



**IDEAL
FOR ALL
2021/22
IMPACT REPORT**

FOREWORD



Carol Goff
Chair of Ideal for All Limited

“Thank you to everyone who has supported Ideal for All this year. It has been so rewarding to see the dedication of our staff and positivity of our disabled people and communities coming together as one. We have been able to join forces and co-develop new ways of working to meet changing needs. Its great to see we have bounced-back from COVID-19 more united than ever.”

April 2021 through to March 2022 has been another challenging year for our disabled people and local communities. Our staff have worked hard to help those in need of support and navigate these difficult times.

Lockdown continued longer than anyone expected, and we all felt its impact across the year. Being apart from our loved ones and friends was harder than any of us had ever imagined. We commend our staff for returning to front-facing delivery during early 2021 despite all the challenges.

Once the government restrictions ended, life had to go on but had changed forever for so many of us. People’s mental wellbeing needs had increased and more and more people were in need of specialist support.

I am proud to say our team were on hand to meet these challenges. It has been great to see our charity creativity and resourcefully deliver quick responses in these changing times. We have come together when people needed us most and continued to grow our services.

CEO Review of 2021/22

The year commenced with our communities adjusting to a post pandemic world. With mini lockdowns ending in June 2021, our focus returned to supporting individuals face to face, in one to one and group settings. We entered a world of hybrid working for staff and the individuals we support had the option to continue accessing activities digitally.

The invaluable COVID funding secured in 20/21 was targeted where required and we completed the spend to agreed and amended schedules in 21/22. Across all our funding streams, we were able to provide direct support to circa 3,000 individual service users during the year.

COVID as well as the economic downturn has meant that more people are struggling with their mental health & wellbeing. As a result, the demand for mental health support increased substantially and we were able to source various albeit short-term funding streams to help people in our communities' cope with ongoing loneliness and social isolation.

Our Integrated Services team continued to work to make a difference in people's lives, providing co-produced, meaningful activities to over 1500 individuals throughout the year. This involved:

- Information, Advice & Guidance e.g., providing advice on welfare rights and how to access the required social and health care services.
- Peer Support e.g., Weekly/Monthly health condition management & peer support groups, like, Fibromyalgia & Arthritis, Multiple Sclerosis, Coffee mornings
- Health & Wellbeing including Mental Health Support e.g., 5 ways to Wellbeing sessions and one to one engagement with individuals to manage their mental health and wellbeing.
- Employment & Skills, supporting people into training, volunteering, and employment using existing and new resources.

Our community gardens have been of enormous value to individuals and many of our sessions are held at our three horticultural sites in Smethwick, Oldbury and Wednesbury. The sites were ideal locations to keep face to face delivery open during COVID times and contributed to the national trend of people using green/outdoor space to manage and improve their health and mental wellbeing.

We continued to deliver support within our established specialist employment programmes in Sandwell and Solihull. Our Solihull Specialist Employment contract, supporting disabled people into work has been extended to March 2024. In the year we commenced delivery of new initiatives such as the 50+ support project, helping unemployed people over 50 to gain new skills and progress into training and employment.

We continue to take an active part within our established consortiums and partnerships, which enable sharing of expertise and resources meaning we can achieve better outcomes for the individuals we support.

Making A Difference

It was another busy year for our Direct Payments team, we continued to support circa 1500 people across the Black Country, Birmingham and nationally to manage their direct payment, providing information, advice, and guidance, supporting with the recruitment of PAs, managing DP funds, and providing a payroll service. Our tender to continue to deliver Direct Payment services to Walsall residents was successful and the new contract will run from April 2022 to March 2025.

We know that disabled people are being more adversely impacted by the current economic climate and our charity is also facing challenges with significant funding streams coming to an end in 2022/2023. We will continue to source opportunities that will enable Ideal for all to be sustainable and support the most vulnerable in our societies.

The following pages show how we have been making a difference in people's lives and this would not be possible without the support from our trustees and the dedication and commitment of our staff. I would like to say thank you to everyone that supported Ideal for All's work this year.



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.

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 over 38,000 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 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

OUR SERVICES



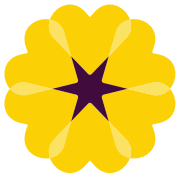
Direct payments (personal budgets)

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.



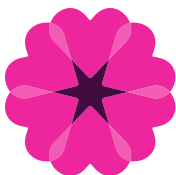
Peer support, independent living skills, social groups and events

Our online and face to face peer support groups offer a valuable source of information, shared 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.



Health and wellbeing programmes

We deliver a range of online and face to face physical and mental health 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 a variety of opportunities to support people into work through vocational training and volunteering opportunities.



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 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.



Information and advice

In addition to our Community Offer Single Point of Access, 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

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

Reducing loneliness and isolation

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



CHOICE & CONTROL IN FOCUS

Receiving a Direct Payment can be transformational for disabled people and with IFA's support can lead to improved independence, choice and control.

Anita's disability means she struggles with day-to-day activities and needs help with everyday living tasks. She was referred to IFA by her local Health and Social care team to provide support to employ a Personal Assistant (PA) who could assist with care needs and increase social interactions and help reduce her loneliness and isolation.

Anita had used an agency in the past to provide commissioned care but struggled with the inconsistency of care provided. Working with the Social Care team she moved across to a Direct Payment instead to enable her to employ her own PA to meet her personal requirements and enable her to live a more independent and enriching life.

By adopting a person-centred approach and by looking at Anita's individual barriers in a holistic way, we supported her to become more independent, learn how to be a good employer and employ her own PA. We not only helped her recruit the right PA but understand all the paperwork requirements, like timesheets in order that things like payroll ran smoothly. We provided information in accessible formats, in this case Punjabi, her first language, as she struggled with English and did lots of refresher training with her and her PA in those early days.

Anita told us that she can now relax and no longer feels overwhelmed by the process and how to support herself to live as independently as possible.

"I was so stressed I was not sure I was going to cope, but the support has made my life better."

Anita "enjoys life more" with her social activities, getting help with her domestic tasks at home and support where needed from her PA and Ideal for All.

1500
DIRECT PAYMENT
RECIPIENTS
SUPPORTED
BY OUR DP TEAM

EMPLOYMENT & SKILLS IN FOCUS

STAND OUT



Andy Street, the WMCA Mayor meeting our employment team

“Getting a job would have not been possible without the support and encouragement you have given me.”

It was all systems go in the Summer of 2021 in preparation for the Commonwealth Games being held in Birmingham in 2022.

IFA were successful in becoming part of a partnership to deliver the 'Stand Out' Project, a National Lottery funded programme, managed by the West Midlands Combined Authority aimed at providing unique training, volunteering and employment opportunities to disadvantaged young people across the West Midlands. IFA's support focused on young people with disabilities. Here are some of their stories.

Steve came into the project with very little motivation. He was unemployed and had been for some time. Steve felt his learning disability was a real barrier to work. However during one-to-one sessions it was found that low confidence which had been exacerbated by the recent pandemic was his biggest hurdle. Steve felt that he had become socially isolated and had lost many of his social connections.

Through the Standout Project, Steve was supported to build his confidence to recognise his key skills and he was able to complete tasks independently with our support. He was able to meet regularly with other participants and join group sessions and activities. We did practical things like supporting Steve to get his CV up to date and start applying for suitable jobs again.

Steve's confidence, determination and independence grew and he has now secured a full-time position in hospitality at a venue in his local area.

Chris joined the Stand Out project in December 2021. When she came to us she lacked confidence because she saw her disabilities as limiting. She also had no clue what job she wanted to do.

We helped her explore and try out different job options. She was keen to start with retail, so we helped secure a volunteering placement at a local charity shop. Chris really enjoyed this but also wanted to explore other options. We looked into catering as a career, getting lots of information and helping her to gain a basic food safety qualification.

We continued to work with Chris on a weekly basis, exploring her wants and interests and building on her confidence and skills. We supported Chris to start a Level 2 qualification and gain a placement in a local cafe, with the prospect of securing a permanent position after completion of her placement.

YOUNG PEOPLE

KICKSTART

The Government Funded Kickstart Scheme provided funding to create new job placements for 16 to 24 year olds on Universal Credit who were at risk of long term unemployment. Employment opportunities were available to young people for 25 hours a week for a total of 6 months and paid at National Minimum or Living Wage depending of their age.

IFA employed 4 young people for 6 months through the scheme. We provided specialist employment support to help those young people secure sustainable employment on the completion of their 6 months paid placement. We also supported 19 kickstart employees, employed by other local employers.

One young person told us “I can’t believe I’ve been given this chance. I’ve never done this type of work before and I absolutely love it. Thank you for the opportunity and setting me up for the future.”



60%

**OF YOUNG PEOPLE SUPPORTED
GAINED EMPLOYMENT
ON COMPLETION OF
THEIR 6 MONTH PLACEMENT**



EMPLOYMENT & SKILLS IN FOCUS



As well as delivering the employment support programmes for young people, the Integrated Team also delivered a range of other employment and skills projects during the year. This included **Grow for Work**, our all inclusive project which provides person-centred information, advice, and guidance to support positive health, mental wellbeing and employability skills for all. We use therapeutic gardening, crafts and enjoyable activities within the programme to build confidence, goals and key employability skills to prepare people for the world of work, training and/or education.

We successfully retained our **Specialist Employment Support** contract in Solihull to support individuals receiving care packages to find and retain work. One employer told us “It’s very supportive to work with you. I found that the in-work support was very important to help the customers once they are in work to overcome any initial barriers.”

We were also proud to become a corporate member of the Institute of Employability Professionals, which supports professional development for the sector and we continue to be part of the Employment Related Services Association Network.

Beth is a single parent, and when we met her she had recently lost her mother. She was struggling with her grief and her wellbeing was low. She wanted a job but didn't want to work in the care sector. Beth wanted something flexible to support with childcare arrangements. She joined the BCF project to build back her confidence, improve her wellbeing and receive support to secure new opportunities. We spent time with her exploring options and helped her to secure a temporary catering role in a school. They were so impressed with Beth's attitude and determination that they recommended her for a permanent role in another school, which she secured.

Carl's story is one of courage. The courage to push outside your comfort zone, open up and talk. Carl had been struggling with his wellbeing since becoming unemployed 4 years ago. Lockdown had adversely impacted on Carl who had barely left the house for 18 months. Carl wanted to become more confident and learn new skills. He didn't know where to start and at times felt hopeless and set back by the pandemic.

He joined our Men's Wellbeing group at Barlow Road Community Garden - receiving peer support and wellbeing advice. Carl became a key member and a real asset to the group, positively contributing and even supporting staff to help shape the service. As a result his confidence has grown and he now has the tools and strategies to support his wellbeing and positive thinking.



Ranjit has a disability called D.A.M.P. (Deficits in Attention, Motor Control and Perception.). This often appears as a combination of Attention Deficit Hyperactivity Disorder (ADHD) and Developmental Coordination Disorder (DCD). Ranjit is interested in lots of different things but has always been told by others about what she can and can't do. This has knocked her confidence and prevented her trying to fulfil her potential. Ranjit was keen to try horticulture and what was on offer at our community and market gardens. With our support she has become an accomplished horticulturist. Not only mastering the basics of sowing seeds, tending plants and harvesting produce but using the rotovators and mowers and even passing on her skills to others.



MENTAL HEALTH IN FOCUS

The Inspiring Positive Minds programme, funded through Better Mental Health engaged and worked with 100 Sandwell residents through wellbeing groups and therapeutic horticulture to help people develop the strategies and techniques to improve their mental wellbeing.



75%
**EXPERIENCED POSITIVE
WELLBEING CHANGES**

65%
**FELT CLOSER TO OTHER
PEOPLE**

50%
FELT MORE RELAXED

“I have been indoors for nearly 2 years. This is life-changing and a little scary at first to come out but being at the gardens in the fresh air and open makes things feel better for me and how I feel inside. Thank you for taking the time to listen to me. This place is fantastic”

“When I come here I feel more in control. I can do things and make a difference to myself and others. I feel like I am moving forwards and not stuck anymore. We make things, cook, and enjoy the space. I feel free again”

“I had been feeling unwell but coming here is making me feel better. It’s nice to be with people who get it. Who are going through the same. We all keep smiling now, and I feel like I have really made some friends.”



1500+

**PEOPLE SUPPORTED ACROSS ALL OUR INTEGRATED HEALTH,
WELLBEING, PEER SUPPORT & EMPLOYMENT PROJECTS**



VOLUNTEERING IN FOCUS



1924 VOLUNTEER HOURS

This year we have continued to utilise the skills and talents of local people through a range of tailor-made volunteering opportunities.

We have focused on utilising our fantastic horticultural sites to keep people safe, and support health and wellbeing by getting active outdoors.

Together with the help of over 20 corporate groups we have also delivered a range of socially enterprising activities and environmental projects. These support joint social value and sustainable impact.

FINANCIAL SUMMARY 2021/22

At the beginning of the year,
at 1st April 2021 we had

£991,363

During 2021/22 we had

INCOME

£1,254,364

EXPENDITURE

£1,234,486

This leaves us with funds
carried forward of

£1,011,241

£300,714

Restricted & Designated

£710,527

Unrestricted

These accounts are a summary of financial information for the year
ending 31st March 2022.

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!**

Acknowledgement of Funders

Birmingham City Council
Catalyst - CAST funding
Communities In Sync
Dudley Metropolitan Borough Council
Enterprise Development Fund
European Social Fund - Building Better Opportunities
Heart of England - Building Better Opportunities
Leicestershire County Council
National Lottery - Building Better Opportunities
National Lottery - Community Fund
Nottingham City Council
Power to Change
Sandwell Consortium
Sandwell Metropolitan Borough Council

Sandwell & West Birmingham CCG
School of Social Entrepreneurs
Shaw Trust
Solihull Metropolitan Borough Council
South Gloucestershire Council
Staffordshire County Council
Steps to Work - Building Better Opportunities
The National Emergency Trust
Walsall Metropolitan Borough Council
West Midlands Combined Authority
York City Council
Individual Service Users
Our fundraising volunteers



Acknowledgement of Corporate Supporters

AMD Promotions
ASDA Oldbury and Cape Hill
BAM Nuttall
Beechwood Tree Professional Tree Surgeons
Keegan & Pennykid (insurance Brokers) Ltd
Mark Bates Ltd
Midland Metro Alliance
Office Tek
SMP Alliance - National Highways
Utilita
Utilities team – Transport for West Midlands
West Midlands Combined Authority



A big thank you to our corporate supporters & volunteers

Thank you to our trustees, staff, volunteers, members, patron and all our ambassadors for your ongoing support - helping us to make life better for all of us.



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.

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.

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.

Get in touch

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Connect with us



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