



## BUSINESS PLAN 2023-2025

**Mission:** Improving the lives of family/unpaid Carers, living in or caring for an Enfield resident so that they are: recognised by statutory service providers as experts in care; aware of their rights: well-equipped to care; not financially disadvantaged; able to enjoy a life outside caring; prepared and involved in the planning of services or provision of care for their loved ones.

# Organisational Objectives

## Status at March 2024

1. Sustainability & Income Generation



2. Increased Promotion & Visibility



3. Technology Audit



4. Employee Engagement & Development



# Organisational Objective 1

## Sustainability & Income Generation

Aim 1: To reduce reliance on statutory funding in the long-term and generate unrestricted income which will allow ECC to continue providing services which address the priorities of unpaid carers.

Actions to date:

- i. Modest surpluses have been generated by ECC's Homecare Service. Business has grown considerably since 2020 and currently approx. 2800 hours of homecare visits are delivered each month.
- ii. Our expanded Care Support Worker Team continue to build a good reputation in the local care market.
- iii. Progress is being made regarding exploring the Tapestry Hub Franchise opportunity which, if successful, will generate additional unrestricted income for the charity.

Pending:

Core contract renewal, children's homecare service contract outcome. Exploring fundraising & sponsorship initiatives.

**March 2024 status**



# Organisational Objective 2

## Increased Promotion & Visibility

Aim 1: to ensure unpaid carers can easily access and locate ECC's literature/website at the earliest possible opportunity

Aim 2: to ensure statutory staff (e.g. Council, GP & Hospital employees) are aware of ECC services, understand how to recognise and refer carers and display ECC literature wherever possible

Aim 3: to ensure ECC's online presence is supported by optimum SEO positioning, enables easy navigation by users and clearly explains both the unpaid carer and chargeable homecare services offers.

### Actions to date:

- i. Ongoing public post advertising campaign at Enfield Town Station and other station sites
- ii. GP Liaison Officer engaged to promote ECC's visibility with GP Practice Staff, offer carer awareness training, encourage new referrals and support carers
- iii. NCL ICB Funding award for Carers Hospital Discharge Project
- iv. Ongoing dialogue with North London Mental Health Partnership regarding restart of Mental Health Carers Discharge Project
- v. Digital Marketing Specialist engaged to improve SEO for new Homecare website
- vi. 2023 Booklet Homecare Services campaign in hard-to-reach geographical areas
- vii. 2023 Yell.com Homecare Services advertising campaign, renewed monthly
- viii. Digital Marketing Specialist supporting refresh of ECC logo, branding and core website

**March 2024 status**



# Organisational Objective 3

## Technology Audit

Aim 1: to ensure its use of technology, hardware and software is sufficiently robust and keeps pace with modern developments.

Aim 2: to reduce manual/admin functions and automate systems/processes wherever possible.

Actions to date:

- i. Ring Central phone system enables home-working, video conferencing and conference calling.
- ii. Salesforce development work is currently underway which increases functionality and allows carers to receive automatically generated emails. Further work to link Salesforce to ECC's website is pending. This work will auto-populate new records from online referrals.
- iii. March 2040 website redesign will include online form completion, easy sign-up functions to ensure ECC's online presence is easy to navigate, fresh, modern and appealing to confident and less-confident online users.

**March 2024 status**



# Organisational Objective 4

## Employee Engagement & Development

**Aim 1:** Staff feel involved and engaged in the running of the organisation and its future plans

**Aim 2:** to ensure staff feel supported in their work by technology, which keeps pace with modern developments

**Aim 3:** to support and encourage staff to develop their personal and professional knowledge, staying with and moving within ECC where possible

**Aim 4:** to promote staff wellbeing, well-bonded team spirit and healthy working relationships

### Actions to date:

- i. Regular team meetings and individual supervision sessions ensure two-way dialogue, shared knowledge, updates on organisational plans and identified training needs
- ii. Salesforce development work has reduced time spent on admin functions
- iii. Enhanced employee package: HSF health cash plan, staff wellbeing days and salaries that keep pace with local markets

**March 2024 status**



# Proposed Organisational Action Plan 2023-2025

## 1. Sustainability & Income Generation

- a) Renew Key Contracts
- b) Develop Paid-For Services
- c) Explore Franchise Opportunities
- d) Fundraising/Sponsorship

## 2. Increased Promotion & Visibility

- a) Grow Carer Register
- b) Sustain and improve online positioning and visibility – search engine optimisation, website and branding redesign
- c) Improve community visibility: increased referrals from GP surgeries and hospital staff, partnership working with voluntary/statutory colleagues
- d) Maintain Key Position & “Household Name” Status

## 3. Ongoing Technology Audits

- a) Ensure best use of technology supports ECC staff and systems

## 4. Employee Engagement & Development

- a) Ensure staff understand and are committed to ECC's aims, objectives and social value plan
- b) Ensure the best use of technology supports ECC staff and systems
- c) Encourage staff ideas and contribution to the development and planning of services
- d) Explore opportunities for personal and professional development
- e) Prioritise staff wellbeing and good staff relations