to show our gratitude for their ongoing involvement, generosity and contribution to the community.

- Birmingham City Council
- Black Country Futures Partnership
- Communities in Sync
- Derbyshire Council
- Dudley Council
- Hateley Cross Big Local
- Heart of England (Inclusive Communities)
- Leicestershire County Council
- National Lottery Community Fund
- Nottingham City Council
- Rowlands Trust
- Sandwell Consortium
- Sandwell Metropolitan Borough Council
- Sandwell & West Birmingham CCG
- SCVO
- Skills for Care
- Sheffield Council
- Solihull Metropolitan Borough Council
- South Gloucestershire Council
- Staffordshire County Council
- Walsall Metropolitan Borough Council
- Wolfson Foundation
- York City Council
- Our CSR Partners
- Individual Service Users
- Our Fundraising Volunteers

GET INVOLVED

JOIN A SUPPORT GROUP - Our peer support groups help promote and support the independence of disabled people and those living with long term conditions. We have opportunities for you, or someone you care for, to meet in a safe environment. Together we help each other to gain the confidence and skills to live as independently as possible.

SOCIAL GROUPS AND ACTIVITIES - From coffee mornings and accessible exercise classes, gardening activities and social outings, Ideal for All offers plenty of opportunities to keep active and socialise. For young people, there's All Together Different, a user-led group that meets weekly to choose their own fun activities and trips.

FUNDRAISE FOR US - By raising funds for Ideal for All, you'll be making a difference to disabled and vulnerable people in your community. Since 1996, local people have helped us make a huge impact and we need your help to continue. Visit our website for fundraising opportunities or to make a donation.

VOLUNTEER WITH US - Volunteering is one of the most rewarding things you can do. Ideal for All recruits volunteers across a range of roles, which help us to improve the quality of life of hundreds of disabled, elderly and vulnerable people each year. Anyone can share their time and skills as a volunteer, regardless of their age, abilities or job status.

BECOME A BOARD MEMBER - Ideal for All is proud to be a disabled people user-led organisation with an active membership of thousands of individuals who are involved and represented in our vision, values and the way we design and deliver our services. Membership is free and open to all. Get involved in our work and help Ideal for All be a powerful advocate for disabled people.



Get in touch

Ideal for All, 100 Oldbury Road, Smethwick, B66 1JE

Tel: 0121 558 5555

Connect with us



www.idealforall.co.uk

Registered charity number 1070112 and company limited by a guarantee number 03196518