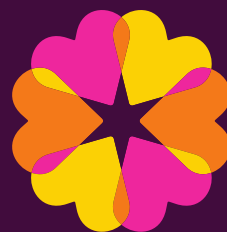


ANNUAL REVIEW IMPACT REPORT 2018/19



**IDEAL
FOR ALL**



**Making Life Better
for all of us**



We are proud of the achievements of all those involved in our services and are pleased to present our 2018/2019 annual report, celebrating the positive impact we have made this year.

We continue to see success across our integrated specialist employment, health and wellbeing and peer support projects. We are delighted also to welcome so many new volunteers, members and group leaders. Our sites have never looked better.

“Success across integrated specialist employment, health, wellbeing and peer support projects”

With our strengthened vision and new business plan we have also seen the continuation of our direct payments services which are vital in giving people choice and control over their own care. Through dedicated staff and new partnerships we have also secured funding to grow all areas of our business. The skills and collective knowledge these bring is invaluable to us as a local organisation.

“Strengthened vision and new business plan”

We are proud to celebrate our partnerships this year. Together we are stronger, more sustainable and able to reach more people in need of support. Thank you all for your hard work and contributions. You help to make life better for all of us.

We are moving into next year motivated and fully prepared for our new projects to start, taking learning from this year's impact journey.

This is an exciting time to be working in the charitable sector and we see change as a positive step forward. Our commitment is stronger than ever, and we are ready for the challenge thanks to all the people involved in our work.

FOREWORD

“We are proud to celebrate our partnerships this year. Together we are stronger, more sustainable and able to reach more people in need.”

Carol Goff
Chair of Ideal for All Limited



I am pleased to report on Ideal for All's 2018-2019 year. The year has been another very busy one for the charity, continuing to work on contracts that support beneficiaries with employment prospects and supporting individuals with their overall health & wellbeing by providing peer support thorough a variety of community activities.

Our Direct Payments service has seen growth as we are providing DP support services across an increased geographical area.

Our integrated model of service delivery (Growing Opportunities, Employment & Skills, Peer support and Independent Living projects) continues to be successful in supporting individuals. We are successfully meeting contract outcomes and more importantly making a positive difference in the lives of our communities.

Partnerships and Collaboration

We continue to develop initiatives to secure longer term funding by continually sourcing new income streams and developing opportunities with partners. To this end we have successfully secured funding to support combatting isolation and loneliness. Projects have commenced in the latter part of 2018-2019 and will continue until 2021.

Core funding from Lloyds Foundation trust has been invaluable with supporting management to prioritise business opportunities and concentrate on developing service provision.

We have secured a new contract in Solihull. A Specialist Employment Support contract to support eligible Solihull residents to become economically active. This project commences in April 2019.

In year ending 31st March 2019 our Direct Payment service has seen growth in both referrals and revenue. During the year we have secured preferred provider status with a number of councils and we are also receiving referrals from local authorities and CCG's across the country.

We continue to submit tenders where required to support continuation of current contract delivery. We retendered for our current Solihull DP contract in 2018, unfortunately this was awarded to another provider and we have worked with Solihull Council and the new provider to transfer all relevant data with effect from April 2019.

Ideal for All recognises that by working collaboratively and in partnership with other organisations, we will enhance health & wellbeing outcomes in our collective communities. Partnership and collaboration has been key to securing resources to reach further in our communities and to carry out some of our essential service delivery. We are part of two local consortiums and are working with several voluntary sector organisations as well as local councils and health agencies to develop projects that can help improve health & wellbeing and economic prospects for individuals across the Black Country.

We finalised our 2018-2020 business plan, the plan has been developed with our stakeholders and has taken into consideration the community initiatives and ambitions we would like to meet and how we can sustainably continue to carry out the charity's activities in the future.

The draw down on reserves this year, has been significantly less than forecasted due to control of costs and success in sourcing new opportunities. We close the year ending 31st March 2019 with a surplus of £9k.

My ongoing thanks for all the support we receive from our Trustees, Members, Staff, Volunteers and all our funders and supporters.



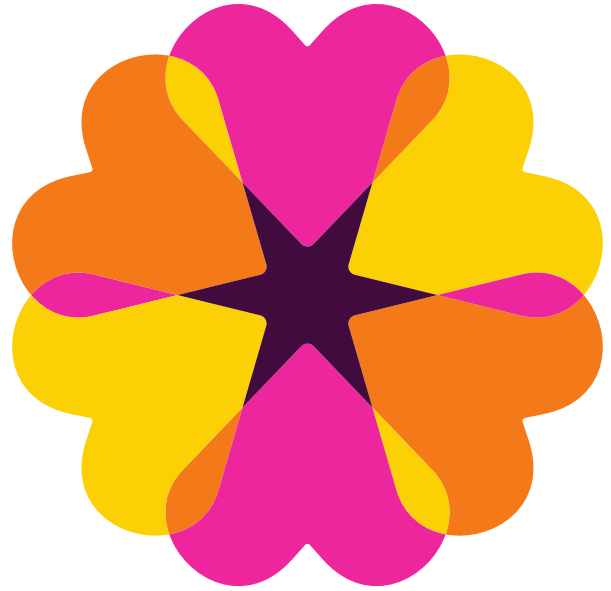
Khatija Patel
Chief Executive Officer of Ideal for All Limited

Making life better for all of us

ABOUT US

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.

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.



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 fulfil their potential as active citizens and fully participate in society and the neighbourhoods in which they live.

How we make lives better

Ideal for All provides meaningful experiences, and long term solutions to promote positive opportunities for all.

Our user-led approach means those involved report improvements to mental/physical health and wellbeing, reduced isolation, improved knowledge, skills and opportunity, access to suitable employment and increased independence.

We continuously review and monitor the way we work at all levels, enabling us to focus on social, environmental and economic change.

People in Control

Our service users regularly feel they have little or no control and ownership of their lives, daily decisions and futures.

They report multiple disadvantage, poor health and wellbeing, reduced inclusion in meaningful learning, fewer employment opportunities and access to outdoor activities.

Equality and inclusion is at the heart of everything we do and we are proud of our active membership of nearly 4,000 individuals who are listened to, engaged and represented.

We regularly attend local, regional and national events and feed into consultations on the issues that affect disabled people and their families. We have previously consulted members on personalisation, welfare reform and active citizenship and work in partnership with decision makers to co-design and co-develop solutions.

If you're not already a member of Ideal for All, we encourage you to join. It means that you can share your experiences, views and concerns when it matters and help us to be a powerful advocate for you and others.

**Acting as a voice for
local people we
promote control, co-
production, innovation,
inclusion and
independence**

Co-production

Through ongoing consultation with people we can improve our understanding of the issues they face and demonstrate long term change across our services and the communities in which we live.

We involve everyone regardless of age or ability to influence local and national policy; ensuring co-design with disabled individuals and groups.

By working in partnership with beneficiaries, statutory and voluntary sector organisations; Ideal for All aims to create environments and communities where the abilities of disabled people are recognised and promoted to support independent, positive and meaningful lives.

Together we meet peoples changing needs, involving and enabling them to help design and develop our services. By recognising areas of sustainable development, we can work to utilise these for their benefit and that of their families, carers and local community.





Innovation

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.

Since then we have supported more than 26,000 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.

Over the past 18 years we have also successfully developed three Community Gardens from derelict land: Salop Drive Market Garden, Malthouse Garden and Barlow Road Community Garden.

Our work has been recognised both locally and nationally including the Black Country Chamber of Commerce, Community Champion of the Year Award.

Inclusion

Our person centred approach considers the whole person, taking into account each individual's unique qualities, abilities, preferences and needs.

We provide services that are fit for purpose and sustainable; reducing reliance on statutory services and increasing 'self-help' and peer support.

We support and encourage positive and meaningful lives with opportunities for all.

Independence

Ideal for All facilitates a number of self-help groups to promote and support the independence of disabled people. These groups are an opportunity to have some social time with others in a similar situation to yourself and to access information on specialist local services relevant to health issues faced by you or someone you care for.

Our projects and services provide all people, regardless of the barriers they face, to take part in everyday activities which many people take for granted. By supporting individual needs, we aim to support people to be more independent in their day to day lives.

OUR THEORY OF CHANGE

NEED

Disabled people are more likely to live in poverty & be affected by multiple barriers.

Policy makers need to speak & listen to disabled people.

ACTIVITIES

Disability & Employment Information & Advice

Self-Directed Support Services

Sharing knowledge & evidence

Health & Wellbeing Activities

Peer support & Social Groups

LONG TERM OUTCOMES

Improved confidence & aspiration

Stronger, active more inclusive communities

Improved local environment

Improved quality of life & more people living independently

INTERMEDIATE OUTCOMES

Self reliance

Increased Independence

Positive sense of well-being

Improved skills & employment prospects

Increased access to services

IMPACTS

Health & Wellbeing Improvements

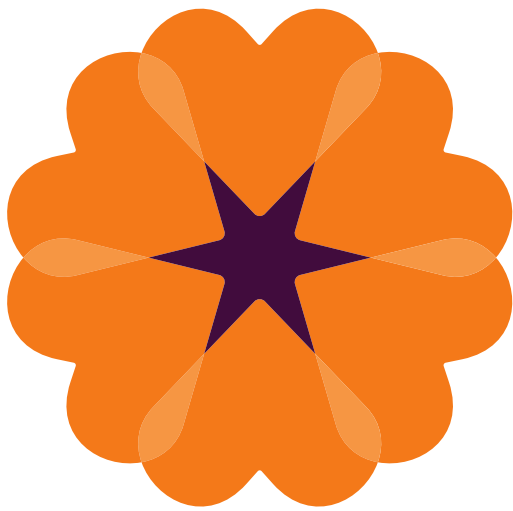
Increased community cohesion & connectivity

Community & individual resilience

Reduced reliance on statutory services

National & local policy that addresses the needs of disabled people

OUR SERVICES

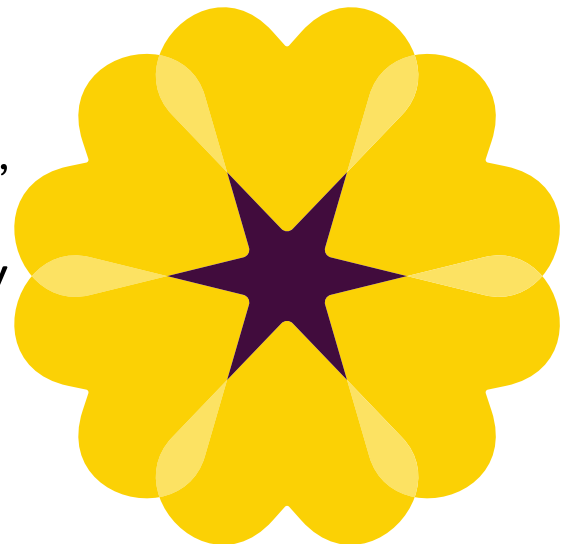


Direct payments (personal budgets)

Ideal for All provides a comprehensive support service for individuals receiving direct payments from local councils and health authorities. Our specialist advisers 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 and wellbeing programmes

From our fully accessible and award winning horticultural sites in the Black Country, we provide therapeutic gardening, food growing, healthy food programmes and creative workshops, as well as a variety of opportunities to support people into work through vocational training and volunteering opportunities.

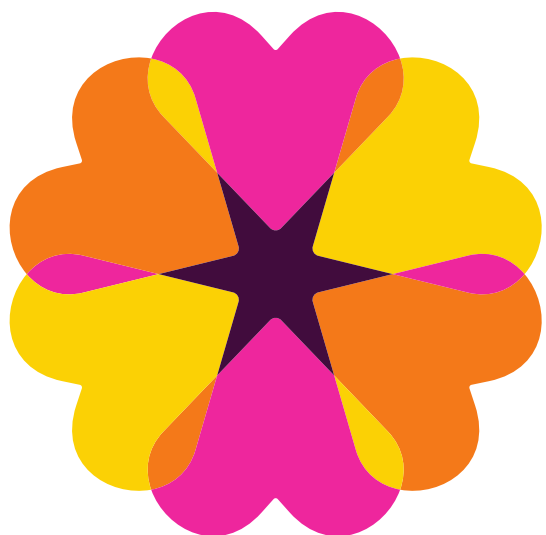
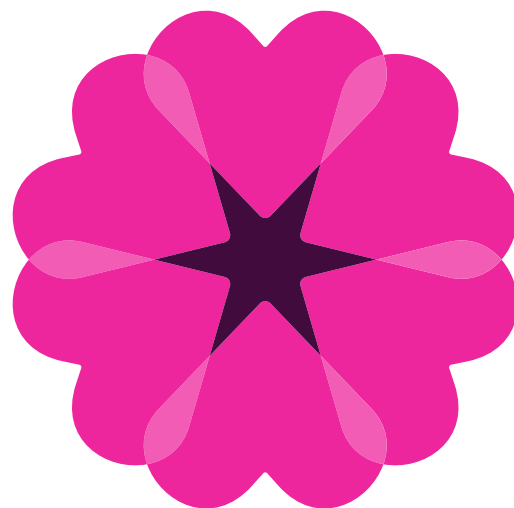


Peer support, social groups and events

Our peer support groups offer a valuable source of information, shared experiences and mutual self-help. They promote and support the independence of disabled and disadvantaged 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 weekly job clubs, training courses, volunteering opportunities and wellbeing programmes, we support disabled and disadvantaged people to develop their skills, confidence and optimism in order to find or move closer towards sustainable employment. Our support is tailored to each person's needs and aspirations, designed to help them overcome barriers to work including providing information and guidance to businesses and professionals relating to the employment of disabled people.



Disability 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 IMPACT 2018-2019

INDEPENDENCE

2384

PEOPLE SUPPORTED TO MANAGE
THEIR OWN CARE THROUGH SELF-
DIRECTED SUPPORT SERVICES



An increase of 130
people from 2017/18

**REDUCED RELIANCE ON
STATUTORY SERVICES**

SPECIALIST EMPLOYMENT SUPPORT

97%

PEOPLE DEMONSTRATING
IMPROVED SKILLS AND
EMPLOYABILITY

COHESION & CONNECTIVITY

2088

NEW VOLUNTEER HOURS

82%

PEOPLE DEMONSTRATING
INCREASED COMMUNITY
COHESION & CONNECTIVITY

88%

PEOPLE REPORTING
INCREASED RESILIENCE

HEALTH & MENTAL WELLBEING



750

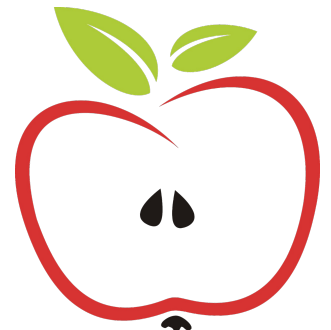
CHILDREN, YOUNG
PEOPLE & FAMILIES
INVOLVED IN HEALTH &
WELLBEING SESSIONS

88%

PEOPLE REPORTED
IMPROVED HEALTH
& WELLBEING

98%

PEOPLE
DEMONSTRATED
POSITIVE HEALTHY
LIFESTYLE CHANGES



2.1

TONNES OF PRODUCE
DISTRIBUTED TO
LOCAL COMMUNITY

CASE STUDY

SUPPORTING PEOPLE INTO EMPLOYMENT



Paul had been out of work as a gardener for two years and had an allotment site of his own for a number of years locally. A keen gardener with skills to share, Paul was looking for an opportunity to work in a sector he is passionate about, but was not confident this could ever happen.

After attending an open day event Paul registered with Ideal for All's 'Grow for Work' programme; part of the Building Better Opportunities BRIDGES project. He was excited to learn about the programme and immediately asked "sign me up".

"Signing onto this programme has really changed my life, I have found the perfect job which I will really enjoy. Can't wait to get stuck in outdoors, no more staring at four walls at home"

Paul feels being a participant enabled him to receive tailored employment support, whilst also continuing to expand his love for gardening and knowledge of the horticultural sector. He joined in health and wellbeing sessions learning more about ground works, landscaping, maintenance, planting and produce growing. Paul has showed constant motivation and dedication, such as catching two different buses to attend weekly Job Clubs, which quickly improved his IT and job searching skills. In October Paul learned about a vacancy for a Horticultural Development Assistant at Ideal for All's Growing Opportunities project "I was nervous about applying and the interview processes but was really keen about the chance of returning to work doing something I love."

Supported by the Employment team he worked on his job application and interview skills. After submitting his CV he was invited to interview. His hard work, knowledge and friendly approach shone through and Paul was formally offered the position following a successful interview.



Bridges is a Building Better Opportunities employability project jointly funded by the European Social Fund and The National Lottery Community Fund. Ideal for All is a project partner and is funded to support residents across the Black Country to improve their health and wellbeing, increase social interaction, skills, training, gain volunteer placements and employment opportunities.

HEALTHY COMMUNITIES

CASE STUDY



Our 'Growing Healthier Hearts', 'Let's Grow' and 'Ready Steady Grow' programme support children, young people, families and schools to improve their health, wellbeing and lifestyle through 'hands on' food growing, healthy cooking and inclusive outdoor play activity sessions.

Our projects focus on disabled and disadvantaged children, young people and families living in the Black Country and Birmingham. It specifically focuses on those communities and individuals at risk of developing health conditions in the future such as cardiovascular heart disease and diabetes; supporting healthier, happier communities.

Working with our users we design our activities to be fun, informal and accessible, delivered by our experienced and trained horticultural health and wellbeing team in safe managed settings.

Overall we have supported over 750 children and families to engage, supporting positive family behaviours and attitudes.

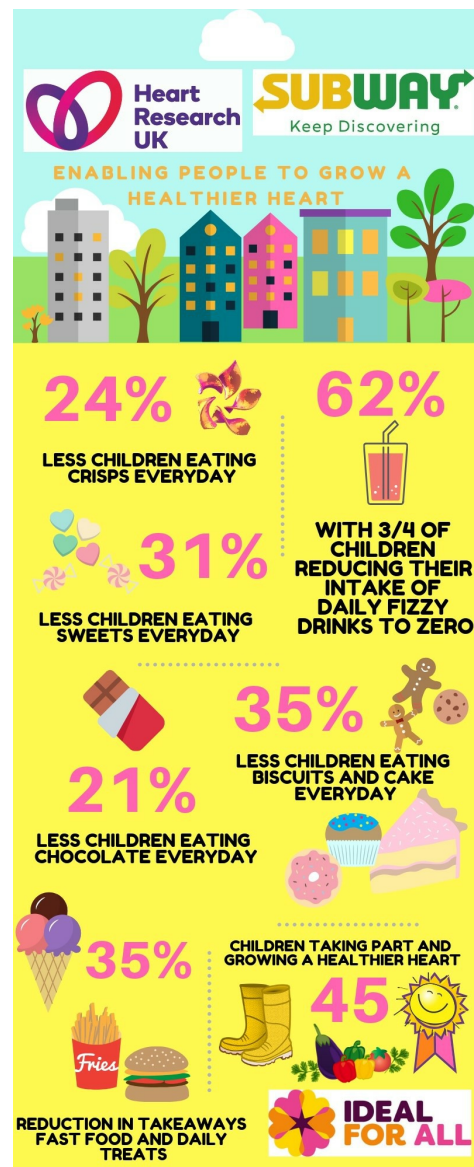
Participants report:

- 40% reduction in sugar
- 62% of children reporting reducing their daily fizzy drinks intake to zero
- 77% reduction in salt
- 93% of children involved in food preparation
- 90% of adults looked at food labels
- 80% increased physical activity
- 35% children increased fruit and veg intake
- Average portion size increasing from 2 to 4 portions of fresh fruit and vegetables
- 100% involved reported increased awareness of heart healthy lifestyle
- 75% experienced a positive change to their mental wellbeing since completing the project

"We have changed the way we eat and cook. We are growing our own fruit and vegetables now."

"Our little one is so keen now on eating fruit and veg it's unbelievable."

"I like gardening, we grew peas, carrots, tomatoes and flowers...I liked coming back to the garden and picking and eating them!" – Daisy, age 4





“Trying to connect with others was hard at first but now I’ve done it with the right help and support I am able to leave my house and go somewhere safe.

I now have a routine in my life. I don’t feel afraid anymore”.

CASE STUDY

PEER SUPPORT

When Michael started the project he talked about his life “I feel very isolated and lack confidence” due to being bullied at school, growing up in a family where people had difficulties with alcohol recovery. He has also been in foster care so he “knew the system” so was a little reluctant to join a group or organisation. Michael also has mild learning difficulties, speech impediment and Tourette syndrome and sometimes finds it difficult to articulate words. Michael feels his condition has really isolated him especially now he has moved to independent living ‘as being different’.

Michael began to attend support but together we felt he needed more than just social interaction - he need guidance and support in self-development, increased knowledge and learning new skills that will support him to achieve his goals.

“I really enjoy the groups because I can meet other young people like me and know I will be safe and not be picked on and also be able to live a ‘Normal Life’ to mix with other people and have the confidence to use my own voice”

Looking into volunteering and maybe training in the future with the right support and guidance; Michael initially expressed an interest in healthy lifestyle sessions and took part in some taster activities. Working closely with the team he then felt confident to pursue his real interest in computers and IT skills and how he likes to keep busy. He now volunteers in administration in a busy office bi- weekly, attends peer support groups and joins in activities with other young people to share his experiences and help them too.

Since being with Ideal for All Michael’s confidence has increased on all levels, he’s made new friends, learned new skills in a safe environment and is well on his way to finding a job.

FINANCIAL SUMMARY 2018/19

At the beginning of the year,
as of 1st April 2018 we had

£630,261

During 2018/19 we had

INCOME

£1,019,218

EXPENDITURE

£1,010,605

This leaves us with funds
carried forward of

£638,874

£159,714

Restricted & Designated

£479,160

Unrestricted

These accounts are a summary of financial information for the year
ending 31st March 2019.

The trustees ensure that adequate accounting records are kept and
that full disclosure is provided to the auditors.

The full annual report and auditors 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.

So a big THANK YOU!

Barlow Road Community Garden went from strength to strength in 2018/19. We couldn't have done it without the support of volunteers including those working for local businesses and projects in the area. This included continued support from teams working on the M5 Oldbury Viaduct Renewal Scheme and businesses like Pinsent Masons (pictured below). Thank you.



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 and make life better for everyone.

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 member or Trustee

Ideal for All is proud to be a user-led organisation with an active membership of nearly 4,000 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,
West Midlands, B66 1JE
Tel: 0121 558 5555
contactifa@idealforall.co.uk

www.idealforall.co.uk

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

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.



**IDEAL
FOR ALL**

Connect with us



@idealforall



@idealforall

