

Annual Report 2019 - 2020



‘Celebrating a year of progress, impact and achievements’



Enriching Lives of People with Disabilities & Maximising Potential
#OneLifeLetsLiveIt

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WELCOME

On behalf of Wirral Evolutions Ltd, we would like to welcome you to our Annual Report 2019-2020 which reflects on the last 12 months of progress and achievements. Throughout the year we have witnessed significant impact that has underpinned our vision of **'enabling the people we support to have choice and exercise control over their own lives'** and in doing so, enabled many positive differences for the Wirral Family and surrounding communities.

As we reflect on the last 12 months, we have made great strides ahead by **placing the people we support at the heart of everything we do** - but also recognise we are continuing to embrace the challenges presented, only to see further opportunities ahead.

Some of our highlights include:-

- ✓ Production of Strategic Intent, Governance Framework, Financial Regulations and Business Strategy setting the company's direction of travel for the next 5 years
- ✓ Co-developed a comprehensive Quality Assessment Framework in accordance with CQC standards and practices
- ✓ Awarded Wirral Volunteering Standard Accreditation which recognises excellent practice in volunteering, development and management
- ✓ Learning Disability Inclusive Employer status awarded by www.mylifemychoice.uk
- ✓ National Living Wage Employer status maintained
- ✓ A clear, transparent and structured performance framework consisting of metrics, data, information and trends aligned to our Strategic Framework 2025 in place
- ✓ Speak Up Be Heard, our local Self Advocacy Group established to co-develop ways of gauging the experiences and opinions of the people we support the shaping of our service design and opportunities
- ✓ Strengthened engagement with key stakeholders who have an active role to play supporting Wirral Evolutions to achieve its mission, vision and outcomes
- ✓ Enhanced life skill experiences through personalised 'supported pathways pilot' achieving vocational qualifications and volunteering opportunities
- ✓ Personalised impact case studies demonstrating and celebrating the value people place on their life experience
- ✓ Score of 51 combined net promotor score (NPS) achieved from those people who would recommend Wirral Evolutions, which is significantly (24 points) above the national average
- ✓ Witnessing the people we support learning skills and developing confidence as they actively participated in the Wheels for All demonstration in front of the crowds at the OVO Energy Tour of Britain, making memories for life – check out Harry here - shorturl.at/hwRTX
- ✓ An active response to redesign an outreach service to support needs of the people we support, families, communities and key stakeholders during Covid-19 pandemic

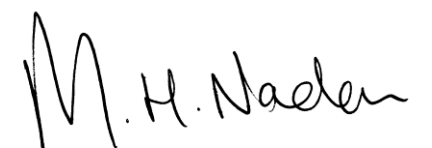
Whilst the list above is not exhaustive, the content of our annual report demonstrates a rich variety of statistical and impactful case studies which we hope you will enjoy reading.

Thank you for taking the time and helping us celebrate a year of progress, impact and achievements.



Jean Stephens
Managing Director

Best wishes



Mike Naden
Chair

WHO WE ARE



WHO WE ARE

Our Foundations

Wirral Evolutions Ltd was incorporated in 2015 as a private company limited by shares and trading as a Local Authority Trading Company (LATCo) to provide personalised Day Services and experience for adults with a wide range of learning and physical disabilities.

By placing the people we support at the heart of everything we do, we work hard to ensure that our service delivery is of the highest quality, enabling greater outcomes and benefits for the people we support. Our work ensures that:

- ✓ There is a focus on Physical and Mental Health, to enrich the lives of the people we support
- ✓ Wellbeing is improved, increasing the levels of enjoyment, self-esteem and happiness whilst promoting friendship
- ✓ Life skills are developed, encouraging confidence, choice, exercising control, communications and self-awareness
- ✓ Community integration as a way of life through volunteering, employment, education, training and social connectivity

We achieve this through a wide range of people centred services and activities across our multiple locations in the Wirral. This includes:

- ✓ Creative expression, through arts, pottery, crafts and music
- ✓ Physical Wellbeing through sports and leisure
- ✓ Hospitality and catering
- ✓ Horticulture, conservation and woodwork skills
- ✓ Beauty, sensory and relaxation experiences
- ✓ Information Technology
- ✓ Vocational Qualifications
- ✓ Education and learning
- ✓ Community volunteering and employment life skills
- ✓ Advisory and Advocacy support including travel, health and housing

[#OneLifeLetsLiveIt](#)

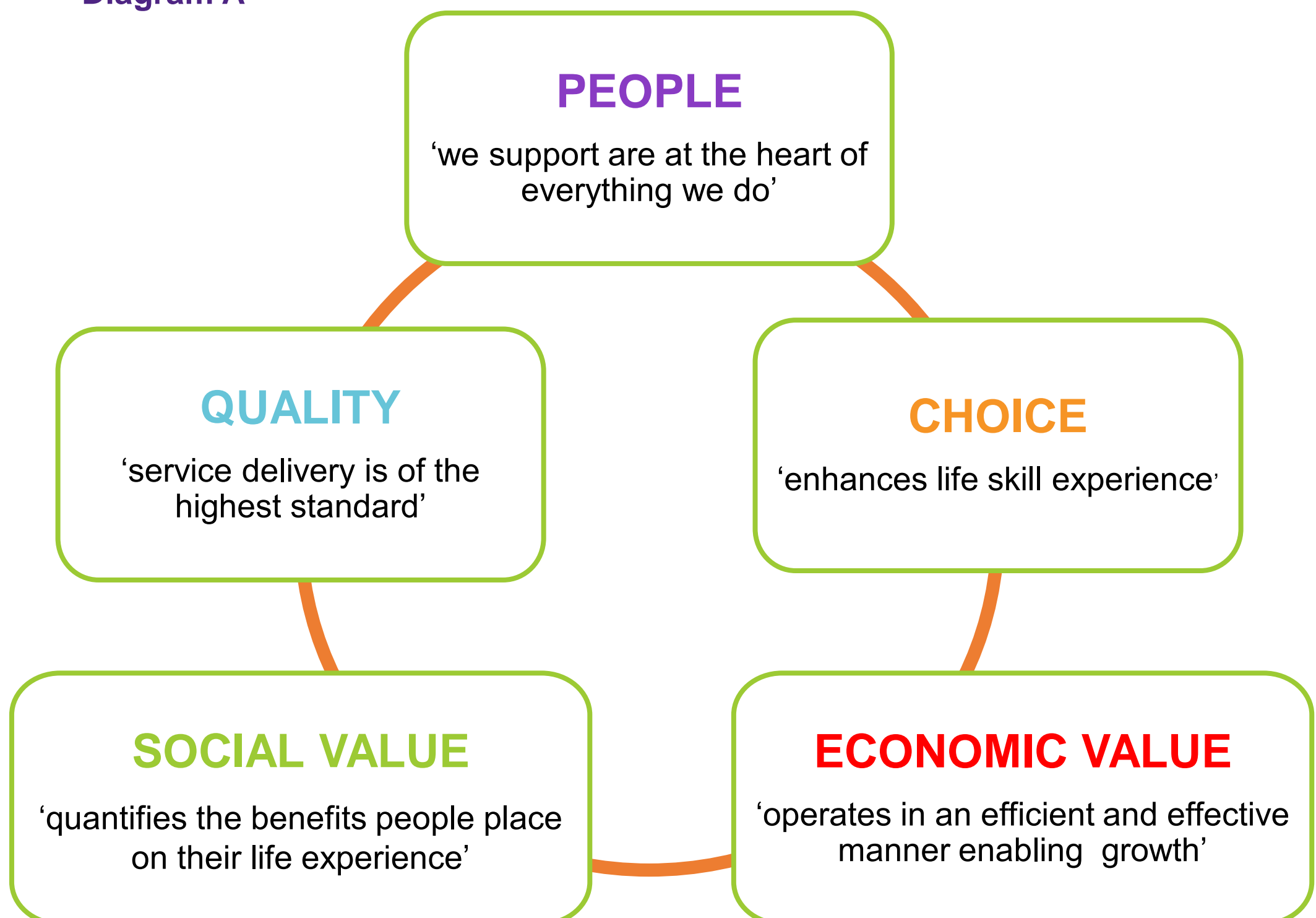
WHO WE ARE

Value Creation

To ensure long term continuity and success for the largest provider of adult day care services for people with learning and physical disabilities across Wirral, the company has distilled a set of 'Guiding Principles' that will underpin [Our Business Strategy 2020 – 2025](#) . In doing so our business strategy enables purposeful value for the people we support, shareholder, commission, stakeholders and community partners.

Through **personalisation, collaboration** and **supported pathways** our 'Guiding Principles' illustrated in diagram A below will ensure:-

Diagram A



OUR BOARD

Mike Naden, Chair

Mike has a broad range of experience as a result of roles within banking, Finance, Retail, Utilities and Engineering. He is an accomplished and experienced business expert who has significant management experience at a senior level. Mike also holds a non-executive role at the Ministry of Defence. Mike was appointed as Chair in November 2017.



Lisa Knight, Non-Executive Director

Lisa has a clinical background in mental health care and over 20 years' experience of working with the public and voluntary sector within health and social care. She is the Chair of Relate Cheshire, Merseyside & Greater Manchester, a Teaching Fellow at Lancaster University and a Non-Executive Director for St Helens & Knowsley NHS Trust.

Pam Williams, Non-Executive Director

Pam has a degree in Economics and is a qualified accountant and member of the Chartered Institute of Public Finance and Accountancy. Prior to her retirement in 2015, she had over 20 years experience operating at Board level in a wide range of local authorities, most recently as Executive Director of Finance at Tameside Metropolitan Borough Council. Pam also holds Non Executive Director and Audit Committee Chair positions with Mersey Care NHS Foundation Trust and Muir Group Housing Association.



Carey Bamber, Non-Executive Director

Carey has a strong national reputation across Adult Social Care settings for her Chairing of regional policy and practice networks over the past 15 years. These include third sector networks, family and disabled people's organisations, health networks and personalisation leads.

Carey left the organisation in October 2019. Wirral Evolutions wish to express sincere thanks to Carey for all her support and guidance during the previous years. She really did make a difference and WE wish her well in her future adventures!

Jean Stephens, Managing Director

Jean has been Managing Director at Wirral Evolutions Ltd since February 2019. She has over 25 years of experience operating as a Chief Executive and at Board level within the Public, Voluntary and Commercial sectors. Qualified in leadership, management and marketing, Jean brings innovation, excellent organisational skills and a confident persuasive leadership style.



OUR GOVERNANCE

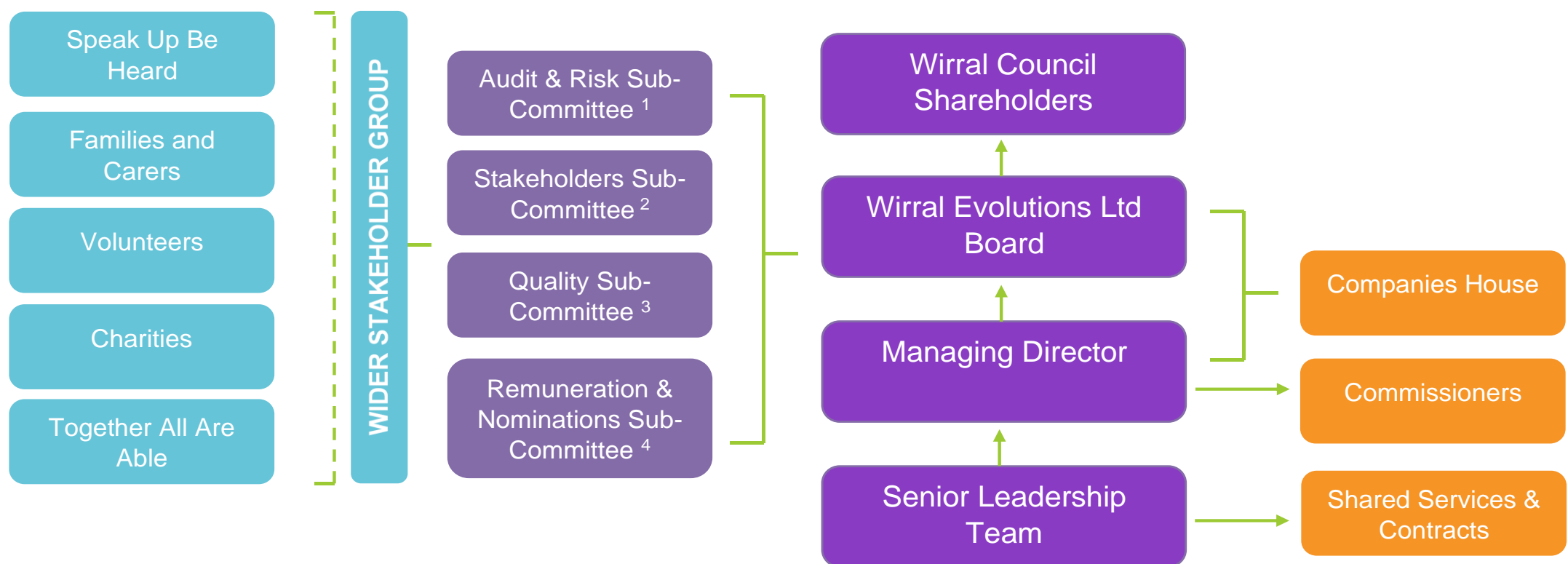
Our Ways of Working

Wirral Evolutions Ltd is a private company limited by shares, registered in England and Wales, no. 09589953, trading as a Local Authority Trading Company (LATCo). Through its comprehensive [Governance Framework](#) it defines the **corporate governance principles, its structures, relationships, levels of accountability, processes and behaviours** in accordance with [The UK Corporate Governance Code 2018](#)

It is led by a strong, strategic leadership board who set the direction of travel for the company in terms of strategy, performance, quality standards, human resources, audit and risk, improvement and mentoring. The Board is supported by sub committees as a vehicle for engagement, communications and scrutiny.

Diagram B below sets out the relationships and accountability between the Shareholder, the Board, Executive Team and other significant Stakeholders

Diagram B

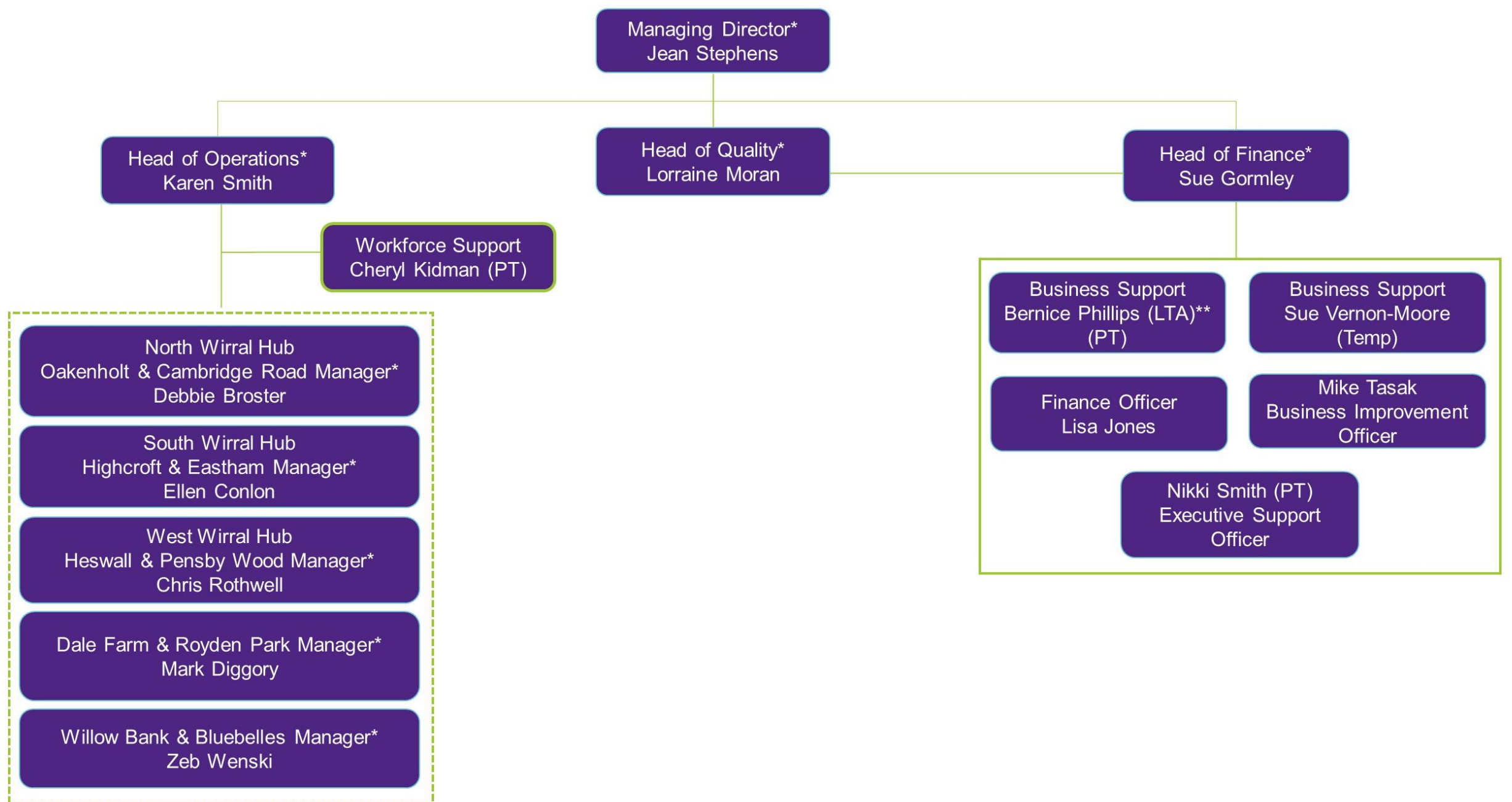


Sub Committees

1. Chaired by Non-Executive Director and supported by Senior Leadership Team Member
2. Chaired by Non-Executive Director and supported by Senior Leadership Team Member
3. Chaired by Non-Executive Director and supported by Senior Leadership Team Member
4. Chaired by Chairman and supported by Non-Executive Directors and Managing Director as appropriate

STAFFING STRUCTURE

Our People



Notes:

* Denotes Leadership Team

** LTA = Long Term Absence

----- Responsible for Team Leaders, Service Co-ordinators, Service Support & Volunteers at the locations

□ Denotes Business Support functions

OUR STRATEGY



OUR STRATEGY

Vision

To enable the people we support to have choice and exercise control over their own lives

Mission

Working together to inspire lives, remove barriers and widen horizons for the people we support

Values & Beliefs

Personal
Integrity
Quality
Openness
Accountable
Collaborative

Purpose

We enrich the lives and opportunities of the people with learning and physical disabilities

OUTCOMES & BENEFITS

LIVES
ENRICHED

WELLBEING
IMPROVED

INDIVIDUAL
DEVELOPED

COMMUNITY
INTEGRATED

HEADLINE STATISTICS & IMPACT



PEOPLE

People We Support

Providing a high quality provision to all people we support



AVERAGE OF

410

People with disabilities supported through enriched activities



100%

of personalised outcome plans quality assured



194,535

hours of enrichment/life skills activities (75%) and personal care (25%) provided



119 (28%)

people we support completed a level one qualification, with 14 progressing into community volunteering



PEOPLE

Satisfaction Survey 2019 – People We Support¹

61

NPS Score of 61 - when asked how likely they are to recommend a company to their friends and family²



48%

48% of respondents said that they knew how to access advocacy support via Wirral Evolutions³



70%

70% of respondents felt that they had a say in their own support⁴



85%

85% of respondents were happy with the activities on offer



Wellbeing⁵

Our Score

30.4



National Average

23.61

1. 250 people we support completed the survey in total out of 350, discounting those people we support who have limited capacity (total people we support = 407)
2. The Net Promoter Score (NPS) is calculated by subtracting the % detractors (12%) from the % of promoters (73%) to give an overall NPS score (61). Respondents that score 9 or 10 signify consumers that are likely to promote a brand; consumers that give scores of 7 or 8 are deemed as passives; while a score of 6 or less means a customer is a detractor. Average NPS for all UK sectors is 10
3. Figures are rounded to the nearest whole percent
4. Where answers are out of a score of 10, percentages are taken from scores of 8/10 or above
5. To assess the wellbeing of respondents we used the recognised Short Warwick Edinburgh Mental Wellbeing Scale (SWEMWBS) which was developed to enable the monitoring of mental wellbeing in the general population and the evaluation of projects, programmes and policies which aim to improve mental wellbeing. - <https://rb.gy/ragvno>

PEOPLE

People We Support

Providing a high quality provision to all people we support

I enjoyed my birthday here
I'm more confident to speak up

Getting to know people
Improving my confidence
Learning new skills
I have enjoyed the last 12 months at Bluebells

Passing my level 2
NPTC in petrol
strimming

Painting on my own and using different skills like my brothers do at work

Getting out and feeling self worth

Learning to make sandwiches makes me more independent

I like to meet my friends in a safe environment and be happy so we can talk

My walking and exercise

Football improves my fitness and team building

Highlights from the past year (from our 2019 Survey)

PEOPLE

AC's Story

Why AC needed our support

- AC is a 52 year old man with learning disabilities
- He has previously attended day services, however there has been a 12-year gap since he last attended a service and mixed with his peers
- In this time, he has been at home with his mother who now requires respite
- AC also needed more structure and activities to meet his social requirements
- He found social situations difficult and was reluctant to engage in large groups as it made him anxious

Steps taken to support AC

- ✓ Offered taster days to AC at Highcroft, which he initially found difficult, especially with large group activities
- ✓ Time was spent with AC talking about his interests, and what activities he liked and didn't like
- ✓ AC was offered IT sessions to allow him to follow his interest in Liverpool football club when staff found that this was something he really enjoyed. These sessions were offered at mornings, as this was the time he was most anxious
- ✓ AC was offered taster sessions in Art as he had expressed interest in drawing He found the large group session difficult, so he was given the option to sit in a quieter area to engage in Art activities
- ✓ AC has been given a structured routine for the days he attends so that he knows where to go and what he is doing

The difference made

- ✓ AC now has a structured routine that he is familiar with that meets his social needs
- ✓ His anxiety has reduced, and his general mood has improved
- ✓ AC is now more engaged with other people we support and our staff
- ✓ He is happier attending activities with larger groups than before, such as Bingo where he has helped to call out numbers during the session
- ✓ His self-esteem and self-confidence are developing

'I have seen vast improvement in his behaviour. He is approachable and always has a smile when communicating and is engaged in activities. In just a short time, attending Highcroft has made a difference to his life. This shows in his personality and how he engages with others.' – *Staff Member, Highcroft Centre*

PEOPLE

GB's Story

Why GB needed our support

- GB is a young woman that lives with her parent. She has a learning disability which affects her ability to communicate effectively, her comprehension, understanding of behaviours and her emotions
- GB was very quiet and found it hard to give eye contact and to talk to other individuals, she lacked in confidence and self-esteem. She initially struggled with the transition from school to her work placement at Best Bites
- GB would frequently experience high levels of anxiety, she would self sooth by humming loudly and simulate yawning. She would frequently check her watch and pace by the window asking staff what time her transport would arrive and would ring her mum at every given opportunity. She would become distressed and emotional at times when she was unable to understand or express her emotions

Steps taken to support GB

- ✓ The staff team at Best Bites provided GB with support, guidance and skills that have encouraged her to grow and develop her confidence and ability to communicate her needs and wishes
- ✓ A good relationship has been built with GB which has enabled her to develop trust in our staff so she is able to discuss her needs and wishes for her future. This has given her a voice
- ✓ When staff have any concerns GB's parent is informed which prevents GB becoming anxious and unhappy at her placement making her experience positive

The difference made

- ✓ GB appears more confident and able to express herself
- ✓ GB is more settled and has made friends at Best Bites and is not ringing her parent as frequently, or seeking to go home
- ✓ Her confidence has noticeably grown and she is now able to approach and communicate with customers with minimum guidance. She is able to use her initiative more and will not seek reassurance as often
- ✓ GB has found her voice and is not afraid to talk to staff about what she has done at the weekend or talks about things that have happened to her. She will now speak up at meetings or morning briefings with her peers and staff
- ✓ She will now communicate her feelings when upset and is beginning to understand her emotions better. This has helped reduce her anxiety

PEOPLE

AB's Story

Why AB needed our support

- AB is a person we support at Pensby Wood and had experienced a profound deterioration in his physical health
- It had been identified that AB would benefit from access to physiotherapy and hydrotherapy to slow down the decline in his health and subsequent reduction of his independence
- AB's original placement did not have the much-needed specialist equipment to support him with activities to improve his health issues and he did not have any physiotherapy input

Steps taken to support AB

- ✓ Meetings held with the individual and his parent about what the centre had to offer and why it would be beneficial to him
- ✓ After his induction he was offered the choice to continue at the service
- ✓ Completed a referral to physiotherapy for assessments to maximise the use of available equipment
- ✓ Physiotherapist guidelines and advice were put in place to ensure plans were followed to achieve the best outcomes
- ✓ Presented a case for 1 – 1 support to enable him to access the service safely and improve his postural care and appropriate interventions
- ✓ Worked in partnership with the individual, his mum, staff from another centre where he attends and the physiotherapist to make sure the transition was tailored to suit his needs

The difference made

- ✓ Slowing of deterioration in health issues which will allow him to maintain some independence by offering activities identified in partnership with the physiotherapist
- ✓ Improved muscle tone and dexterity through accessing the hydrotherapy pool or tilt table on a weekly basis
- ✓ Prevented the deterioration of skin integrity and improved posture due to regular position change
- ✓ Widened his social circle and wellbeing through staff interaction and 1 – 1 support and the reintroduction to old friends

“I love coming to Pensby Wood as I have seen friends that I haven't seen for ages and I enjoy swimming in the warm pool” - AB

PEOPLE

Satisfaction Survey 2019 – Our Staff ¹

10

NPS Score of 10 - when asked how likely they are to recommend a company to their friends and family²



68%

68% of respondents said they feel valued in their role ³



95%

95% of respondents said that they were 'satisfied' or 'delighted' with the opportunities for training and development.



Wellbeing ⁴

Our Score

25.5



National Average

23.61

1. Number of respondents to survey - 149 (100% response rate)

2. The Net Promoter Score (NPS) is calculated by subtracting the % of detractors (27%) from % of promoters (37%) to give an overall NPS 10 score. Respondents that score 9 or 10 signify consumers that are likely to promote a brand; consumers that give scores of 7 or 8 are deemed as passives; while a score of 6 or less means a customer is a detractor. Average NPS for all UK sectors is 10

3. Figures are rounded to the nearest whole percent

4. To assess the wellbeing of respondents we used the recognised Short Warwick Edinburgh Mental Wellbeing Scale (SWEMWBS) which was developed to enable the monitoring of mental wellbeing in the general population and the evaluation of projects, programmes and policies which aim to improve mental wellbeing - <https://rb.gy/ragvno>

PEOPLE

Our Staff

Supplying a qualified and motivated workforce

Having twilight training and improving on learning new skills within my role

Training has had a positive impact on the workforce and standardisation of processes across services has improved quality

Being part of the improvement team and making a positive difference to the company

Management has been more encouraging which has improved my confidence in decision making

helping individuals in my cookery classes achieve new skills

Seeing potential in members of staff and encouraging them to undertake challenges

Watching the company develop and seeing new opportunities

Seeing potential in members of staff and encouraging them to undertake challenges

Making a difference when I have helped the people we support to achieve something

Highlights from the past year (from our 2019 Survey)

PEOPLE

Volunteers



6,624

Volunteer hours given*

Which equates to**

£95,584



Volunteer Framework Created ***



Enriching Lives of People with Disabilities & Maximising Potential
#OneLifeLetsLiveIt

Awarded Wirral Volunteering Standard +



Volunteers Framework 2019 – 2024



*volunteering hours based on a average of 3.5 hours per day

** ONS recognised and cited financial figure of £14.43 per hour

*** <https://www.wirralevolutions.org/volunteers>

+ <https://communityactionwirral.org.uk/wp-content/uploads/2019/04/Wirral-Volunteering-Standard.pdf>

PEOPLE

Satisfaction Survey 2019 – Volunteers¹

50

NPS Score of 50 - when asked how likely they are to recommend a company to their friends and family²



94%

94% of respondents said they feel valued in their role³



94%

94% of respondents said that they were 'satisfied' or 'delighted' with the opportunities for training and development.



Wellbeing⁴

Our Score

30.09



National Average

23.61

1. 18 Volunteers responded to the survey
2. The Net Promoter Score (NPS) is calculated by subtracting the % of detractors (11%) from % of promoters (61%) to give an overall NPS 50 score. Respondents that score 9 or 10 signify consumers that are likely to promote a brand; consumers that give scores of 7 or 8 are deemed as passives; while a score of 6 or less means a customer is a detractor. Average NPS for all UK sectors is 10
3. % shows those that answered 'mostly' or 'completely' valued to nearest whole %
4. To assess the wellbeing of respondents we used the recognised Short Warwick Edinburgh Mental Wellbeing Scale (SWEMWBS) which was developed to enable the monitoring of mental wellbeing in the general population and the evaluation of projects, programmes and policies which aim to improve mental wellbeing. - <https://rb.gy/ragnvo>

PEOPLE

Our Volunteers

Supplying a qualified and motivated workforce

Seeing how delighted the people we support are taking the items they have produced home and the response from parents

Extremely positive and it's just fun being involved

Friendships, and being able to help people we support learn and improve

Working alongside people we support and watching them develop

Helping my Wednesday group create craft items, we enjoy the time we spend together and there's lots of fun and laughter

To see happy faces after completing the task I've given them

Being busy, I love volunteering so much

I enjoy building relationships

The satisfaction of working with people we support through to good results at the end

Highlights from the past year (from our 2019 Survey)

PEOPLE

Volunteers - John's Story

In 2013, John joined our service as a volunteer from college, as he wanted to give his spare time to supporting people with learning disabilities in his local area - Highcroft Day Centre. John is a kind, caring, cheerful and helpful young man who has now been volunteering for approx. two hours per week for the past 7 years. (never missing a week, unless on holiday, but always returns with biscuits!)

On his first day as a volunteer, John was really nervous but soon settled in, and now his confidence and personality shines through all his work – he is a role model to others. During his time as a volunteer, John has made a an active difference in :-

- ✓ Supporting people we support with everyday activities
- ✓ Assisting staff in the meet and greet of visitors to the centre
- ✓ Helping in the kitchen to prep and distribute lunches
- ✓ Encourages and supports friendships within the centre

John deservedly received an recognition award from Wirral Evolutions in 2015 for his commitment, dedication and enthusiasm to volunteering as part of the Wirral Evolutions community at Highcroft Day Centre.

In addition to Wirral Evolutions, John started volunteering at Asda over 13 years ago, which has turned into a part time paid role, for twelve hours per week – this was due to his hard work and commitment.

During his role John:-

- ✓ Communicates and helps customers in the store
- ✓ Restocks the shelves when needed with various items
- ✓ Undertakes cleaning and tidying of stock items

In 2019, John visited Dundee with Asda colleagues as part of a charity walk raising money for Cash for Kids and met Wimbledon Winner Andy Murray's mum, Judy Murray (see photo below).



“Having known John for over seven years I feel he is a great asset to the centre. He is a very helpful young man and never refuses to help whenever needed. He has made lots of friends over the years and it is lovely to see how happy he is when talking and laughing with people we support and staff.”
– Debbie, Highcroft Day Centre

PLACE & PARTNERSHIP WORKING

Speak Up Be Heard

The Challenge

A core part of Wirral Evolutions ambition for an inclusive design approach is to place people we support at the heart of everything we do. Crucially the Company's journey is dependent on the increased involvement of the people we support, as the main stakeholders, to develop partnerships and enable the opportunity to influence service provision from increased involvement from people by experience.

Steps Taken

- ✓ In 2019 we established **Speak Up Be Heard** with representatives from our different locations in partnership with Together All Are Able (TAAA), an external self-advocacy group
- ✓ Between 15-20 people we support from were brought together, with representatives from each location and were supported and empowered to begin meeting on a monthly basis
- ✓ People with more complex needs were supported to make contributions and play an active part of the group
- ✓ Capacity was provided for minute recording and easy read formats were produced
- ✓ Together All Are Able hosted a workshop on self-advocacy to help develop skills, confidence and provide greater understanding of the benefits of self-advocacy

The difference made

- ✓ Group and individuals confidence and decision making has grown in strength enabling more control over their life choices
- ✓ By working together, Speak Up Be Heard are empowered to shared ideas, make suggestions for improvements and were able to plan a development day to determine their priorities for the next 12 months
- ✓ Actively involved with co-productive recruitment process of care support staff
- ✓ Provided a vital voice in the Mencap service evaluation consultation workshop
- ✓ Provided a vital voice on behalf of people with learning disabilities in Wirral Council strategy 2030
- ✓ Speaking up with confidence to Wirral Council commissioning team regarding transport challenges that people with learning disability face
- ✓ Promoted self-advocacy and shared rights, learnings and experiences together
- ✓ Represented Speak Up Be Heard at regional and national conferencing and events, gaining valuable life skills experience, social interaction with peers and sharing best practices

“Since being part of Speak Up Be Heard my confidence has got better and I can speak out more.” – LL

PLACE & PARTNERSHIP WORKING

Pathways Pilot

The Challenge

Developing and enhancing 'Life skills' is central to Wirral Evolutions Strategy. In 2019, a Supported Pathways Pilot was created to test and evaluate the impact of supporting and enabling a small cohort of people with learning disabilities on their journey to become more independent, by experiencing alternative activities, gaining life skills qualifications, accessing community volunteering or gaining employment within their local areas.

Steps Taken

- ✓ The Supported Pathways Pilot plan was produced in 2019, aligned to Wirral Evolutions Strategy 2025, Healthy Wirral Plan 2019-2020 and Wirral Council's 2020 Pledges
- ✓ Cohort of people with learning disabilities were identified and provided with the choice to participate in the pilot supported by an identified staff mentor
- ✓ Open evenings were provided for parents, carers and family members of those people we support who had chosen to participate in the pilot to raise awareness and gain further buy in to the pilot
- ✓ Needs led training plans were co-designed providing clear objectives and outcomes in to be achieved by people we support – these were in 4 categories: work experience, personal development, education and training, work preparation/employability
- ✓ Easy Read guides were created to support people in the pilot around benefits and employment
- ✓ Partnerships identified and established with Career Connects
- ✓ Staff Open Award assessment workshops were put in place

The difference made

- ✓ 25 people we support expressed interest/participated in the pathway at the start of the pilot
- ✓ 8 people gained qualifications through the Open Awards scheme and a further 4 have enrolled in the scheme
- ✓ 17 people from the original continued with the pathway and 15 of those have a completed CV
- ✓ 3 people we support left the service to peruse an employment journey and 4 are engaged with a voluntary position outside of Wirral Evolutions limited
- ✓ 4 members of staff have trained to become internal verifiers for the Open Awards scheme, which will increase capacity for people we support through their qualification journey
- ✓ Improved communications with parents, carers and family members of those people we support in the pilot
- ✓ Partnerships with Careers Connect and Job Centre established
- ✓ Full impact report produced in 2020

“Through the supported pathways pilot, M has gained more confidence and developed several coping techniques for when he feels he is struggling to concentrate. As a result of the pilot, M has gained a nationally recognised award for skills, enhancing his learning and employment knowledge including units in Health and Safety in a working Environment, kitchen hygiene and developing customer service skills. M has successfully gained a full time apprenticeship at a nursing home in Birkenhead, fulfilling housekeeping duties. We are very proud of him and his achievements.”

– Trisha King (Staff Mentor, Best Bites)

PROFILE

Communication & Marketing Framework 2019-2020

Working to be the provider of choice

The Challenge

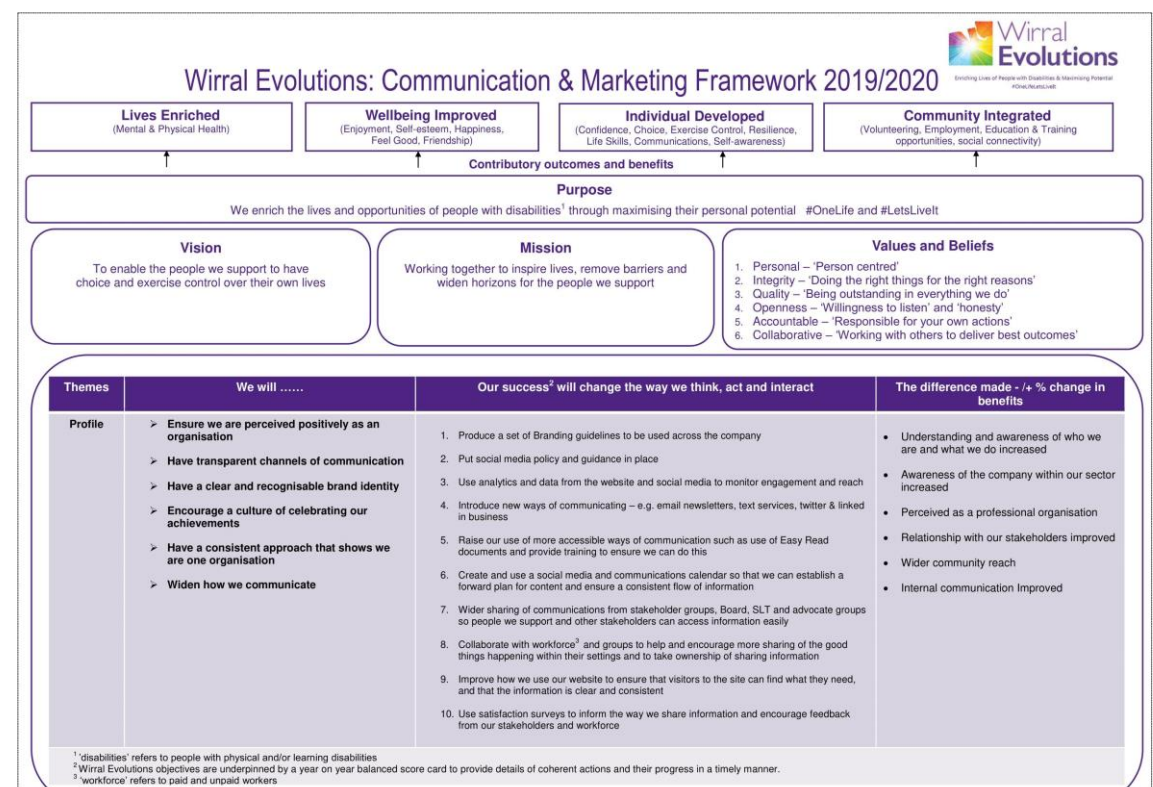
- ✓ Increase understanding and awareness of who we are and what we do
- ✓ Increase awareness of the company within our sector
- ✓ To be perceived as a professional organisation
- ✓ Improved relationship with our stakeholders
- ✓ Wider community reach
- ✓ Improve internal communication

Steps Taken

- ✓ Created Branding Guidelines for use across the company
- ✓ Updates to policies and procedures around social media
- ✓ Detailed data collected and monitored each month
- ✓ New twitter and LinkedIn accounts launched
- ✓ Monthly newsletter from the Chair of the Board launched & shared widely across the company
- ✓ Communications representatives nominated from each centre and template created for monthly updates from each centre with highlights of previous and upcoming month
- ✓ Company leaflet redesigned, new pull ups designed, new business cards issued to managers and branded items created for events.
- ✓ Content calendar created and scheduling tools used across social media
- ✓ Mailchimp account set up and mailing list sign up introduced for information sharing and newsletters
- ✓ Engagement with stakeholder groups to work in collaboration to improve communications
- ✓ Easy Read documents introduced across important documents, including Wirral Evolution's Strategy and Annual Report
- ✓ Website redesign in collaboration with SIGMA – to be launched March 2020
- ✓ Satisfaction Survey question set redesigned and NPS benchmarking introduced

The difference made

- ✓ Audience has increased across social media platforms
- ✓ Interaction/engagement has increased across social media platforms
- ✓ New social media platforms and methods of communication have been introduced
- ✓ Communication with stakeholders has increased
- ✓ Communication has become more accessible for the people we support
- ✓ New connections have been made with other organisations



PROFILE

Digital Communication



179,007¹
twitter
impressions

twitter followers
increased from
53 to 233

Facebook²
reach 33,365

Facebook followers
increased from 672
to 717



14,294 visits to
Wirral Evolutions
website

1. twitter impressions show how many total times people have seen your tweets

2. Reach is the number of unique people who saw your content

PROFILE

Provider of Choice

51

NPS score of 51 - based on our 2019 survey results ¹



71%

71% responded either very or completely satisfied with the company transparency and openness - based on the 2019 satisfaction survey question "How transparent and open do you feel Wirral Evolutions are, as a company, with you?" ²



90%

90% Strength of relationship held - Based on the 2019 satisfaction survey question "How would you rate your relationship with us?" ³

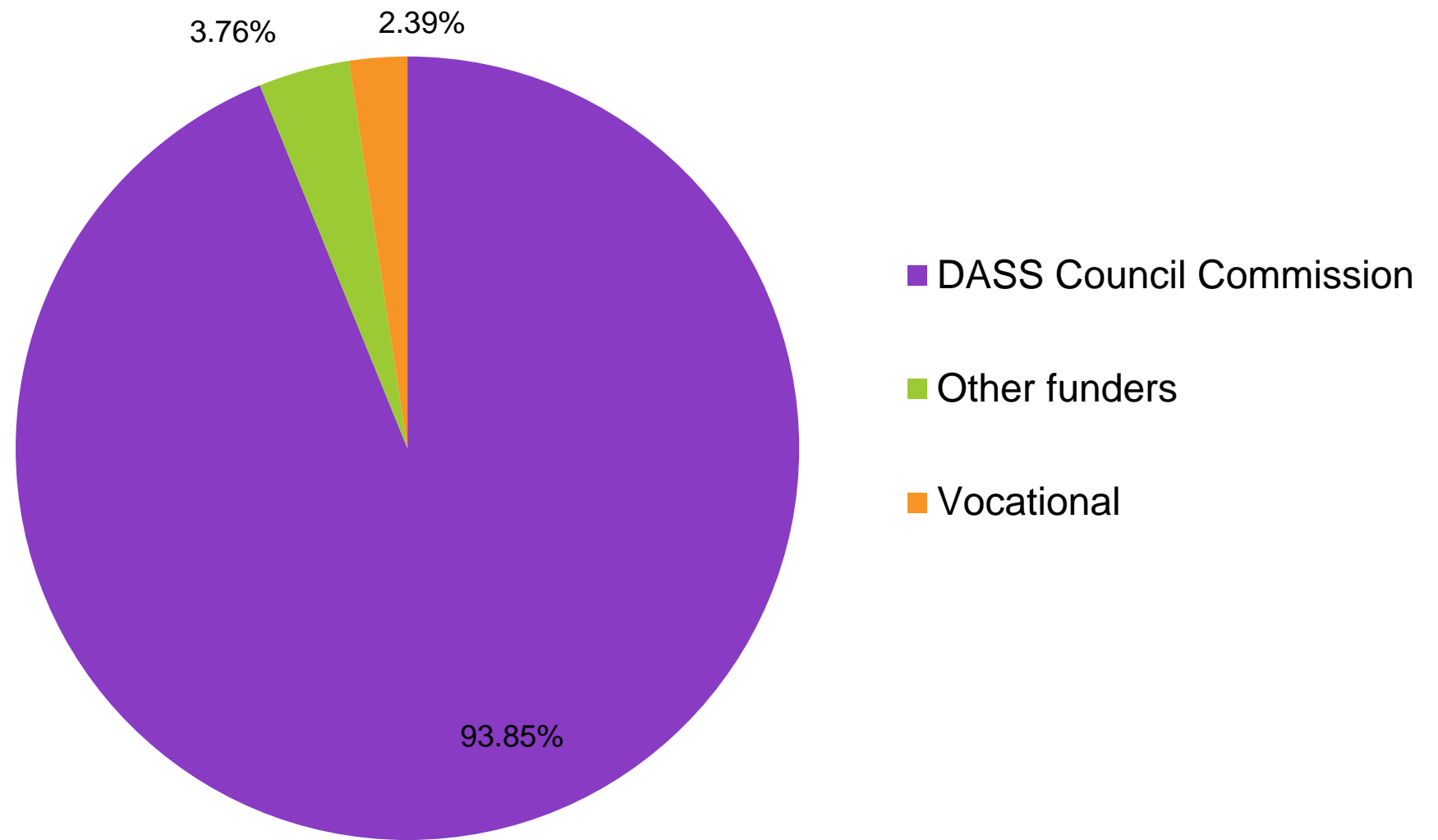


1. The internationally verified standard scoring system for measuring satisfaction and opinion. The Net Promoter Score (NPS) is calculated by subtracting the combined % of detractors (10%) from the combined % of promoters (61%) to give an overall NPS 51 score. Respondents that score 9 or 10 signify consumers that are likely to promote a brand; consumers that give scores of 7 or 8 are deemed as passives; while a score of 6 or less means a customer is a detractor. Target based on global average for 'healthcare' as the most relevant sector: <https://www.retently.com/blog/good-net-promoter-score/>) Average NPS for all UK sectors is 10
2. Based on results from the Satisfaction Survey 2019 (Parent/carer/charitable bodies - who replied with "very" or "completely")
3. Based on results from the Satisfaction Survey 2019 (Parent/carer/charitable bodies - who responded "good" or "excellent")

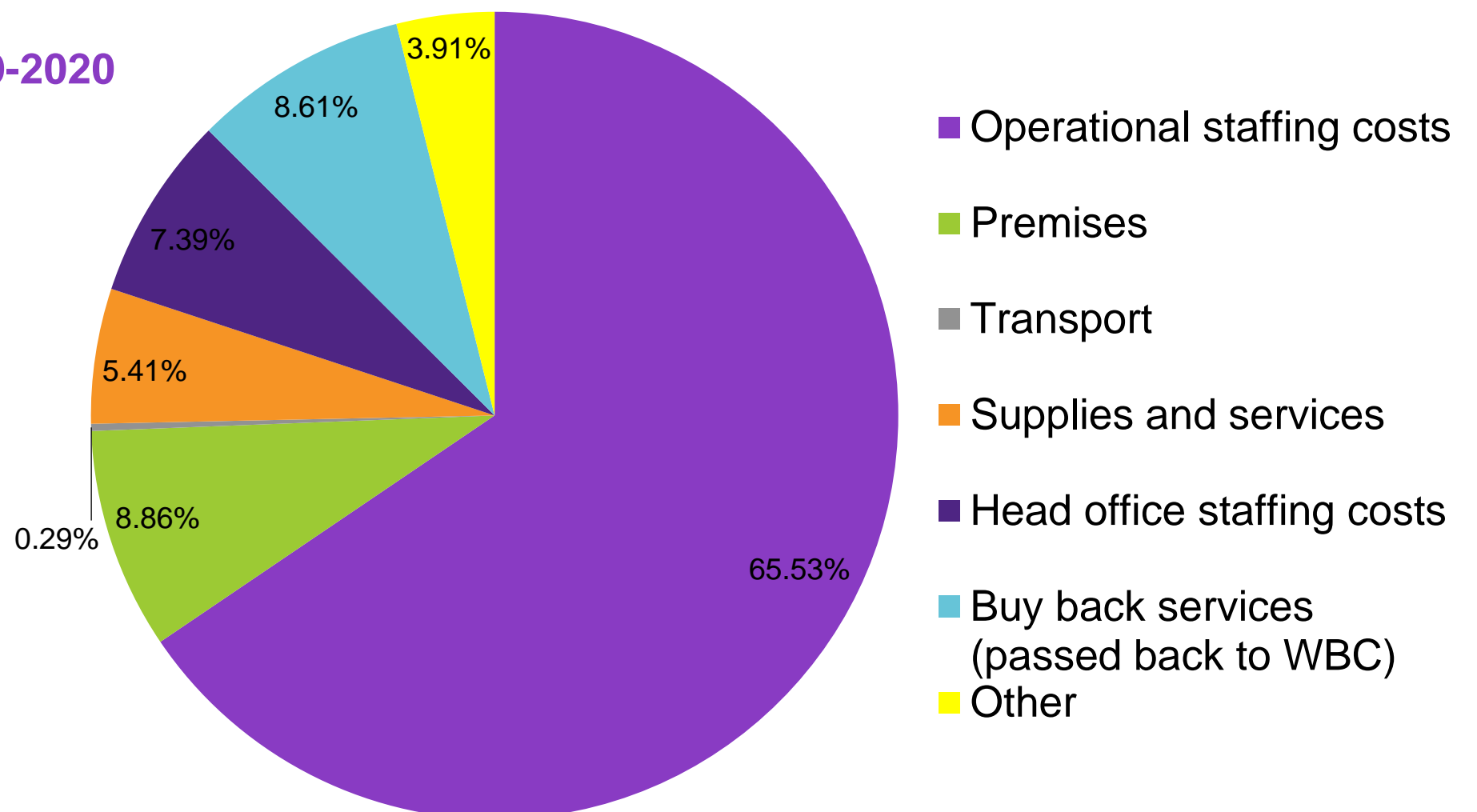
FINANCIAL HEADLINE

Summary of financial statement for year ending 31st March 2020

INCOME 2019-2020



EXPENDURE 2019-2020



Income and Expenditure restated to remove pension strain pass through back to Wirral Council

STRATEGIC PRIORITIES 2020-2021



STRATEGIC PRIORITIES 2020-2021

A set of high level coherent actions have been developed to support the change required to fulfil Wirral Evolutions Ltd **Business Strategy 2020-2025** ambitions. Each **CALL TO ACTION** will require a detailed **scope of work** and **execution plan** to enable, a smooth and transparent implementation, over a set timeframe during the next five years.

CALL TO ACTION 2020 - 2025	
CA 1	<p>To deliver safe, consistent and quality assured standard of care by</p> <ol style="list-style-type: none"> 1. Utilising the 'people banding' analysis to restructure and invest in the workforce where needed 2. Implementing Wirral Evolutions Ltd Quality Assurance Framework
CA 2	<p>To enhance our leadership capacity and capability by</p> <ol style="list-style-type: none"> 1. Empowering a culture of leadership and enhanced competence levels across the workforce 2. Conducting a skills analysis of all the workforce, to identify gaps and subsequently invest where needed
CA 3	<p>To co-produce supported pathways to enhance independence by</p> <ol style="list-style-type: none"> 1. Designing and implementing an attractive and appropriate service offer for a] younger adults aged 18-24, b] adults aged 65+ and c] adults
CA 4	<p>To modernise and rationalise day service provision into the heart of the community by</p> <ol style="list-style-type: none"> 1. Utilising the asset review analysis and options appraisal to consolidate / co-locate day centres into 'specialist hubs and 'community hubs' 2. Co-developing and establishing new & existing day experiences to sustain and widen horizons creating a 'service without walls' enhancing independence
CA 5	<p>To improve innovation, competitiveness and market positioning, enabling greater sustainability by</p> <ol style="list-style-type: none"> 1. Building an effective and efficient supply chain of relationships and partnerships 2. Identifying and generating 'social capital' value within the business community 3. Exploring and implementing suitable options to diversify income and opportunities aligned to Wirral Evolutions Ltd vision and values
CA 6	<p>To embrace a digital environment to support quality care provision by</p> <ol style="list-style-type: none"> 1. Undertaking a feasibility study of technology-enabled care (TEC), to deliver cost efficient solutions and improved care for people we support 2. Identifying and deploying a digitalised system to improve the effectiveness of workforce administrative functions across the service

As illustrated below, Wirral Evolutions Board have agreed to prioritise three of the coherent actions for 2020-2021, however, due to the Covid-19 pandemic which commenced in March 2020 and is still prevalent, there will be a detrimental effect on our ability to deliver these priorities.



THANK YOU

On behalf of Wirral Evolutions Ltd, we would like to say a **BIG THANK YOU** to all our supporters:

People we support
Parents, carers and families
Our workforce and volunteers
Together All Are Able
Local charities and organisations
Wirral Evolutions Ltd Board members
Wirral Borough Council
The communities around our settings

'Together we enable the people we support to have choice and exercise control over their own lives'



**WIRRAL EVOLUTIONS
2019-2020**



#OneLifeLetsLiveIt

CONTACT US

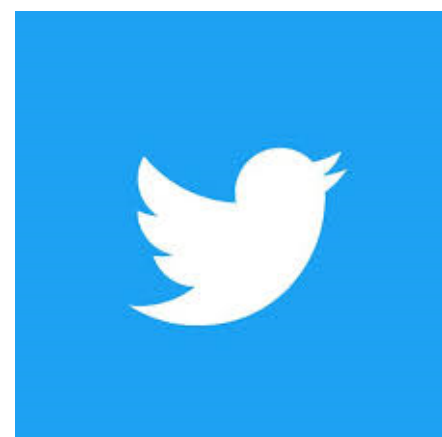
Wirral Evolutions Ltd

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**YOUR FEEDBACK
MATTERS**

Produced by Wirral Evolutions Ltd
2020

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Enriching Lives of People with Disabilities & Maximising Potential
#OneLifeLetsLiveIt