

# Ideal for All



# Annual Report 2014/2015

# OUR VISION

To **empower and enable** disabled and disadvantaged people and their families, carers, support workers and local communities, regardless of age, or background to fulfill their potential as **active citizens** and fully participate in society and the neighbourhoods in which they live.



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# Chairperson's Foreword



The year 2014/2015 has seen a time of considerable upheaval.

Our staff have had to move “house” twice whilst alterations were made to the Independent Living Centre, this entailed the packing up of 16 years of accumulation of files and information and sorting of furniture. This was carried out whilst at the same time continuing to deliver services to our members and clients according to our Charity’s aims. No mean feat. This put our staff under enormous pressure, so I would like to take this opportunity to thank our staff for their hard work and loyalty during a very

stressful period.

During this time we continued to have effective communication with our stakeholders, and developed a new business plan to take account of all the changes around us.

We continue to monitor our financial viability as required by the Charity Commission. This entailed the Board agreeing to make investments from reserves to enable our staff to carry on with the business of the Charity. We hope that with increases in our funding streams this will taper off over the next two years.

Our volunteers have continued to play a part in the everyday running of our business. There were 939 volunteering opportunities during the year. Volunteering provides a route to personal development or the chance to gain experience which, in turn, improves job chances. It also has the added benefit of providing social interaction.

I would like to take this opportunity to thank all our volunteers for their ongoing support.

We will continue to seek new funding and business opportunities with the aim of continuing our very valuable and necessary services for both our members and the community of Sandwell as well as for our new contract partners both locally and nationally.

Finally, I would like to thank, once again, all those who have contributed in any way during a very difficult transitional year.

Carol Goff  
Chair



# Chief Executive Officer Comments

The impact of the major changes of 2013-2014 continued into 2014-2015. The refurbishment of the Independent Living Centre (ILC) meant moving out of the centre for half the year. With the help of Volunteers we were busy sorting out 16 years of paperwork and furniture. I am pleased to say that surplus furniture was donated to other voluntary sector organisations who have been very grateful of the support.

On completion of the refurbished ILC in April 2015 it was established that offices allocated for our charity's use would not accommodate all our staff. With consideration to the growth of our Direct Payment service it was agreed to lease additional premises. Our Direct Payment back office functions and other administration staff have moved into Hawthorns House, West Bromwich.

Despite these disruptions we continued to deliver our services to individuals, in most areas the demand for our activities has grown. We are pleased to report that all existing 2013-2014 contracts have continued. In terms of contract growth we have secured Direct Payment contracts in Walsall, South Gloucestershire, Solihull and Sandwell.

Funding to deliver our Growing Opportunities service saw another 25% cut in 2014-2015. We have invested reserves and sourced opportunities (with some success) to continue this invaluable service. The draw down on reserves this year, although substantial has been less than forecasted. Trustees and senior management continue to monitor the financial position closely and regularly taking appropriate action as required.

A decision was made to discontinue our Access Design service which provided multimedia services to other organisations. We continue to provide information in accessible formats including Braille to our service users.

With time limited contracts and funding cuts there is still uncertainty around long term viability for some of our service areas. We have developed our new business plan to address this and continue to work to source opportunities and develop partnerships.

Ideal for All continues to hold ISO 9001 and Matrix accreditation and all external audits have been successful.

Last but by no means least, the year has seen an increased level of support from our volunteers, trustees and staff and for that I offer my sincere thanks for their help and ongoing commitment.

Khatija Patel  
Chief Executive Officer



# Engagement & Enablement

## Overview of service

Our dedicated Engagement and Enablement team supports disabled people to improve their quality of life through sharing a common passion to achieve inclusion and integration in all aspects of society. We are able to offer opportunities in our volunteering programme for social, leisure and personal development. We encourage disabled people, their carer's and family members to take part in local and national consultations to contribute their views on a range of disability issues. The service organises a range of social activities throughout the year through coffee mornings and support groups and our accessible exercise classes.

## Key achievements in 2014 -15

The service has concentrated its efforts on increasing the number of volunteering opportunities throughout the organisation and beyond. The main aim is to increase an individual's confidence and skill base, experience and other soft skills. The objective of the volunteering experience is to support personal development, employability, opportunities and to combat social isolation.

Our volunteers continue to play an instrumental part in the everyday running of our business and you can see from the statistical information the impressive number of people who have supported the aims of the company throughout this year.



# Independent Living Services

## Volunteering Opportunity – Building Confidence

Long term unemployed and suffering with depression and a sense of hopelessness Bill was supported by our engagement officer to volunteer within our Malthouse gardens. The sessions enabled confidence building and reduced Bill's anxiety levels. Feeling more in control Bill was able to understand how his emotional state was affecting his everyday living. The volunteering supported an improvement in his wellbeing and he was able to secure full time employment.

**“I feel happier and less anxious and I would like to thank everyone for helping and supporting me during my hard times”.**

### Quick Stats

**2933** Members

**939** Volunteering Opportunities

**2680** Individuals Engaged And Represented

**912** Individuals Attended Support Groups

**1073** Individuals Attended Coffee Mornings

**130** Promotional Events

# Information Service

## Overview of service

Ideal for All's Information and advice service provides free, confidential and impartial advice to disabled people, their carer's and professionals on aspects of everyday independent living. The service is able to offer information in a range of formats to meet the needs of the individual. The service offers a friendly call centre function and a gateway reception area for visitors accessing Ideal for All's Services and the Independent Living Centre.

## Key achievements in 2014-15

This service received 1268 requests for information on equipment for independent living, housing, support groups, accessible holidays education etc. as well as information on health and disability related conditions. Taking over **18000** calls, the staff working within the team have been incredibly busy throughout the year.





# Independent Living Services

## Information – Supporting access to Services

Experiencing mobility issues Jane was supported by our information service to access support enabling her to receive a mobility aid and a radar key (access to disabled toilets in public places). Jane feels her risk of falling has greatly reduced and the radar key gives her confidence to venture further afield. Jane became a member of Ideal for All, with access to our newsletter she referred herself to our welfare rights service, the service supported Jane to complete her Personal Independence Payment application form, she felt IFA's support has alleviated her fear of losing vital benefits.

**“Very helpful and understanding of my needs, thank you”**



### Quick Stats

**18705** Incoming Telephone Calls

**7458** Visitors Accessing Independent Living Centre

**1268** Information Enquires

**80** Radar Keys Distributed

# Drop in Duty Service

## Overview of service

The Drop in Duty Service offers assessments between the hours of 10am till 12 noon. Individuals can drop in without an appointment and be assessed for walking aids. Individuals can access the service themselves without the intervention of medical professionals. Aids provided offer people the opportunity to undertake everyday activities independently. The service is aligned with the Occupational Therapy provision enabling efficient referrals between the two services

## Key achievements in 2014-15

Many of Ideal for All's service users have been empowered by the knowledge they have acquired through this service and enjoyed having the autonomy to make their own appointments. Although there was significant disruption during the refurbishment of the Independent living Centre, the number of people accessing the service remained consistent.

During the period April 2014 to March 2015 **749** assessments were undertaken.

The greatest demand for the service over the past year has been in the Smethwick area, followed by West Bromwich. In terms of age we have seen a rise in people over the age of 65. This is due to a number of promotional activities supporting people over the age of 60 in falls prevention. Falls are among the most common perils facing older adults, and one fall can change everything. As part of the assessment process we endeavour to ascertain information about the individual's ability to access their home safely.



# Independent Living Services

## Duty Service – Supporting Independence

Harry suffers from Multiple Sclerosis (MS) and was issued walking aids by our duty service, further support was provided by referring him to our in-house occupational therapist and encouraging him to attend our MS support group. Accessing these services Harry has a greater sense of independence and feels more in control of his MS.

**“It’s helped me to understand how other people manage to live with MS and accept my differences positively”.**



### Quick Stats

**749** Duty Assessments

**2621** Pieces Of Mobility Equipment Issues

# Occupational Therapy Service

## Overview of service

During the past year we have offered an assessment service to Sandwell residents. Our Occupational therapy service works with a diverse range of people who have different needs. The aim is to understand each person's requirements and lifestyle so they can create the best treatment plan for them. Our Occupational Therapist may suggest changes to the person's home and may introduce the use of equipment which will help with some activities. We have continued to set very high standards in clinical practice, and have keep abreast with NHS delivery.

## Key achievements in 2014-15

The service maintained delivery throughout the refurbishment of the Independent Living Centre. The level of involvement ranged from simple advice, an assessment and the demonstration of equipment. Referrals to wider services or, if felt necessary, a series of rehabilitation sessions and follow up visits were also made. We continued to develop working relationships with GP Surgeries during 2014-15 we visited 23 doctors' surgeries and had 12 visits from community nurse's to talk to our support groups

The greatest demand for the service over the past year has been from West Bromwich area followed by Rowley Regis and Oldbury. The number of people accessing the service peaked in July and remained at a steady pace for the remainder of the year.

There has been a steady rise in the number of referrals from GP Surgeries due to the increase of falls in the home which are very common amongst the elderly. Most falls are preventable and are not a natural part of ageing. A fall can be a major threat to independent living and increases the risk of serious injury and at worst death. When conducting a home visit we have made people aware of potential hazards, and have provided information and guidance on simple home safety checks to establish the risks and how to mitigate them. The service has carried out **202** full home assessments and provided a wide range of equipment to support the individual to remain independent.



# Independent Living Services

## Occupational Therapy- Living Independently

After a fall at home Mary was seen by our Occupational Therapist. She was provided with walking aids to improve her mobility and our OT conducted a full home assessment. Putting in place adaptations to ensure Mary was safe in her own home.

**“With the new equipment in place I feel confident in carrying on to live independently in my own home”**



### Quick Stats

**202** Home Assessments Done

## Overview of service

The service assists individuals to progress in education and employment. We offer a range of provision to encourage and promote independence supporting disabled people to become active participants in their local community. This allows them to develop their own life skills, live independently and make choices and decisions that affect their daily lives.

We are able to provide one to one information, advice and guidance interviews to discuss the goals and aspirations of the client in order to formulate an Action Plan that supports the individual to achieve their objectives. Our client centred approach enables us to provide practical help, training, development of skills, build confidence and increase knowledge; enabling the client to move closer to the job market.

## Key achievements in 2014-15

The service supported individuals to claim the benefits they are entitled to. We calculated benefit entitlement, taking into consideration an individual's circumstances. For those people receiving their maximum benefit entitlement, the service helped complete application forms, follow up claims, and if necessary, sign-posted individuals to organisations who can represent them at an appeal tribunal. The service is pleased to report that we have successfully secured a total of **£66,968.56** worth of benefits for Sandwell Residents.



# Employment & Development

In his twenties and living with a learning disability, Gerry's ambition was to gain the necessary skills to find employment. He was enjoying his volunteering role at the local library and wanted a job in packing and/or administration.

Our Employment advisor supported Gerry to research opportunities, update his CV and complete applications that were of interest.

Gerry identified an opportunity with Royal Mail and he was successful in securing employment.

**“With your help I have achieved my goal and now have the confidence to review jobs I am also enrolled on an ICT course thank you”**

## Quick Stats

**814** Youth Group Attendees

**9** People Into Work

**58** Job Clubs Conducted

**521** CV's/Application Forms Sent To Employers

**29** CV's Developed

**61** New Clients

**61** Advice And Guidance Interviews Provided

**151** Clients Attending Training Courses

# Direct Payments

## Overview of Service

The Direct Payment Service provides information, advice and guidance including help with financial administration to individuals in receipt of a Direct Payment. With a person centred approach we support individuals to manage their personal budget (social or health) via a Direct Payment.

Individuals with long term conditions and disabilities in conjunction with their local NHS can access their Personal Health Budget (PHB) via a Direct Payment. The aim is to give individuals greater choice and control over the healthcare and support they receive. The initial stages of accessing a PHB includes developing a defined individual care/support plan.

Ideal for All is working with our regional Clinical Commissioning Group (CCG) to support individuals to develop their care plan, access their PHB and continue to support with the Direct Payment elements outlined above.

## Key achievements in 2014-15

We are pleased to report that this service area has grown considerably and we have secured contracts in Sandwell, Walsall, Dudley, Solihull, Nottingham and South Gloucestershire. In addition we receive referrals from other areas of the country providing services to individuals on a spot purchase basis.





## Direct Payments

Living with Muscular dystrophy Mithun was facing multiple barriers to living as independently as possible. Our support planner helped Mithun to develop his own care plan, work with his local CCG and access a “Personal Health Budget”. Mithun has taken his PHB as a Direct Payment. Our Direct Payment service continue to support him to employ personal assistances and help him with his employment obligations.

**“Being able to organise my own care needs has given me more independence, I now have fewer restrictions on how I live my life.”**

**“Having Ideal for All do all the paperwork and financial aspects has made the whole process easier to understand”**

### Quick Stats

**Supported:**

**907** Direct Payments Recipients

**9** Personal Health Budgets Recipients

**6** Self Funding Clients

# Growing Opportunities

Growing Opportunities promotes health and wellbeing activities in the Black Country through person centred therapeutic and learning opportunities in healthy food projects and sustainable horticulture.

At its core, the project provides a year round programme of gardening, food growing, cooking, and healthy lifestyle awareness within the setting of our gardening sites and through outreach services in the wider community.

This 'hands on' practical work involves people of all ages, backgrounds and abilities and those involved report positive improvements in mental health and physical activity levels, reduced isolation, improved skills and increased independence.

## Key achievements in 2014 – 15

Transitions invariably impacted on the level of operational activities during this period, but positive strides were taken to ensure future sustainable and viable models were adopted. Demand for our services grows as we prioritise and develop capacity of front line delivery, retaining positive outcomes for those we work alongside. Support of members, volunteers and our local community networks continues to prove invaluable.

The final phase of reclamation works at our Barlow Road site have been completed, and now it is accessible and ready for further development. Environmental benefits are already being reported, with the local residents seeing re-introduction of a variety of wildlife species and the development of 1680 native tree specimens which we previously planted.

Our sites continue to be rewarding for our volunteer gardener workers with sustained production and distribution of fresh fruit and vegetables to the local community and 8 individuals being awarded certificates at the Ideal for All and Volunteer Centre (Sandwell) Valued Volunteer Awards ceremony held at West Bromwich Town Hall.



# Growing Opportunities

Alan has attended the time limited therapeutic programme at Growing Opportunities taking part in food growing and daily gardening tasks. This individual has a physical and sensory impairment after recent life changing events.

**“The gardens gave me a purpose, a reason to go out and do something. I can teach my children about growing plants, and increase the range of activities we share. I can help them now and we are much happier and healthier.”**



## Quick Stats

**3813** Trees Planted

**83%** Positive Feedback

**316** ‘Bag Your Share’ Vegetable Bags Produced

**1456** Food Gardening And Food Growing Sessions Held

# Social Events

The Social Events Group offered a range of trips and activities, including drop in evenings, supper & skittle evenings, a day trip to Moreton in the Marsh and our Annual Christmas Dinner together with Ideal for All's AGM.

The group is managed by volunteers and delivers services on a self-financing basis to Ideal for All's members. The Social Events Group provides invaluable peer support especially to those who would otherwise feel socially excluded.

The Group meets on a regular basis to discuss and arrange day trips and evening events. Any outing that takes place requires meticulous planning to ensure it is accessible for everyone attending.

Our Skittles evenings including freshly prepared meals at Tipton Sports and Social club continue to be very popular. It's an evening of fun and enjoyed by all who take part.

## Social Activities

After the loss of her husband to cancer Maureen felt alone and isolated from everyday life. Since joining the group she feels less isolated and is making new friendships with people who understand her situation.

**“Thank you for all your support and understanding, without this I would still be sitting at home alone”**





# Our Trustees

Mrs Carol Goff	Chairperson
Mrs Doreen Veale	Vice Chairperson
Mr David Leigh	Treasurer
Mr Anthony Ashfield	
Mr Evrol Brown	
Ms Dodi Horrex	
Mrs Dorothy Nemedi	
Mr John Goff	
Miss Nyheka Palmer	
Mr Sanjiv Verma	
Mr Graham Forsyth	
Mrs Catherine Richards	
Mrs Dorothy Kaur	
Mr John Simmonds	
Ms Margaret Rees	Appointed 9th December 2014

Company Secretary: Mr J Fallows  
Chief Executive Officer: Khatija Patel

Registered Offices  
100 Oldbury Road, Smethwick, West Midlands, B66 1JE

Company Registered Number: 3196518

Charity Registered Number: 1070112

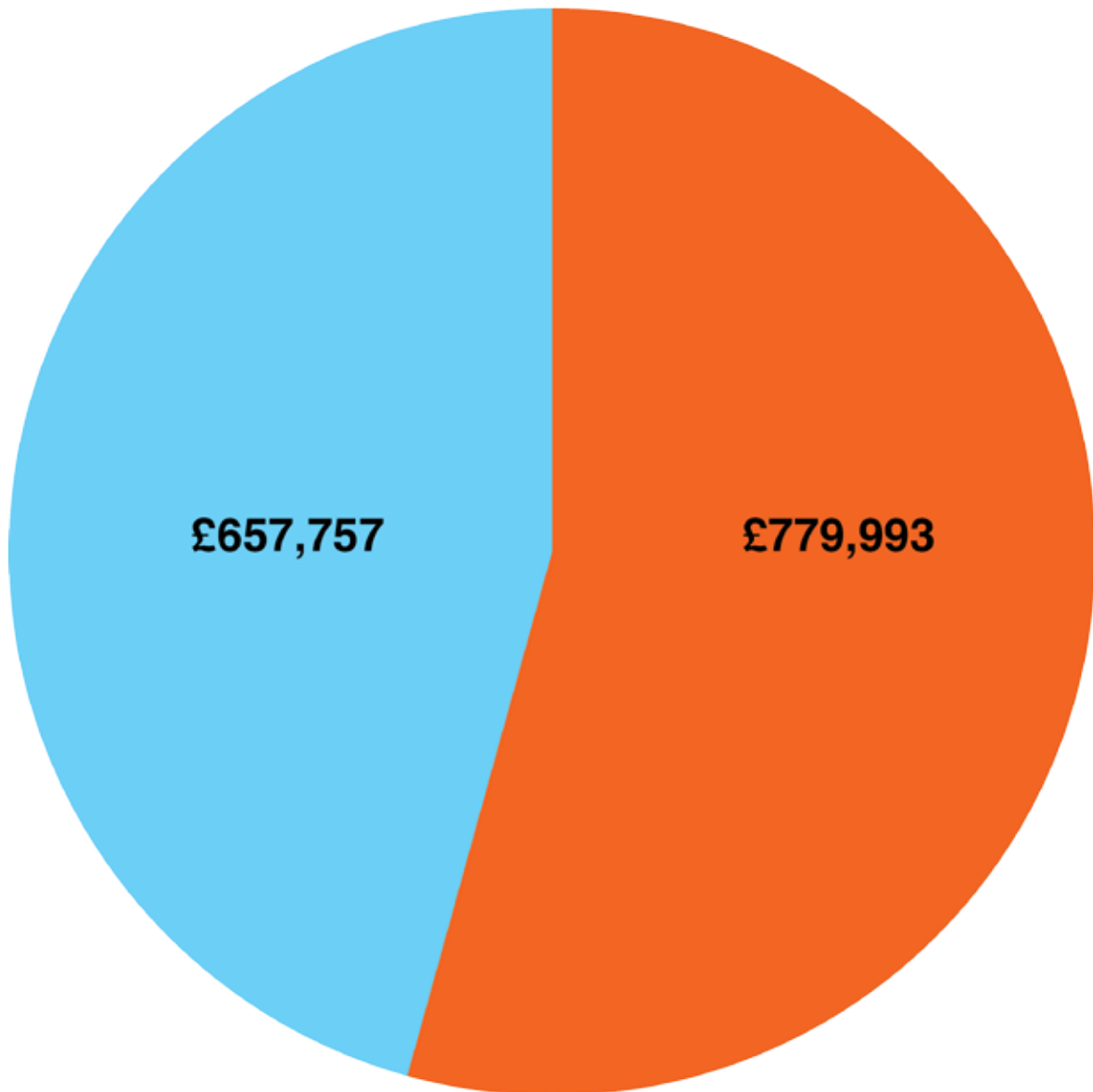
Auditors  
MHA Macintyre Hudson, Rutland House, 148 Edmund Street, Birmingham, B3 2FD

# Financial Accounts

At the Beginning of the Year as at 1st April 2014 we had:

£  
617,761

## Ideal for All - 2014/2015 - Income & Expenditure



■ Total Income  
■ Total Expenditure

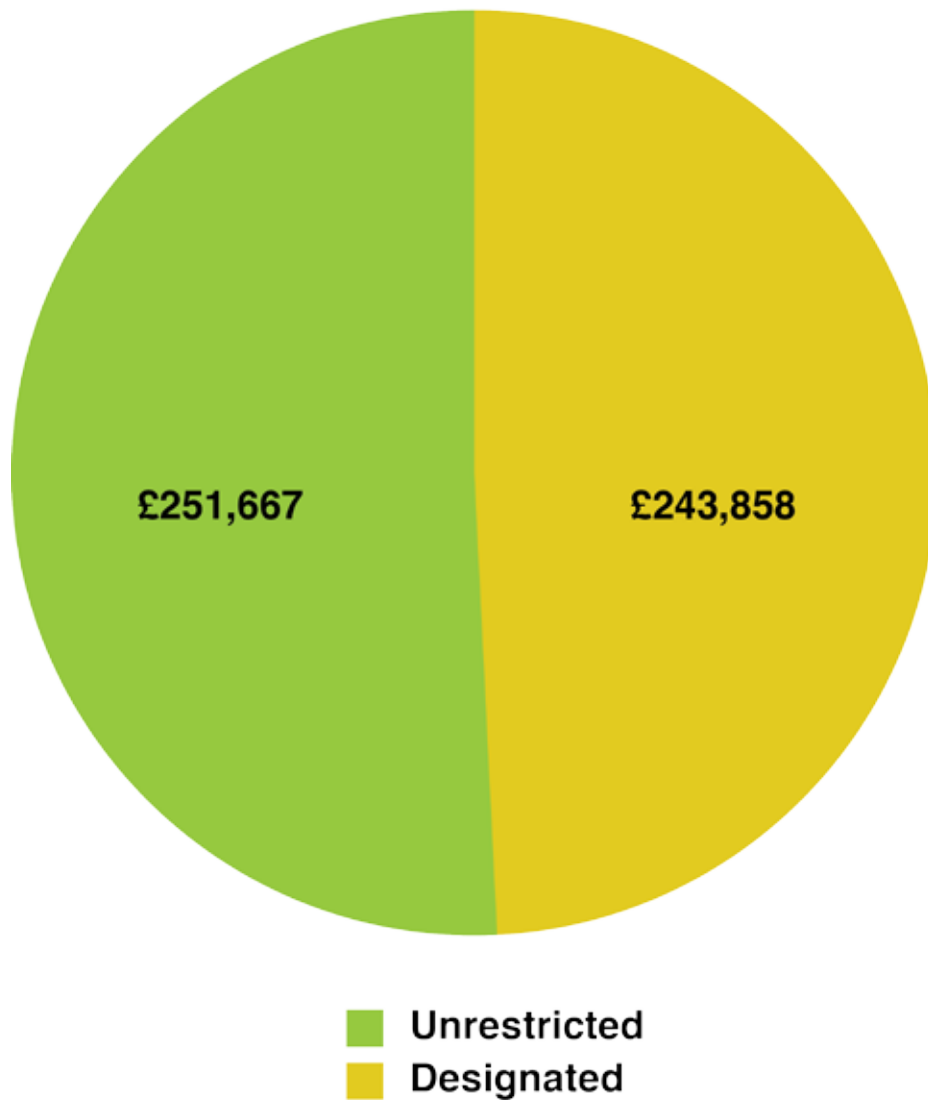
This leaves us with funds carried forward of

495,525

**What we are worth as at 31st March 2015**

£  
**495,525**

**Ideal for All - Reserves as of 31st March 2015**



**So the total value of our charity at 31 March 2015 was**

**495,525**

These accounts are a summary of financial information for the year ending 31st March 2015. 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 15th September 2015, have been filed with the Charity Commission and Companies House.

David Leigh  
Treasurer

We acknowledge and thank our commissioners and funders:

**Sandwell MBC**

**Solihull MBC**

**Walsall MBC**

**Dudley MBC**

**Sandwell & West Birmingham CCG**

**The Henry Smith Charity**

**NHS England (Gearing up for PHBs)**

**Aston University**

**Investment & Contract Readiness Fund (SIB Cabinet Office)**

**Veolia Environmental Trust**

**St. Modwen Environmental Trust**

**Cory Environmental Trust**

**Individual Service Users**

**Our fundraising Volunteers**

**Ideal for All**

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Alternative formats are available on request.



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