

Business Plan

2022

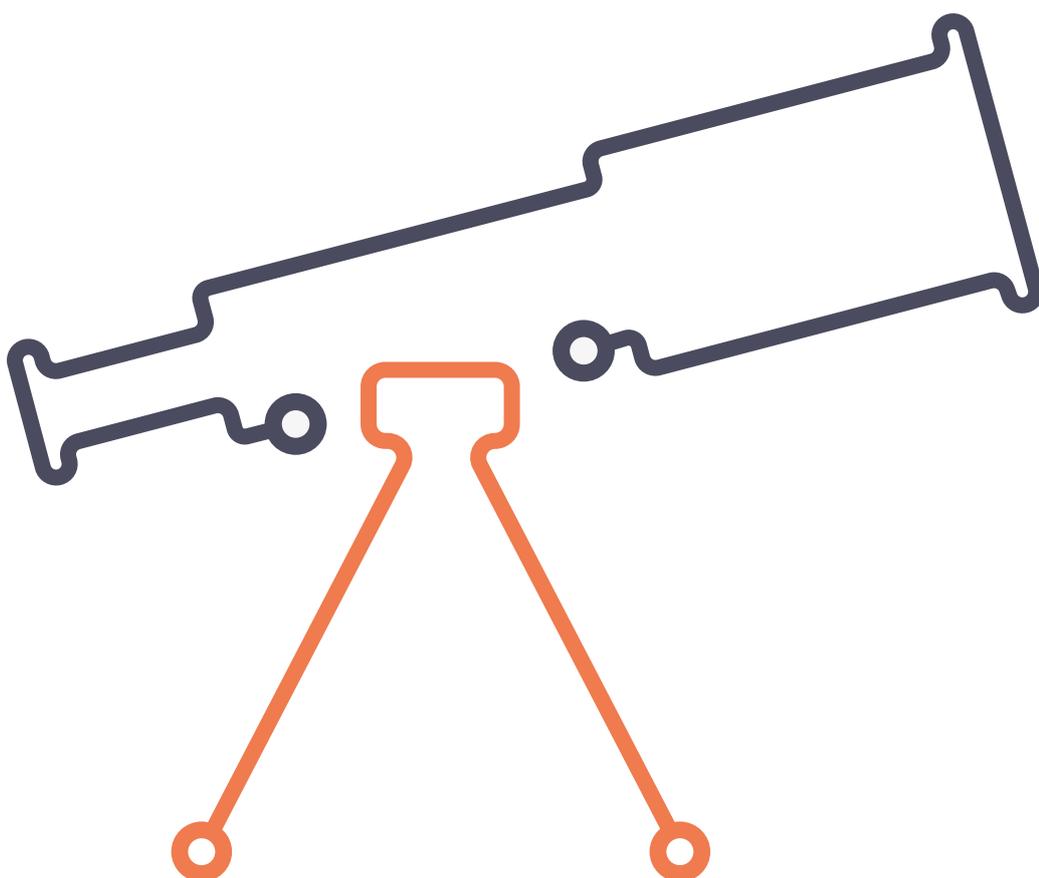


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Executive Summary

Health Connections LBG is an innovative Guernsey charity which works to ensure that local people are connected to the support, services and activities in the community that matter to them and which enable them to live happier, healthier and more fulfilling lives.

Our work is of particular importance to those living with frailty and long-term conditions so that they can remain independent in their homes for longer. We also work hard to ensure that all people in our community have access to opportunities for social connection and their improved health and wellbeing.

We recognise the importance of working collaboratively and systemically with a wide range of organisations including our directory partners, our funders and the people we serve across the sectors, in service of our mission.

To achieve our priorities, we have developed an innovative “Directory to Doorstep” model which will also support the development and implementation of a person-centred, community based health and care service, as well as supporting the local social prescribing projects.

We aim to be a brand recognised and trusted by the whole community, working in collaboration with complementary organisations in the charitable sector, primary and secondary care and statutory services, in service of our mission.

We seek to gain a reputation of being a values-led social movement, working systemically across organisations demonstrating impact and promoting the Bailiwick of Guernsey as a compassionate connected community.

This Business Plan sets out our goals and priorities until the end of this year 2022. An updated business plan, for 2023-25, is currently under review with the Health Connections Directors and will continue developing all of the 2022 priorities.

Support needed by us to enable us to support others

To enable us to develop and sustain our model and services we need the support of the private sector, third sector and other statutory services for both funding and to work systemically in partnership to co-create work and ensure we align policy and priorities.

Therefore, we continuously:

- Explore how Health Connections can consistently add value, fill gaps, increase connectedness and align with our partners priorities, purpose and projects.
- Increase our understanding of how we can continually provide sign-posting and access to support in the community that reflects the current and future trends and needs of everyone in the Bailiwick and visitors to the islands.
- Ensure our Directory of support is up to date and trusted.
- Extend and nurture our network of Community Connectors and Directory Partners.
- Seek financial sustainability through the development of new income streams through our charity shops, Social Enterprise, Corporate, Public and Private Donations and Service Level Agreements.

- Expand and nurture our team of volunteers who enable us to deliver impact across all our services.

Health Connections has chosen the name “Community Connectors” for their Signposting role and ‘Health Connectors’ for their one-to -one support and advocacy role, this based on the Mendip Health Connections model www.healthconnections.org.uk.

Our Management Team

Our Board of Directors have approved our strategic direction, an on-going improvement plan for good governance and operational quality assurance, an outcomes framework, a communications and stakeholder engagement plan, a risk log and this business plan with financial forecasts to achieve our goals.

We actively seek customer feedback which we use to produce Key Performance Indicators (KPIs) so that we can monitor service quality levels and demonstrate impact to our funders in our annual reports.

For more information about the Health Connections Board and the wider team's role and focus see Appendix 2.

A profile of our Patrons, Board members and team can be found on our website:

www.healthconnections.gg/who-we-are/our-team/

Overview of Health Connections

Who we are

Health Connections is a registered charity and has had LBG status since June 2018.

Our Mission

To enable people in the Bailiwick of Guernsey to be connected to support that enables them to live healthier, happier and more fulfilling lives.

Our Vision

All people in the Bailiwick are connected to support that matters to them.

Our Priorities

Enabling access to support in the community that matters to people by providing a one stop directory of community assets and promoting community projects that support signposting.

Offering one to one signposting support and advocacy at points of transition in people's lives and to those who are receiving treatment and care on and off island.

Providing a community transport service which enables people to easily access opportunities for social connection and services and activities that support them.

Our Core Values

People

We live by the ethos that health, well-being and respect for people comes first. We strive to provide the right connections for our service users and support our staff and volunteers in their well-being and development to provide the best service we can.

Collaboration

We believe in taking a collaborative approach, benefiting the whole community, making connections that add value and are useful. Our collaborative approach means that we can maximise the outcomes for the people we serve.

Dedication

The Health Connections' team approach to service delivery will be that of a dedicated desire to inform and support those in our community. In so doing, the charity will demonstrate a genuine commitment to assist individuals in a kind, empathetic, individualised and professional way. Good and effective governance will be a central and underpinning feature of the charity's work.

Passion

We are passionate about what we do leading to creative and innovative solutions that are tailored to individual needs.

Who we work with

Our work is aligned to the recent States of Guernsey Health and Social Care Policy (see Appendix 1 Health and Social Care context) in service of:

People in the Bailiwick who want to be signposted to and attend services and support which prevents ill-health, maintains good health and wellbeing, prevents early onset disease and improves their quality of life.

Those individuals living with long term conditions (including support for mental health) who want to have one to one signposting support and advocacy.

Those who would benefit from having practical support while living with complex social needs which affect their well-being.

Those who would like to be more socially connected, reducing their risk of loneliness and isolation.

Our Goals

2020

- Develop an up to date and trusted online directory of support and activities which enable people in the Bailiwick of Guernsey to live healthier, happier and more fulfilling lives.
- Develop a Community Connector training programs and provide FREE Community Connector training to targeted groups to enable them to signpost their family, friends, neighbours and colleagues to support that matters to them.
- Develop the Talking Cafe Network.
- Develop the 'Meet your Neighbour' campaign.
- Provide one to one signposting support and advocacy through our Health Connector Service.
- Develop the Voluntary Community Transport Service (which includes a minibus service), enabling access for all to opportunities for social connection, health and wellbeing.
- Research and produce a Dial a Ride report for E&I.
- Develop the Health Connector role to include the Link Worker role to support Social Prescribing and help develop an accessible, equitable and quality Bailiwick Social Prescribing pilot project funded by Guernsey Community Foundation in partnership with Committee for Health and Social Care.
- Transfer the link worker service once developed along with the Social Prescribing Commissioning Manager to the Health Improvement Commission in October 2020 to roll out the Bailiwick Social Prescribing project.
- Open PRELOVED & RELOVED pop up shop in town to increase financial stability and enable the charity to become more self-funding.
- Open a CONNECT community hub in town where people can be signposted to community support.

2021

- Maintain an up to date and trusted online directory of support and partner with the Stay Connected project to increase accessibility to the non-digital population.
- Expand and nurture a network of Community Connectors.
- Develop a face to face signposting service in the community by expanding the Talking Cafe Network to 6 cafes.
- Provide one to one, face to face, email and telephone signposting support and advocacy through our Health Connector service including information and support for those receiving treatment and care on and off island.
- Provide and continue to develop a one stop centralised Voluntary Community Transport Service working closely with the Committee for Environment and Infrastructure and other providers of community transport.
- Implement the Unity app to enable people to access more volunteers to help provide the support needed by our directory partners.
- Continue to strive for financial sustainability by developing our pop up shop's model PRELOVED & RELOVED to enable the charity to become more self-funding. Our shop volunteers will be trained Community Connectors and offer 'signposting to support' in the community to our customers.
- The Health Connections pop up shop will be a retail outlet for local community groups in the Health and Well-being space e.g. Creative Learning in Prison (CLIP), GROW, Arts for Impact etc. enabling them to increase their own financial reserves and raise their profile in the community.
- The Health Connections pop up shop will offer local artists and makers' the opportunity to display and sell their products e.g. florists, locally made arts and crafts.
- The Health Connections pop up shop will use their windows to promote the support offered by third sector directory partners and health and well-being events raising their awareness in the community.
- Expand Friends of Health Connections to carry out fund-raising events to build financial reserves.

2022

- Maintain an up to date and trusted online directory of support and activities and continue to develop partnerships with General Practitioners and allied Health and Social Care professionals to support their signposting to support in the community.
- Expand and nurture a network of Community Connectors targeting cohorts identified in the 2022 Health Connections Comms strategy.
- Develop our face to face signposting service in the community by expanding the Talking Cafe Network to 12 regular cafes including a series of pop up cafes and establishing 4 Talking Benches.
- Launch and develop the “Meet the Directory” monthly network events for Community Connectors and Directory Partners where the Directory Partners are guest speakers to increase awareness of their services/ support amongst the Community Connectors network and in the wider community.
- Provide one to one, face to face, email and telephone signposting to support and advocacy through our Health Connector service for all the community who self-refer to our service and for those receiving treatment and care on and off island referred by their Health and Social Care providers.
- Develop a Check in & Chat service for the most isolated in the community, targeting our transport passengers initially.
- Continue working with other transport stakeholders to scope and provide a one stop centralised Voluntary Community Transport Service and migrate to the Roads XS platform enabling directory partners to have a portal and increase access to opportunities for social connection and health and wellbeing support in the community for their members and patients.
- In partnership with the Potting Shed help develop the Unity app to enable more people to micro volunteer and increase social capital into the third sector.
- Continue to strive for financial sustainability by developing our pop up shop’s model PRELOVED & RELOVED to enable the charity to become more self-funding.
- Expand Friends of Health Connections to build financial reserves and develop a network of corporate partners which support or sponsor our work.

Directory: “What support is there in the Bailiwick?”

People in the community were unsure where to go to get the support, information or activities that they required to support their health and wellbeing.

Unique Features

We have designed and created an online Directory of services, support and activities which our partners, organisations, members, beneficiaries and patients actively engage with.

This is valuable to both professionals and people enabling them to engage fully in their communities and live a happier, healthier and more fulfilling life.

Without our directory, a one stop signposting service for all people in the Bailiwick does not exist.

Evidence Base for Effectiveness

- Improved Signposting increases access to support.
- People can choose how and where to take responsibility for their own health and well-being.
- Encourages self-referral for early intervention and support for long term conditions.
- Increases social connectivity, reducing loneliness and isolation.

Impact Evidence

- 512 up to date and trusted directory listings.
- 82 categories of support
- 35,072 website users in 2021
- 83 % new users
- 17% returning visitors

Future Development

The Directory will continue to be developed to support the provision of services for social prescribing (see appendix for more information about Social Prescribing) and be a resource for light touch signposting for all to support that matters to them.

We will hold monthly Meet the Directory events at the St Pierre Park Hotel on the last Tuesday of each month 5.30- 7pm.

These monthly Meet the Directory events will create a more connected community within the Bailiwick by providing an opportunity for members of our community to know the breadth of support and information available which will help them signpost other members of the community, and get connected themselves, to support that matters to them.

Each month 3 of our Directory Partners will provide a 10-15 minute presentation about their organisation or group, how it benefits islanders and how their service can be accessed.

Community Connectors: Making Connections to support you.

We will recruit, train and manage a network of Community Connectors (see glossary of terms) to ensure all people are connected to support that matters to them.

Community Connector volunteers co-ordinate the Talking Cafe and Talking Benches project (see glossary of terms).

Without Community Connectors, more and more people risk being lonely and isolated and more dependent on statutory services at points of crisis.

Unique Features

Community Connectors map the abundant and often hidden assets in our community and co-produce the Health Connections Directory.

Community Connectors will enable the community to access support and information in the ways that suits them best:

- by phone or face to face from the Health Connections office or pop up locations.
- in the community using our online directory.
- at Talking Cafes or on Talking Benches.
- through our Voluntary Community Transport Service drivers who will train as Community Connectors.
- through our shop volunteers who train as Community Connectors
- using local media, printed material and events.
- by hosting “Meet the Directory” Network events.
- by liaising with statutory services, healthcare professionals and community services and support.

Evidence Base for Effectiveness

- Improved Signposting increases access to support.
- People can choose how to take responsibility for their own health and well-being.
- Encourages self-referral for early intervention and support for long term conditions.
- Increases social connectivity reducing loneliness and isolation.

Impact Evidence

We have developed an outcomes framework with clear KPIs:

- 100 + more Community Connectors trained each year.
- 5,000 + Signposting conversations per annum.
- 10 + Meet the Directory network events for Community Connectors and Directory Partners per annum.

Future developments:

Working closely with statutory services focus on training Health and Social Care teams e.g. Occupational therapists, Adult Community teams and Recovery and Wellbeing service teams and pastoral care teams.

We have been invited by private sectors e.g. Primary care (GP practices) and Secondary care (MSG) providers, Specsavers, Post Office, Hairdressers to train their front line teams.

We have been invited to train staff and residents at Le Grande Courtil, Guernsey Housing Association, Guernsey Voluntary Service and many other third sector partners e.g. Guernsey Mind's First Aiders.

Talking Cafes: Providing community-based opportunities for connection.

Health Connections Talking Cafes are situated across Guernsey in existing cafes open to the public. Our trained Community Connectors provide a warm welcome to all who attend. The Talking Cafes are an opportunity for people to meet new people, make new friends and chat to a Community Connector about local activities, support and services.

Unique features

Talking Cafes bring people together for a chat and we know that even a short conversation can help people feel less lonely and isolated.

Without Community Connectors being available at Talking Cafes, more and more people risk being lonely and isolated and more dependent on statutory services at points of crisis.

Volunteers at the Talking Cafes always have access to the Health Connections online Directory to enable them to signpost people to support.

The Talking Cafes also provide Health Connections with valuable feedback from the community about new services that can be added to the Directory and any gaps in services that perhaps we can advocate the need for.

Community Connectors gather feedback information at Talking Cafes to continue mapping the abundant and often hidden assets in our community for the Health Connections Directory.

Talking Cafes enable Community Connectors to connect with some of the harder to reach members of the community.

Evidence Base for Effectiveness

- Improved Signposting increases access to support.
- Increases social connectivity reducing loneliness and isolation.

Impact Evidence

We have developed an outcomes framework with clear KPIs:

- 8- 12 Talking Cafes per week – permanent and pop up.
- 1,200 + Signposting conversations per annum throughout Health Connections. At each Talking Café there will be at least 4 signposting conversations.

Future developments

In 2022 the following Talking cafes will be launched:

- Beacons Cafe at Oberlands to support the Recovery and Wellbeing team
- Princess Elizabeth Hospital Gloucester Room Cafe to support in-patients and those awaiting discharge into residential care in the community
- Accent Language Talking Cafe to support those whose English is not their first language and who may be isolated as a result.
- Vallette Bathing Pools Cafe and Styx Cafe to support the community hub on site.

Health Connectors: Helping you decide what matters to you?

Often people require one to one support and advocacy at points in transition in their lives or when they are receiving treatment or care.

Our Health Connectors work one to one with people helping them connect to support that matters to them which may include signposting to local directory partners and social prescribing projects.

This service is valuable to people as it supports them in their choices about what matters to them to stay well, recover, flourish, receive better care or take better care of themselves or their loved ones.

Without Health Connectors, people will feel less connected to support and consequently less in control of their own health and wellbeing.

Health Connector Off-island support

For some, the initial touchpoint with us is when they are referred off-island for treatment or care.

Our Health Connectors provide up to date off-island hospital information packs and one to one support with care and compassion. We aim to provide over 500 hospital packs per annum.

Without this support people going off island would feel much more vulnerable at an exceptionally stressful time in their lives.

Unique Features

We will develop and deliver the Health Connector service, supporting clients and recruiting and co-ordinating a team of effective Health Connectors to:

- Provide one to one signposting to support in the community to people at points of transition in their lives enabling them to build the knowledge, skills and confidence they need to help improve their health and wellbeing or manage their long-term health. Signposting people to the local social prescribing project as needed.
- Provide advocacy for the most vulnerable in our community.
- Provide a Check In & Chat service for the most isolated in the community.
- Ensure all people going off-island for treatment and care receive support and off-island hospital information packs.

Evidence Base for Effectiveness

The key intended outcomes of our Community and Health Connectors work are:

- Improvement in health and wellbeing of Bailiwick residents with reduction in use of Health and Social Care services resulting in a reduction of costs for all.
- Strengthened community (Asset based community development) where people are connected to the support that matters to them with improved resilience to help address their wider determinants of health.

Impact Evidence

We have developed an outcomes framework with clear KPIs:

- 2 Health Connectors providing:
- 3,000 email /telephone signposting enquires per annum.
- 200+ face to face signposting and advocacy appointments.
- 300 people receiving telephone Check In & Chat service.
- 500+ Hospital packs distributed to those going off-island for treatment and care.

Future development

Check In & Chat service to be launched in 2022 aimed at people on waiting lists for treatment and care, those awaiting discharge from hospital (including those local residents in UK hospitals) and those who are most isolated in the community following discharge e.g. our transport passengers.

Voluntary Community Transport Service: access to opportunities for social connection, health and well-being.

There is a segment of our community who need to use a Voluntary Transport Service because they are unable to use public transport, may not be able to afford taxis and may not have friends or family available to transport them.

Without this service these people would not remain independent in accessing medical appointments and opportunities for social connection, health and well-being.

Unique Features

- Healthcare professionals can refer their patients to our service to ensure they can easily access their appointments.
- Self-referral on-line via our website or by telephone.
- We take people to services and support that matters to them.
- Our drivers are reliable and caring and accredited passenger assistance trained (PAT).
- Car service is free to our passengers.

Evidence Based for Effectiveness

Enabling access to opportunities for social connection, health and well-being reduces the problems associated with loneliness and isolation and enables people to remain independent in the community for longer.

It also improves access to medical support, reduces missed appointments and the need for home visits by primary and statutory care.

Impact Evidence

- In 2021 we booked 8,820 journeys.
- Currently 371 registered passengers. Registering approximately 12 new passengers each month.
- KPI to increase journeys to 1,000 per month when Roads XS in operation in June 2022.

Future Development

- Continue to work with our partners to develop the transport service to ensure access to support is provided in an efficient and caring manner.
- Recruit and develop a team of 30 voluntary drivers trained in a Passenger Assisted Transport (PATs) accredited programme.
- Work with our directory partners to develop a centralised Voluntary Community Transport Service which will scope the incorporation of a Dial-a-Ride service; extending the service to include food shopping, library, social gatherings and what matters to our passengers.
- Utilise existing community transport to ensure a fleet of accessible transport options provides an inclusive service and an efficient use of existing transport.
- Share the Roads XS platform with our directory partners, so they can benefit from a wider pool of drivers ensuring their members can access the support and services they offer.

Uniti Communiti: Supporting Volunteering

Uniti is a newly launched volunteering platform in the Channel Islands developed by The Potting Shed which aims to centralise the needs of a community and unite the third-sector, private-sector and community under one platform in order to improve and modernise the way volunteering operates.

Uniti's private-sector subscription package provides corporates with a means to track, measure and diversify their corporate social responsibility engagements, in order to hold businesses to account for the impact they have on the community they operate within. By doing this, the Uniti model provides a free volunteer management and engagement tool for the third-sector to use, and for individuals in the community to use to access volunteering opportunities within the Bailiwick.

The Uniti app exists for those who want to help but aren't sure where to start. Users can find and browse categories, organisations and opportunities randomly or according to their skillset or interests, then commit to opportunities or chat with the third sector organisations directly.

Health Connections has been acting as an advisor and supporter of this new local development

Unique Features

- Free membership for all
- An easy-to-use volunteer management & engagement tool
- Create, schedule, edit, manage and post opportunities
- Chat directly with interested helpers
- Engage new demographics and different user groups
- Centralise help and give a greater voice for smaller organisations
- Track hours donated to your organisation via the Service Wall
- Raise awareness of events by pinning notices to the Uniti Noticeboard
- Uniti is a platform built by, and for, the third-sector

Evidence Base for Effectiveness

- Increases the number of people volunteering.
- Improves inter-generational social participation.
- Enables better physical and mental health.
- Reduces loneliness and social exclusion.
- Develops skills and capacity and increases people's employability.
- Increases social capital and equality.

Future developments

As one of Uniti's early adopters, Health Connections will test and promote the Uniti app amongst third sector organisations in Guernsey before Uniti onboards private sector users.

Our Charity Pop Up Shops

Preloved, Smith St

Reloved Living, Market Square

These pop up shops offer Health Connections a number of unique opportunities; as a place for signposting, a location for support for our users and other directory partners but primarily as part of our strategy and longer term goal to become financially self-sufficient.

Unique Features

The Shopping Experience

Providing a unique, high quality shopping experience tailored for our Bailiwick community and responding to the needs of that community in an agile and imaginative way.

Shop Team: Staff & Volunteers

We pride ourselves on the high level of training given to our volunteers to deliver customer service above and beyond what is usually anticipated in the traditional charity shop environment. All volunteers are encouraged to do Community Connector training so that they can confidently engage with customers, providing signposting for their own needs or for others that they care for. Shop staff model warm, personalised interactions with customers which volunteers are encouraged to follow. Enthusiastic communication, respect for individuals no matter what their backstory, listening and sharing stories makes customers feel highly valued and invested in the shopping experience in our shops and therefore in Health Connections overall.

Pricing Strategy:

This is specifically designed to subtly educate customers to adopt a more sustainable approach to shopping as well as to maximise income generated. We want to continue shifting and breaking down the 'charity equals cheap' culture. We attribute 'real values' to items sold, undertaking detailed research and taking into account the design process, manufacturing techniques and materials used. Customers paying what we consider to be the real value of preloved goods are more likely to take care of their purchases better, so they last longer.

We don't believe in ONLY buying preloved, the shifting consumer culture is also about making carefully considered new purchases; buying less, of better quality and ideally locally made. Customers feel a sense of pride that they are part of this growing quality-driven, sustainable culture.

Directory Partnerships:

We constantly seek to collaborate with other organisations, private, third sector or statutory groups, not just for the purpose of fundraising but also to fulfil our mission of creating connected communities. We aim to break down the traditional 'silo' mentality of the third sector by offering opportunities to share skills and resources, including our shop windows and facilities.

Creative Partnerships:

We host small scale creative businesses who donate 20% of the sales proceeds back to Health

Connections for use of the shop floor.

Customers are encouraged feel a sense of pride in making these purchases, because every pound spent locally supports not just one, but a myriad of local businesses who all collaborate; craftspeople, suppliers, delivery agents, shop keepers, marketing advisers and many more who form a truly sustainable, connected community.

Connect Spaces:

both shops are committed to offering a Chill Out & Connect Space, providing a place where parents and carers can relax in comfort whilst little ones play. We encourage conversation, offer water, use of the bathroom for little ones and quiet one to one space for more in-depth signposting.

Impact Evidence:

Revenue: over the last two years, revenue raised in the shops has brought us to achieving 80% self-sufficiency, including enabling us to recruit critical staff across all our services and which has therefore as a result funded subsequent growth in our overall service capacity.

Customer loyalty: customers return repeatedly to purchase, and we get daily feedback about the quality of experience. Donors are proactive in offering their high value goods to us knowing that what they perceive to be real value will be given to their items. They actively understand that this generates more income for the charity and are proud to be part of this. We ensure that donors are fully aware of Health Connections services and how their donations raise funds for these services and that demand for these services is only increasing.

Environmental impact: we are dedicated to keeping our environmental impact as low as possible. We reduce our waste to the minimum by separating and recycling as much as we can. We also wholly or partially repurpose or upcycle goods as much as possible. We pride ourselves on the imaginative ways we do this and use it as nudge inspiration for the public to do the same.

Our volunteers: we provide meaningful purpose for volunteers who are multi-generational and come from diverse backgrounds. This includes volunteers with additional needs, Community Service clients and students of all ages doing the Duke of Edinburgh award scheme or looking to add value to their futures in education or the workplace. They actively support one another and have built genuine and lasting relationships.

Every sale is a potential Health Connections signposting opportunity, and we listen carefully to customers in all their interactions with us so as to better understand their needs.

Future Development:

-To invest time in ensuring Health Connections core services are fully understood and accessed by our shop customers. We will develop a clear communication strategy which ensures customers understand how their money is being used to provide a more connected community, see Appendix 5. The shop team, both staff and volunteers, take great pride in being the real and metaphorical shop window for Health Connections, embodying our mission of creating connected communities and connecting everyone to support, enabling them to live happier, healthier, more fulfilling lives.

-To continue growing our engagement within the community both directly with customers and donors, with volunteers and through our external partnerships.

- To change the perception of the presence of charity shops on the High Street and to show they

can be a beneficial addition. We are not here to undermine, we encourage responsible purchasing of new and preloved goods that benefit the creativity of local industry, local retailers and the environment.

- In pursuit of our goal to develop a revenue stream for financial sustainability we plan to aim to be able to offer a more extensive service to encourage high quality donations and responsible disposal of unwanted goods. For this we need a permanent driver with a larger van and storage facilities so that we can assist in house clearances for donors moving, downsizing or due to family bereavement, and to offer this service to law firms offering probate services. This can only grow if we can be a trusted partner by having the logistics in place to offer reliability and continuity of service. Currently we rely on a part time & volunteer driver with a small van and any goods incoming have to go straight on the shop floor as we have no overflow storage. Whilst this is beneficial from the point of view that goods go straight out for sale, nevertheless we do have to turn down high value goods due to lack of space or transport.

- to seek out longer term security of location for our pop up shops. We will explore the feasibility of a permanent home which would enable us to secure opportunities in community engagement and fund raising.

Our Location

We have 3 offices:

- Health Connections @ Unit 4, Cour Du Bordier, Le Bordage, St Peter Port, GY1 1BP
- Health Connections @ Le Vauquidor Entrance, The Princess Elizabeth Hospital, St Peter Port.
- Health Connections @Preloved & Reloved pop up shop in Smith Street and Market Square, St Peter Port.

Our Partners

Health Connections has created an ambitious model for working collaboratively and in partnership with others.

We ensure that we do not duplicate the work of existing statutory or voluntary services in the community health and well-being space.

We have developed a marketing and communications plan as well as a stakeholder engagement plan and these are updated annually.

We continue to partner with and deliver services for States of Guernsey departments, Committee for Health and Social Care and Committee for Environment and Infrastructure

The Directory requires that we partner with providers across the community from all sectors, with 500+ organisations actively engaging in the signposting project and listed on our online directory.

Some partners' organisations are closely aligned to our mission. Therefore, we work hard to avoid duplication and align ourselves to other priorities adding value and increasing impact.

It is important that Health Connections is seen as a trusted and accessible charity to everyone who uses its service and we work hard on building and retaining a trusted and recognised brand (see appendix 5).

We are delighted to have had the support, mentoring and learning from our local partners as well as other innovative, research based organisations e.g. Health Connections Mendips, Bromley-by-Bow and Nesta, the global innovation foundation.

We are extremely grateful to our partners for their support who we have identified on our website. www.healthconnections.gg/who-we-are/our-partners/

Appendix 1

Health and Social Context

Health Connections' mission is in line with local Health & Social Care 2017 policy paper;

The Partnership of Purpose <https://www.gov.gg/CHttpHandler.ashx?id=110820&p=0>

Our work is also aligned to States Strategies and Plans:

- Supported Living and Ageing Well (SLAWS)
The Supported Living and Ageing Well Strategy (SLAWS) is designed to help adults of all ages that have ongoing care and support needs. This includes, but is not limited to adults with physical impairments, mental health conditions, learning disabilities, dementia and conditions associated with ageing.
- Mental Health and Well-being Plan 2017-2020
- Future Guernsey
- Government Work Plan

Joint Strategic Needs Analysis

Health Connections' goals and priorities fill a gap in our community, identified in the Committee for Health and Social Care 2019 Joint Strategic Needs Analysis. This is the first population-based Joint Strategic Needs Assessment that has been conducted in the Bailiwick of Guernsey. It is part of the Partnership of Purpose and maps the current and future needs of people over 50 in Guernsey and Alderney.

To support these priorities we aim to:

- Improve signposting to support and activities that matters to people.
- Provide one to one signposting support based on individual needs and provide advocacy at points of transition in people's lives and where it may be beneficial.
- Work with our partners to provide a centralised voluntary community transport service to enable access to this community support and for opportunities for social connection and improved health and wellbeing.

We support the development of an asset based social model of health and well-being in the community where people are connected to the support that matters to them and can remain independent in their homes for longer.

Aligned to The Partnership of Purpose policy, we will also:

- Support social prescribing and community based care that improves health and wellbeing.

Finally, we want to support the transformation of health and care services in the Bailiwick of Guernsey, which is based on the key aims of:

- Prevention: supporting islanders to live healthier lives;
- User-centred care: joined-up services, where people are valued, listened to, informed, respected and involved throughout their health and care journey;

- Fair access to care: ensuring that low income is not a barrier to health, through proportionate funding processes based on identified needs;
- Proportionate governance: ensuring clear boundaries exist between commissioning, provision and regulation;
- Direct access to services: enabling people to self-refer to services where appropriate;
- Effective community care: improving out-of-hospital services through the development of Community Hubs for health and wellbeing
- Focus on quality: measuring and monitoring the impact of interventions on health outcomes, patient safety and patient experience;
- A universal offering: giving islanders clarity about the range of services they can expect to receive, and the criteria for accessing them;
- Partnership approach: recognising the value of public, private and third sector organisations, and ensuring people can access the right provider.
- Empowered providers and integrated teams: supporting staff to work collaboratively across organisational boundaries, with a focus on outcomes.

Appendix 2

Our Team

Our Board of 7 Directors meet monthly to ensure good governance, financial accountability and strategic planning to ensure sustainability and impact. Our Directors represent health and care, digital, communications, legal, industry, education, finance and the environment.

We are focused on our services within the Bailiwick and as a board of directors we aim to:

- Listen and respond to the voice of people in the Community.
- Engage and collaborate with all stakeholders in Health and Social Care to support overarching improvements in all aspects of service delivery and governance.
- Remain clear about the mission, goals and priorities of Health Connections and directs all aspects of its work in service of these.
- Ensure all operations supports quality standards and outcome measures.
- Maintain its financial stability and ensure professional accounting reporting standards.
- Ensure all people are managed fairly, with transparency and ensure responsibilities and accountabilities are relevant and achievable.
- Ensure policy handbook is updated annually.
- Ensure all safeguarding policy, principles and evidence based practice is maintained and reviewed.
- Provide staff with training to achieve evidence informed good practice standards.
- Be compliant with GDPR and all other regulatory requirements.

In a small organisation like Health Connections everyone matters; particularly the relations we have with our partners, paid staff and volunteers. With that in mind we aim to be an exemplar of how to work effectively together and with other stakeholders.

We pay considerable attention to recruiting the right team who can uphold our values, take collective responsibility and promote positive leadership which all contributes to an efficient, effective and motivated team.

We understand the skills, qualities and roles of each member of our team. We are clear about how we intend their roles to develop and how we will support them in doing so.

We are committed to supporting our team through the development of our services in response to policy, best practice and the needs of our partners.

Appendix 3

Operation Quality Assurance

In 2018 the Board commissioned an internal audit of the entire organisation. Following this an improvement and transformation program was rolled out to complement the new strategic direction of Health Connections.

At the same time the Board was strengthened to support the CEO and all policies and procedures were reviewed and updated, including staff supervision. A risk log was established and is reviewed at each Board meeting.

We hold professional indemnity insurance and buildings and contents insurance. All of our premises are Health and Safety risk assessed and we comply with our Health and Safety policy.

We have a well-developed safeguarding policy and procedure to ensure we safeguard clients of all our services and our people.

At the beginning of 2019 an Outcomes Framework was created to measure impact of all operational work.

In May 2019 a review of governance in line with the Charity Principles for Good Governance commenced with a review of Board process and documentation.

We do adhere to high levels of quality assurance and ensuring that all policies are strictly observed. We actively seek customer feedback which we use to produce KPI's so that we can monitor service quality levels and demonstrate impact to our funders.

Appendix 4

Outcomes

We record our output in an online data workbook to measure our impact. Our Outcomes Frameworks have clear KPI's.

- Reports demonstrating our impact will be published annually.

We will work in partnership with others to support their priorities and to achieve the following outcomes, which include:

- Increased health equity and personalised care.
- Improved quality of life and well-being for individuals.
- Increase in people being signposted to an effective initiative that addresses underlying determinants of health.
- Easy referral to Health Connectors and Community Connectors from a wide range of local agencies as well as the ability to self-refer to our services.
- Improved access for all to support leading to increased equality and inclusion.
- Increased volunteering, learning and sharing of new skills leading to more social capital and stronger community.
- Increase in the success rate of Public Health strategies, for example healthy weight, substance misuse reduction, increased physical activity.
- Genuine engagement with health and well-being initiatives and providers.
- Enhanced community support networks.
- Improved community resilience.
- Enhanced social infrastructure and networks.
- Building of trust leading to more collaboration among health and well-being providers.

*Equality in Health is treating everyone the same; in health not everyone needs the same thing therefore equity involves giving or getting health treatment and care needed to achieve best possible outcome. Access (signposting and transport) is an area in which equality can be provided.

Appendix 5

Health Connections a Trusted and recognised Brand

Health Connections aims to be a brand recognised and trusted by the whole community with a reputation for reliability, responsiveness and professionalism.

We have developed a strong and recognisable brand to explain and market the service, but a strong push is needed to increase both brand and service awareness. With this in mind, Health Connections will be marketed in two main strands.

The first will be a brand awareness campaign which will be aimed at promoting the Health Connections brand and the services it offers at a very high level. It will include PR and good news stories in both traditional and new media. The aim of this will be to show that the charity is highly active, how it supports the community and how it can be accessed. The message will be set with the target users in mind but still be relevant to key stakeholders so that they can see the progress which is being made.

Marketing to include: Social Media, Leaflet Print, PR.

The second strand is made up of each of our services which need their own marketing strategy to ensure that they deliver against our KPI's.

Directory

The Directory will be the initial touchpoint of the Health Connections service and is the keystone to a strong asset based community of support. As the directory is online there will be a multi-channel social media campaign designed to raise awareness of the directory partners through promotion of its content. These messages will be backed up with information about Social Prescribing, health and well-being and stronger more connected and compassionate communities.

Marketing to include: Social Media, PR, Printed directory cards.

Community Connectors

Over the 3 year period there is a KPI of 300 Community Connectors.

This will involve an ongoing recruitment campaign and training sessions. The recruitment campaign will include awareness building of the Community Connector role. This will be carried out at monthly public net-workings events where Health Connections can invite the public to inform about the role of the Community Connectors and encourage them to sign up to the training.

There will be quarterly Community Connectors and Directory Partners network events and newsletters to keep them up to date with any changes at Health Connections and on the online directory.

Marketing to include: Social Media, PR, website, CC training materials, event resources, newsletter.

Health Connector

A Health Connector will provide one to one signposting support to people who self-refer as well as those going off-island for treatment and care.

In 2019/20 we trained 3 Health Connectors as link workers and developed the link worker service

to support the Bailiwick Social Prescribing pilot project. We will support and promote their work in support of the project which will be delivered by the Health Improvement Commission in 2021.

Marketing to include: Social Media, website, Event resources.

Voluntary Community Transport Service (add logo)

An ongoing recruitment campaign for drivers will need to be undertaken. Initially there will be a larger push to raise the number from 25 to the target of 30. We will then need a tick over campaign to maintain this new number of existing drivers.

In addition to the drivers, we will need to promote the service to people who are often the most isolated due to frailty and chronic long-term conditions and are hard to reach.

Marketing to include: Social Media, PR, Print Flyer, Website.

Off-Island Support (add logo)

The support Health Connections provides is mainly by referral from HSC although people are encouraged to self-refer. Each referral receives a pack about the hospital they will be travelling to and contains information about the hospital and the surrounding area including accommodation and activities.

Marketing to include: Social Media, PR, Print of Hospital pack and flyer, hospital pack request cards and envelopes, evaluation card, website.

Talking Café

We are intending to support a minimum of 8 existing cafes, strategically placed across the Bailiwick. Our network of Community Connectors will attend Talking Cafes to chat to people and have signposting conversations with them about support that matters to them. The marketing narrative will lean towards the 'chatter and natter' campaign which has been adopted in the UK to combat loneliness and social isolation. Our Directory to Doorstep service will be able to support and promote this.

Marketing to include: Social Media, PR, website, Printed posters, banners, radio, flyers.

Glossary of terms

Health Connectors

Health Connectors provide one to one signposting support and advocacy at points of transition in people's lives as well as when they are receiving treatment and care.

They empower people to take control of their health and wellbeing through a focus on 'what matters to me' and take a holistic approach, connecting people to community groups and statutory services for practical and emotional support on the Health Connections directory.

Community Connectors

Community Connectors provide light touch signposting using the Health Connections online directory and their local knowledge.

This enables their friends, family, neighbours and colleagues to be connected to community support, services and activities that helps them live happier, healthier and more fulfilling lives.

Social Prescribing

Social prescribing is a means of enabling a person to be connected to a range of local, non-clinical services which may positively impact their health and wellbeing.

Acknowledging that health is determined primarily by a range of social, economic and environmental factors, social prescribing seeks to address people's needs in a holistic way. It also aims to support individuals to take greater control of their own health.

Social prescribing schemes can involve a variety of activities which are typically provided by voluntary and community sector organisations. Examples include volunteering, arts activities, group learning, gardening, befriending, cookery, healthy eating and a range of sports.

Talking Cafes

A Talking Café brings people together for a chat and a drink enabling a stronger more connected community.

Anyone can pop into their local Talking Cafe for a quick chat or stay for an interesting conversation with friendly people.

A Community Connector is available to chat to those attending about other activities, support groups and services in your community which are on the Health Connections on-line directory.

There is no need to register, people can just turn up on the day. There is no obligation to buy anything more than a drink in the café. All ages are welcome!

If people need transport support to get there, the Health Connections' Voluntary Community Transport Service can help.

The Talking Cafes project is being led by Jenny Benjamin, a retired Nurse and Health Visitor who has joined the Health Connections team as a Community Connector.

Uniti

This service developed by the Potting Shed is a new unique service for both the third sector and private organisations. A voluntary organisation (such as Health Connections) uploads a live opportunity requesting help for a particular department or event. The opportunity describes the duties, what type of help is needed and the schedule. A user (member of the community) is able to search and select the opportunity that interests them and pledge their time using the calendar.

The voluntary organisation is then notified that a user has signed up to volunteer for their opportunity at which point the two may connect via direct chat to arrange to meet or offer further details.

Once the opportunity is filled and the user has completed their pledged hours, their total donated time will appear on both the user's and voluntary organisation's service walls, making it easy to report on their impact.

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