



Enfield Carers Centre

# **Enfield Carers Centre Business Plan 2020 - 2022**

Effective from April 2020

Updated November 2020



# Enfield Carers Centre

- Registered charity established in 2010
- *Mission: To improve the lives of carers in Enfield by championing their right to have choice about how their needs are met and to have a voice in shaping how services are developed for those they care for. We support Carers by providing training, information, a variety of support groups, counselling, complementary therapy and respite activities*
- Serving 6500 adult carers, 218 Young Adult Carers, 350 young carers under 14
- Merged with Carers Trust Lea Valley Crossroads Care Ltd in October 2020
- Provides a range of services to support carers – home/replacement care services, advocacy, information & advice, carers assessments & direct payments, peer support groups, counselling, training and carers breaks
- Income (19/20) of £878k - 75% contracts, 25% grants and donations
- Reserves (19/20) of £689k – 82% unrestricted
- Enfield Council Trusted Assessor since 2015
- Website: [enfieldcarers.org](http://enfieldcarers.org)

*Four out of five carers stated that the support they received from Enfield Carers Centre enabled them to better cope with their caring role*



## KEY AIMS

- No. 1 Resource for Carers
- Future Sustainability
- Employer/Provider of Choice



## Organisation objectives

1. Post Merger Integration
2. Evolve COVID-19 Response
3. Develop Paid-for Services
4. Technology Transformation



# Organisation Objectives

## 1. Post merger integration

- Key Priority
- Ensure best practice from both organisations becomes embedded
- Internal marketing to address staff dynamics and bond the new team
- Improve CSW management and reporting systems

**Success indicators:** *Staff, volunteers, managers, and clients feel that the merger has been beneficial and has contributed to improvements in service delivery and sustainability*



# Organisation Objectives

## 2. Evolve COVID-19 response

- Assess ECC's response to the pandemic, both as a support organisation to carers and those being cared for, and in terms of the way the organisation has been able to function
- Research COVID response by other orgs
- Implement findings from review and research across ECC's service offer as appropriate

**Success indicators:** *Depends to an extent on review outcomes, feedback on carer confidence, increased service take-up, monitoring and evaluation statistical data*



# Organisation Objectives

## 3. Develop paid-for care services

### Stage 1: Foundation work to stabilise and establish baseline

Profitability assessment

Workforce and management process review

Current client base analysis - demography and geography

Develop competitor analysis

Focus marketing on existing 6000 carer database and social media channels

### Stage 2: Implementation

Invest in a marketing/comms plan that drives up sales and supports recruitment

Position ECC's offer against competitors, becoming the employer and provider of choice

Delivery against a full year of performance improvement forecasts – growth, profitability, effectiveness

*Success indicators: Sales and profitability; Good staff recruitment and retention; Sector growth*



# Organisation Objectives

## 4. Technology transformation

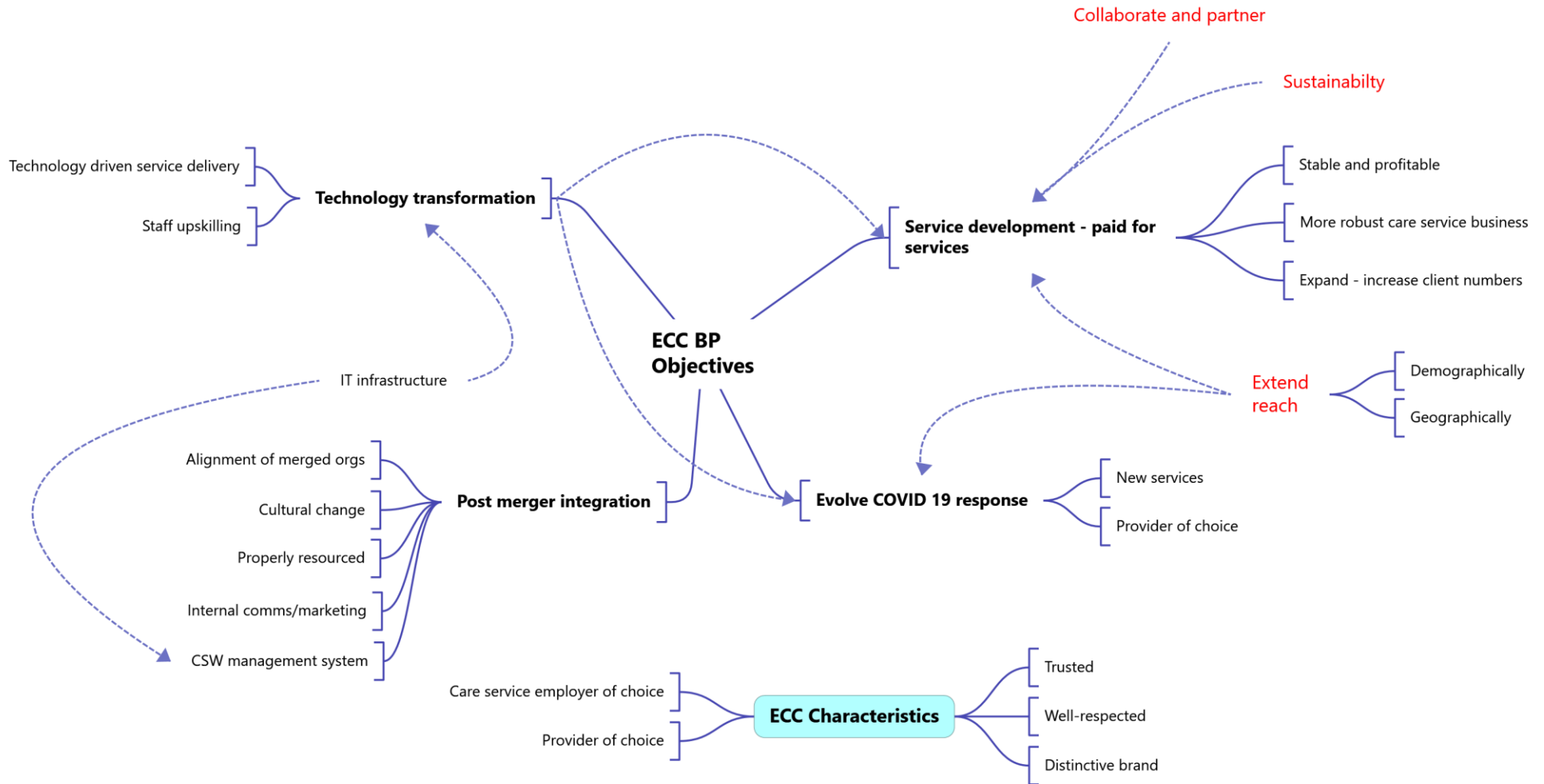
- Review ECC’s current IT infrastructure and practices
- Research current trends in the use of technology to support those who need care support – desk research and primary research through talking to ECC’s client and user base
- Create an upgrade plan for ECC and implement

**Success indicators:** *Reported improvements in clients’ ability to manage care, access services, sense of isolation/loneliness etc.;*  
*Reported improvements in staff and vols ability to do their jobs;*  
*More effective data collection and management*

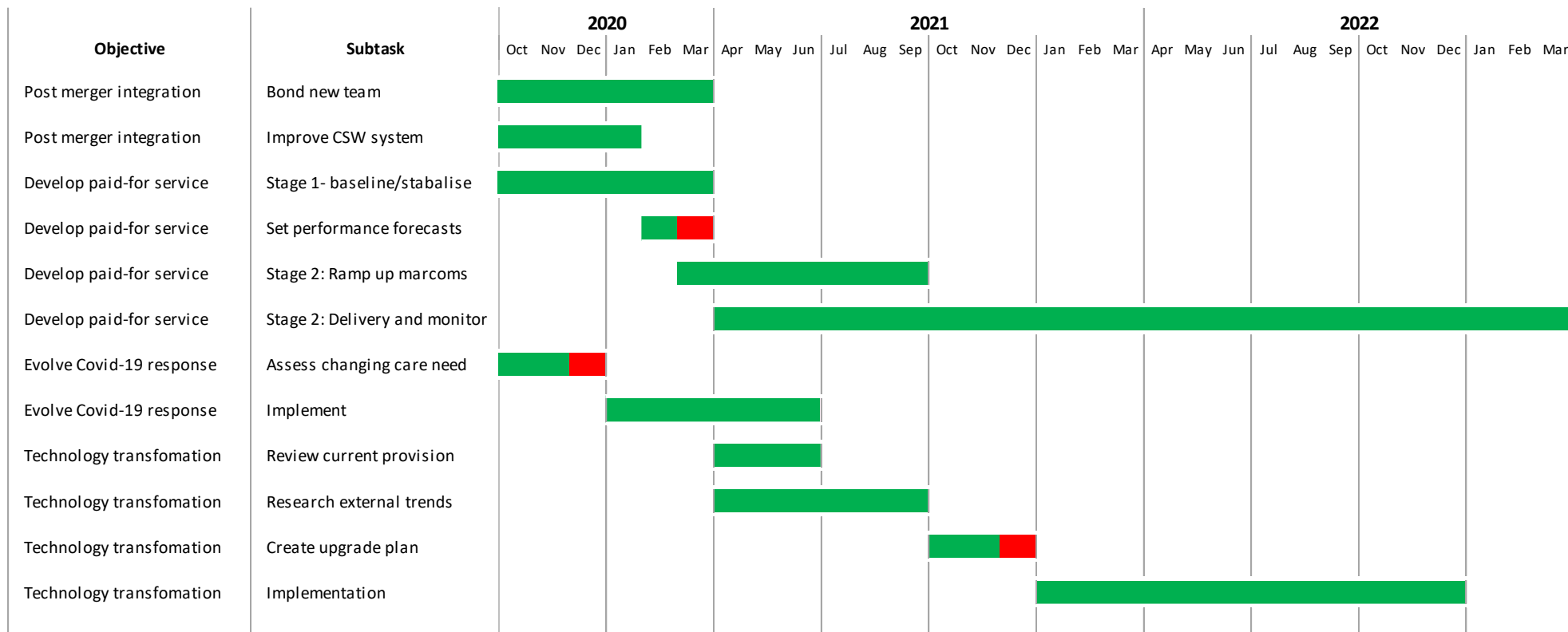




# Organisation objectives mindmap



# Delivery of corporate objectives



█ Review points which will determine nature and timing of subsequent actions