



**IDEAL
FOR ALL
2022/23
IMPACT REPORT**

FOREWORD

“Let's keep working together for a fairer future for everyone.”

As Chairperson of Ideal for All, I am happy to share our Annual Impact Report for 2022/23 with you. On behalf of all the trustees I want to express our pride in what we have achieved together over the past year.

Our goal of *making life better for all of us*, especially for disabled people, is at the heart of everything we do. My fellow trustees and I agree this has been another year of reaching goals and taking steps to sustain our charity to keep doing this vital work as *experts by experience*.

As the cost of living continues to affect us all, I urge you to take this time to reflect on the year and its negative impact on disabled people. They face added pressure and anxiety about the future of welfare reform when are already struggling to make ends meet. Struggling to survive amidst a growing mental health crisis and delayed care in the UK, it can be hard to get access to the right help at the right time.



Carol Goff
Chair of Ideal for All Limited

“We can all live a happy and fulfilling life with the right advice or access to information support and care. This year demonstrates the power of communities coming together despite ongoing challenges outside of our control. We want to make sure disabled peoples voice is ‘heard’ and positive changes are made as a result.”

This report shows the hard work of our team and volunteers and the strength of the people we support living in the face of ongoing adversity. We are dedicated to including everyone, promoting fairness, and making sure our programmes meet the specific needs of each person we help.

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 over 40,000 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.

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.

Review of 2022/23

Ideal for All continued into the year 22/23 supporting communities with the effects of the cost-of-living crisis. The increase in energy, fuel and food costs meant that demand for our services increased. We worked with people to provide the support needed, adapting services to meet demand. Demand grew in areas of benefit advice and accessing financial support for disabled people and individuals not in receipt of benefits. Our Staff ensured they gained knowledge around the multiple local and national schemes set up to support people with finances and helped individuals navigate online portals and systems to access the vital funds and support available.

Our integrated services continued to provide information, advice and guidance, peer support/health condition management groups, Health & Wellbeing including mental health, employment & skills support and our growing opportunities and social enterprise activities. The service had another very busy year delivering support via existing and new projects/funding streams to over 1700 individuals during the year.

Demand for mental health support services remained high and was a key area of our work in 2022/23. We delivered several projects through the year including:

- **A Mental Health Support Service** programme funded by Black Country Healthcare NHS Foundation Trust through the Winter Pressure fund. We delivered this in partnership with CIS and other partners and directly delivered non-clinical emotional wellbeing support to 74 Sandwell residents.
- **Inspiring Positive Minds.** A pilot programme funded by SMBC was extended to support a further circa 50 people. We provided a 12-week wellbeing intervention service with integrated 'wrap around' support.
- **SMBC Healthy Lifestyle programme.** We supported circa 200 residents who were experiencing barriers to become more physically active, eat healthier, become better connected and less lonely/isolated, contributing to them improving their general health and overall wellbeing.
- **Active Black Country** supported people to become more active and improve their overall health and wellbeing.

Our co-designed peer support and condition management groups continued to thrive during the year, with new groups and activities developed. The groups are facilitated to support community connectedness and for individuals to gain improved wellbeing. We work with people to measure any improvement using national recognised tools. Against the indicator, relating to how relaxed people are feeling 81% reported a positive change and 2% no change. There was an increase in negative change reported, with 17% stating it was as a direct result of the financial crisis.

Despite the end European funding we secured funds within partnerships to continue to deliver specialist employment and advice programmes in Sandwell. Our specialist employment support contract in Solihull continued to support people in receipt of social care services into meaningful employment opportunities. Our employment team supported 450 people during the year.

We remain an integral deliverer of Sandwell's Community Offer and manage all referrals as the Single Point of Access for this service. An invaluable local programme, the Community Offer continues to support 1000's of Sandwell residents to combat barriers to independence and access community services and activities.

Like our Integrated Services team our Direct Payment Support Service staff have also had a busy year. Our support enables direct payment recipients to manage their care & support packages with increased confidence, choice and control. We continued to support Direct Payment recipients (DPRs) within those areas where we have contracts and spot purchase arrangements. We worked with circa 2000 individuals during the year; finishing the year with a live caseload of circa 1500 DPRs.

We were delighted to be awarded Skills for Care funding in the year, which enabled us to provide free training to 638 DPR Employers, Personal Assistants (PA's) and individuals interested in becoming PA's. It included practical training and courses ranging from Being a Better Employer to Mental Health Awareness and First Aid. We received positive feedback from learners: *"I now have improved skills and knowledge to carry out my caring role"* and *"I have greater confidence in my abilities."*

Across all our projects and services, we supported 3600 individual service users.

We continue to develop our horticultural sites and some exciting work is being undertaken over the next year (2023/2024). The sites provide fantastic opportunities for the people we support to access green spaces, learn new skills, employment opportunities and improve mental health, wellbeing, and independence.

We recognised the cost-of-living crisis, impacted not only on the people we support but also on staff. Despite no real uplifts in contracts and grants, our Board decided to invest reserves into increasing salaries. There has been a national consensus of recruitment and retention challenges due to changes in the labour market post pandemic. This has impacted the voluntary sector in which we work and meant that we were also affected in terms of recruitment and retention of staff during the year and are grateful to the team for their flexibility and adaptability during this period in ensuring delivery continued despite the challenges being faced.

Our healthy financial position has meant that we were able to invest reserves to support charitable activities where income has not met all the expenditure incurred in the year and we may need to this in the short term for the next two years. The investment has been substantially less than forecasted due to the additional income opportunities sourced during the year.

We will continue to source opportunities and develop our social enterprise activities to support sustainability for Ideal for All in the long-term. Our strategic aims remain to support disabled people to improve independence by providing meaningful outcome focussed services and interventions. We will continue to respond to the environment we find ourselves in and advocate for change where possible aiming to "make life better for all of us"

My heartfelt thank you to our trustees, members, staff and volunteers for all you do to make a difference in our communities.



Khatija Patel
Chief Executive Officer of Ideal for All Limited

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



3600
**PEOPLE SUPPORTED
OVERALL**

1500
**DIRECT PAYMENT
RECIPIENTS
SUPPORTED**

1700
**INTEGRATED SERVICES
BENEFICIARIES
SUPPORTED**

638

**Employers, PA's &
individuals received
free training**

Some of our mental health
project differences:

200

**Residents more active, eating
healthier, better connected &
less isolated**

74

**Residents provided with
emotional wellbeing support
(Winter Pressure Fund)**

50

**Residents with better mental
health (Extended Inspiring
Positive Minds Programme)**

450

**New people
supported by
advice and
employment team**

75

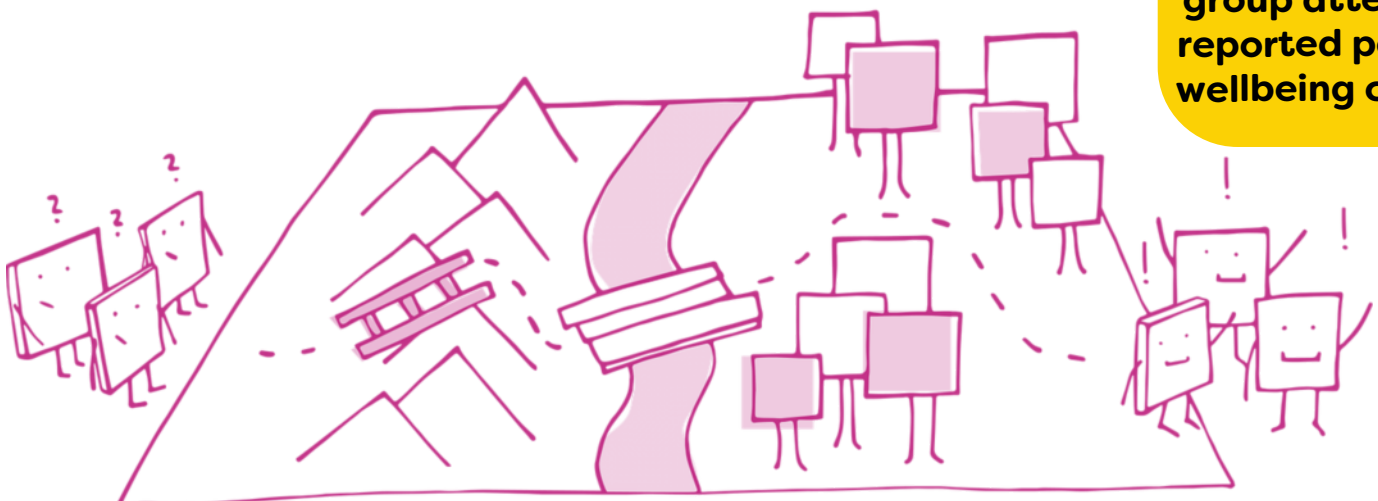
**Young disabled
people supported
to work, train &
volunteer**

1500

**Live caseload of
DPR's at the end of
the year**

81%

**Peer support &
condition
management
group attendees
reported positive
wellbeing change**



OUR YEAR

SNAPSHOT & HIGHLIGHTS

2022

May 2022

New opportunities and partnership working developing around learning disabilities employment support in Solihull (LSE) and ULO organisations funding for training through Skills for Care.

July 2022



SHAPE youth festival saw 1000's come on the day and supported over 120 children, families and young people to sow seed and plant herbs and salads to take home.

September 2022



Partnership with Midlands Mencap to get people with learning disabilities active and moving as part of the 5 Ways to Wellbeing

April 2022

We commenced our new 3 year Direct Payment support service contract in Walsall, having successfully retained it the previous year.

Peer support groups fully back meeting face to face.

Easter holiday HAF activities take place.

June 2022

A new building for Salop Drive Market Garden thanks to funding from the Wolfson Foundation!

Further support from Midlands Portable Building supported us with a free upgrade from a second hand to new building.



The Wolfson*
Foundation

MPB
Midlands
Portable
Buildings
Ltd

August/September 2022

Holiday Activities through HAF Funding and Harvest



November 2022



Completion of the Stand Out Project.

Completion of the CRF funded 50+ employment support programme.

Community Offer extended to March 2024.

Making life better for all of us

January 2023

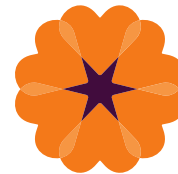


New toilet connections at Barlow Road Community Garden.

Additional Long COVID support able to be delivered through Community Recovery Grant.

March 2023

We found out we have been chosen as the winner of the Community Learning Provider of the Year award at the first-ever West Midlands Adult Learning Awards in May 2023.



2023

October 2022

Better Mental Health Inspiring Positive Minds support extended.

New Skills for Care training goes fully operational.

New Local Supported Employment (LSE) delivery in Solihull commences.

New PAGE Partnership Project with CIS and Sandwell Advocacy fully operational. Focus on advocacy and independent living skills support for parents with learning disabilities.

December 2022

Advice Grant extended for further 3 years.

International day for disabled persons.

Consultation activities on changes to Disability Facilities Grant.

IFA Annual General Meeting and Festive Party for Members and Service Users.



February 2023

Better Mental Health event.



Our work in focus

We continued to support Direct Payment recipients (DPRs) within those areas we have contract and spot purchasing arrangements for. We worked with around 2000 individuals during the years; finishing the year with a live caseload of 1500 DPR's.

“ I now have improved skills and knowledge to carry out my caring role”

During 22/23, we delivered a range of specialist disability, discretionary and targeted employment and advice programmes in Sandwell and Solihull. We supported a wide range of people including people with learning disabilities, mental health needs, younger people through the Stand Out project and people aged 50+ through the CRF funded Older Worker project to progress into or retain work, training or volunteering.

Our Integrated Services support includes information, advice and guidance, peer support/health condition management groups, health and wellbeing, employment and skills support and our award winning growing opportunities and social enterprise activities. The service had another busy year delivering support via existing and new projects and funding streams to over 1700 individuals.

We continued to support diverse communities locally to access our co-produced services and activities. Peer support and condition management remained at the heart of our service offer with new groups and activities developed in light of the COVID pandemic.

We were incredibly pleased to be awarded Skills for Care funding in the year, which enabled us to provide free training to 638 DPR Employers, Personal Assistants (PA's) and individuals interested in becoming PA's. It included practical training and courses ranging from Being a Better Employer to Mental Health Awareness and First Aid. We received lots of positive feedback from learners.

“ I have a greater confidence in my abilities”



Case Study

CS was a healthy young child until he reached the age of 6 when he had a severe Asthma attack which left him life altering complications including brain damage. This impacts on his day to day life as he is unable to read and write and living with learning difficulties. He has epilepsy and is prone to seizures, but these have become less frequent as he has got older.

CS had 2 main job aspirations, to work in a fire station or at Marks and Spencer's. Our first action together was to visit Billesley Fire station to get to know each other and to understand his aspirations and start to progress these. Our team explained why we were there, and asked if the fire service would consider taking CS on a voluntary basis one day a week which hopefully would eventually lead to paid employment. The fire service staff were very supportive but added that this would have to be approved by Head Office of West Midlands Fire Service. Staff also visited Solihull Fire station. They were unable to offer CS any voluntary work. This was because when they have a call out, the whole station is evacuated, and CS would be left alone. An appointment was made to see HR at WMFS HQ. They were very understanding and supportive but had never recruited volunteers. The reason being is they would be inundated with thousands of requests for voluntary work.

Staff were not deterred and still wanted to see if there was anything we could do with the fire service that would help with CS's confidence. They had a meeting with Matt Geoghan, a fireman at Solihull Community Fire Station and set in motion a plan to surprise CS when he comes to see staff next. When CS arrived for his appointment with our team, they spoke for a few minutes then Matt walked in with his fireman's outfit and helmet. CS was awe struck!

Matt gave him a t-shirt and a cap with the WMFS logo on. CS was then taken outside to the bay area where there was a fire engine and 7 other fire officers with the station commander. They were talking to him, let him sit in the fire engine and CS was asking them many questions. He had a wonderful time and certainly boosted his confidence. He has since attended open days and helped washing cars at Solihull fire station raising funds for charity. This has boosted his confidence no end and will be a positive life changing experience for him forever. Staff then turned their attention to potential opportunities in retail – his other aspiration.

A position became available with Solihull Council working with the Highways manager. The job description was an ideal fit for CS. We completed his vocational and personal profile, and an interview was arranged over Teams. CS attended with his parents, who came to give him moral support. CS was outstanding and engaging throughout the interview, answering and asking questions. The feedback from the interview was that CS is the most suitable candidate. He showed enthusiasm and interest in the role and demonstrated an understanding of what the role would require paying special attention to health and safety. CS will now be starting his work trial which will lead to his first paid employment. His parents were overjoyed as is he, and extremely proud he got the role on his own merits.

“We are all really chuffed he got the job on his own merit. Thank you for all of your hard work too.” (Mum and CS)

Our community gardens continue to have enormous value to individuals, with many of our peer support, condition management, mental health and wellbeing groups sessions being held at our three horticultural sites in Smethwick, Oldbury and Wednesbury.

We used the 5 Ways to Wellbeing to support the delivery of our Mental Health Inspiring Positive Minds programme.

42%

Feeling more relaxed

57%

Feeling more useful

46%

Feeling optimistic about the future

53%

Feeling closer to other people

35%

Thinking more clearly



“The garden group is great to get outside and feel good. It’s a good place here”

“It’s nice to keep busy. It gives me the chance to get out the house and properly work on something and be proud of something again.”



The ongoing upkeep and developments of our three gardens would not be possible without our corporate supporters and regular volunteers. Thank you for making life better for all of us.





Case Study

When R joined IFA, he was not sure about the support he would need. He sustained life changing injuries, after an attack. This caused him confusion about where he was in life and how to cope with day-to-day living. The traumatic experience and impact of his subsequent condition led to depression and severe anxiety. R is an Urdu speaker and only communicates in a small amount of English.

To support communication we needed an Urdu interpreter. As a diverse user-led organisation made up of local people, Ideal For All have staff 'on-hand' who speak Urdu. We started to support R one to one, in being able to express himself and his past and unpick his barriers to independence and progression. R was encouraged to identify what was important for him and what was not right now and to focus on the 5 ways to wellbeing to stay in the present moment and take small steps.

When R was ready he joined the social and therapeutic group sessions, which he enjoyed as he was meeting different kinds of people and hearing stories, this made him realise that he was able to move forward. He really connected to nature and the benefits of being outdoors for his wellbeing.

Financial Summary

2022/23

At the beginning of the year,
at 1st April 2022 we had

£1,011,241

During 2022/23 we had

INCOME

£1,297,427

EXPENDITURE

£1,327,984

This leaves us with funds
carried forward of

£980,684

£327,714

Restricted & Designated

£652,970

Unrestricted

These accounts are a summary of financial information for the year
ending 31st March 2023.

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

Active Black Country
Birmingham City Council
Communities in Sync
Community Fund
European Social Fund – Building Better Opportunities
Heart of England Foundation - Building Better Opportunities
Leicestershire County Council
National lottery – Building Better Opportunities
National Lottery Community Fund
Nottingham City Council
Sandwell Consortium
Sandwell MBC
Sandwell & West Birmingham CCG
School of Social Entrepreneurs
SCVO
Solihull MBC
South Gloucestershire Council
Staffordshire County Council
Steps to Work - Building Better Opportunities
Walsall MBC
West Midlands Combined Authority
York City Council
Individual Service Users
Our fundraising Volunteers
Our CSR Partners



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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**IDEAL
FOR ALL**

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