

**We are
People
First**

**Annual
Review**
2018/19



People First is an independent customer-led organisation that has worked in Cumbria for over 25 years. We have a deep understanding of the area, our communities and the unique challenges.

We are the largest provider of Advocacy in Cumbria, supporting thousands of people every year to have their voices heard and helping them to live their best lives.

Our independence is very important to us as we are not run or controlled by any other service.

We are a passionate organisation which dedicates itself to representing people's views. We are dynamic and courageous and not afraid to stand up and be counted.

We are now broadening our reach and offer a range of services and facilities for our customers and people across the north of England.

These are split in to three specific departments;

- Advocacy
- Research and Education
- Representation

We listen to those who need to be heard, we empower people to have their say, and we engage with services to increase awareness and improve support.

We are **People First**
We Listen, Engage
and Empower

Our Vision

A world where each and every individual is treated equally, fairly, and where their rights, choices, and beliefs are respected



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As we report to you on the activities of People First we must begin by thanking all our staff continued efforts in delivering high quality service and support to our customers which is greatly valued by all. Not least to say a huge thank you to our growing band of volunteers, without whom much of what we do would be a challenge.

People First continues to strive to be seen as the go to organisation for Advocacy and we have been supporting other organisations who need help and see us as the provider of quality and professionalism. Our Self-Advocacy groups have been increasing in numbers and we are delighted to be able to provide this conduit for members to meet and share experiences, whilst learning and having fun.

The Healthwatch teams both in Cumbria and Lancashire continue their sterling work informing and supporting their communities, and the Hospitality Academy admired by many organisations continues to go from strength to strength giving a number of our learners excellent experiences that they would not find anywhere else.

The Carlisle Conference Centre has been developing its offer and bookings continue to increase with many repeat bookings, attesting to the great value and quality of our offer, which will soon be upgraded with the introduction of the Cafe.

Your Board has worked tirelessly with the Executive to secure charitable status for People First, which will open many new doors for us in the future.

It is especially pleasing to report that People First is in a strong financial position. However, in times of great uncertainty this is an area that we will continue to monitor and strive to improve on.

The coming year will no doubt have many challenges. However, by remaining focussed on our core objectives of; supporting those in need; being their independent voice and seizing every opportunity to grow, we shall come through it stronger.



Steven Corlett, Co-Chair
Board of Trustees



John Mills, Co-Chair
Board of Trustees

Message from Co-chair's

Message from CEO

I would like to echo the thanks and praise given by our co-chairs to our wonderful staff and volunteers, they really are our greatest asset. We have undoubtedly achieved a great deal in the last 12 months with their amazing support.

Among our successes we have supported many more people across a wider area than ever before; we have a larger staff team and have opened a new office in Lancashire; our accounts show a 50% growth in our turnover over the previous year and internally we have taken time to ensure that our business processes, systems and policies keep pace with the continued expansion of People First.

In the coming year we will continue to consolidate ensuring the highest possible standards of delivery and in the first half of the coming year we will finalise this process to enable an ambitious plan to evolve our organisation further. We know that we deliver great Advocacy and Representation and will seek to do much more of this going forward to help ensure even more people are listened to and their voices heard.



David Blacklock, CEO

2018-19 Highlights

1,129



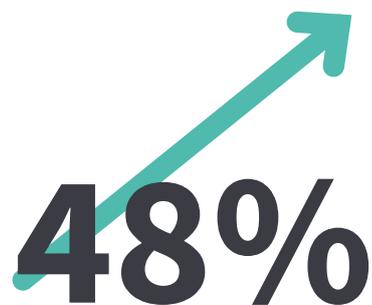
people provided with advocacy support across Cumbria.

17,000



people spoken to by Healthwatch Lancashire and Healthwatch Cumbria about their health and care services.

48%



increased turnover from last year

20

projects delivered over by The Centre for Learning to support people to gain valuable skills and have their voices heard.



485



services and community events visited by our Healthwatch Teams across Cumbria and Lancashire to gather people's experiences.

270



separate bookings for conferences supporting our Learners and the other work we do.

97%



of people who received advocacy support said they were satisfied or part satisfied.

87



amazing volunteers have worked alongside our teams to support from Advocacy to Admin

People First became a registered charity.

Charity number 1184112





We are advocates

People First Independent
Advocacy offer services that help
people in any situation when
they find it difficult to have their
opinions and choices heard

Advocacy

Case study

Independent Mental Capacity Advocacy

This service supports people who have been deemed to lack capacity, to ensure that decisions are taken appropriately when they have no family or friends. The Mental Capacity Act sets out the rights of people who are unable to make their own decisions.

Jude has been supported by People First for many years. She was recently referred by the Council to support her as her Relevant Persons Representative (RPR) during her Deprivation of Liberty Safeguarding authorisation (DoLS).

Jude had moved from a residential home that she was living in due to its closure and was now residing in alternative residential home with nursing provision. Jude has a diagnosis of a mild learning difficulty and a border line personality disorder and can display serious episodes of self-harm and behaviours including hitting out at staff. Jude was deemed to lack capacity to decide on her care and treatment and this care and treatment amounted to a deprivation of her liberty.

Jude did not decide on her new accommodation or the people she was now living with and had grown increasingly distressed throughout the transition. Jude found it difficult to express her emotions verbally and would often self harm as a means of expressing her emotions. Jude has no family or friends around her and the only people she came into contact with were professionals.

Jude was given the same advocate she had had in the past because they had a positive relationship, the advocate understood Jude's communication style and was able to engage with Jude in a way which most professionals found challenging. Jude's advocate visited her at her new home regularly and was able to observe Jude in her environment as well as talk to Jude about her feelings and wishes. Jude wanted to live with other girls her age, go to college and have her own home.

Jude began to object to her current living arrangements and the restrictions that were placed upon her.

The Advocate met with Jude on numerous occasions, and using her past knowledge of Jude, was able to help Jude explore her wishes and feelings regarding her future. It became very clear that Jude was unhappy in her placement and wished to move on. The Advocate began a Section 21 Application to the Court of Protection to ask Cumbria County Council to explore alternative options. The Court process was one which took over two years to see a conclusion due the lack of any alternative options within Cumbria and procurement law holding back developing any new services. The Advocate became litigation friend for Jude during this process and represented Jude's wishes and feelings strongly in various arenas including Best Interest Meetings, Care and Treatment Reviews, Multi Agency Meetings and the Court of Protection.

The Advocate maintained regular contact with Jude and where at all possible, updated her on progress. The advocate remained vigilant at all times of the distress that too much information can cause and the support required to maintain Jude's emotional wellbeing. The Advocate developed a person-centred communication style which enabled Jude to show trust in the advocate.

The Court acknowledged that at present Cumbria could not offer the level of support needed to support Jude and authorised a move to a specialist service out of the county. Jude has since moved and the advocate remains in regular contact. Jude has settled well and is engaging in activities that mean her wishes to go to college and live with girls her own age could come true.



The advocate understood Jude's communication style and was able to engage with Jude in a way which most professionals found challenging

Advocacy

Case study

Independent Care Act Advocacy

Care Act Advocacy supports people to be fully involved in decisions about their care and support. We can help people to understand if they are entitled to it. Care Act Advocacy is a type of independent advocacy brought in by the Care Act 2014 and it is a statutory service.

The Care Act states that people's well-being is important and that they should be supported to be involved in all decisions about their care and support.

Magda was referred to People First by her social worker following a safeguarding alert that was made by her doctor. Magda was living in her family home with her children and extended family. It was suspected that Magda was a victim of modern day slavery by the extended family.

It was alleged that Magda was being forced to work in the family business for around 15 hours a day with no pay and with access to her children controlled by others. Magda was not able to leave her home unaccompanied or have access to a mobile phone or social media. There was no evidence to suggest Magda lacked the capacity to do any of these activities independently.

Magda accessed People First via support from her GP Surgery due to that being the only way her family would allow Magda out of the home.

The Advocate met with Magda and discussed how she felt about the current situation she was living in and what she would like from her future. The advocate supported Magda to identify her desired outcomes which included becoming more independent of her family and parenting her children independently.

The Advocate supported Magda through the safeguarding process which included a needs assessment and care plan. The advocate needed to be mindful of confidentiality and not to put Magda in a difficult situation with her family. So communication and contact methods were carefully considered.

The advocate explained the purpose of the safeguarding process and ensured that professionals remained compliant to the Mental Capacity Act 2005. Magda was in an incredibly difficult situation but she did have the capacity to decide on her own future and care needs, even if some of her decisions were not necessarily agreed with by professionals.

The advocate explained the different options that were available to Magda which included gaining her own legal support for access to her children, looking for alternative accommodation and accessing a support provider to help her in her home.

The advocate ensured that the safeguarding process was in line with the 'Making Safeguarding Personal' agenda. This included the date, time and venue of the meeting being suitable for Magda and enough time and space in the meeting for Magda to advocate for herself. The advocate also helped Magda identify her desired outcomes to feed into the meeting.

Magda has since moved out of the family home and is living independently. Magda has regular supported contact with her children and she is working on gaining back full parental responsibility. Magda is also looking for paid employment.

Magda can now access the community independently and make her own decisions about her life. Magda felt supported by all the professionals in the safeguarding process which enabled her to make her own decisions to leave the family home. Magda has had information and advice on where to access support. The experience for Magda was positive and her desired outcomes were met.



The Advocate supported Magda through the safeguarding process which included a needs assessment and care plan

Advocacy Case study

Independent NHS Complaints Advocacy

This service helps people to raise complaints about treatment that they have received from the NHS.

At the time of his diagnosis, Andy was advised that his cancer had not spread. This was not the case. Andy was advised by the Oncologist that he needed a scan which was virtually unobtainable in the UK unless privately sourced at significant expense or travelling abroad.

Andy spent three months investigating only to discover that a very similar scan was available on the NHS about 50 miles away. Three months after his initial diagnosis, he was told that he urgently needed chemotherapy which he started a month later. Andy felt that he lost several months where he could have had treatment earlier and that the Oncologist should have known about the scan.

Andy had already submitted his NHS complaint and received an initial written response when he found out about People First. He had been offered a meeting with the Oncologist and the Radiotherapy Services Manager but felt he would benefit from advocacy support at the meeting. Andy made a self-referral for Independent NHS Complaints Advocacy support.

The advocate contacted Andy to discuss his complaint. As the complaint was already underway, the advocate asked Andy if he could provide any relative paperwork relating to the complaint, preferable in advance of the meeting with him. The advocate and Andy discussed how the advocate could best support him and what he hoped to happen as a result of his complaint. Andy acknowledged that no outcome could change his current prognosis but he did want an explanation from the consultant about why he was not aware of the scan available closer to home and whether this missed an opportunity for earlier treatment and the spread of his cancer. Andy wanted assurance that clinical staff understood the importance of knowledge of local resources and this would not happen to anyone else. Andy told the advocate that he was

happy to take the lead in the meeting but that having someone “on his side” would increase his confidence to do so and provide reassurance that he would not miss any important questions he had.

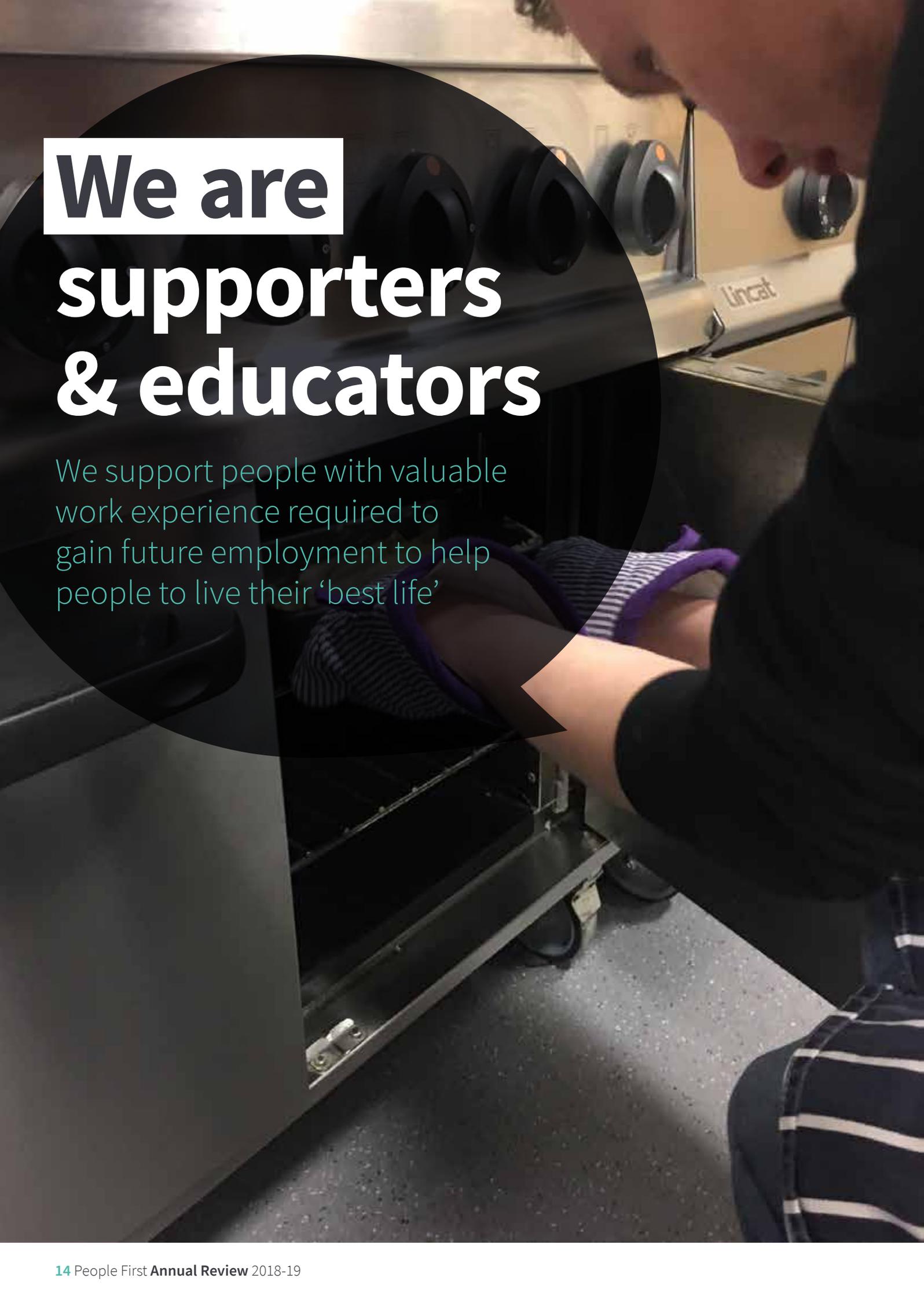
The advocate and Andy met an hour before the meeting to finalise any questions he had and to establish the level of support Andy wanted. Andy’s main concern was that he might miss some of the questions he had prepared due to the emotions he feels. The advocate had prepared a table with the questions on and agreed to make notes. The advocate did identify missing questions which he raised in line with Andy’s wishes and Andy said he appreciated the input of the advocate.

The advocate contacted Andy a couple of days later to discuss how he felt after the meeting. Andy said that, although he remained dissatisfied with the consultant’s explanation, he was pleased that he had been able to question him about the actions he took. There were agreed actions from the meetings including the Cancer Lead clinician improving the procedure for accessing scans.

Andy said he was reasonably assured that things would improve as a result of his complaint. Andy decided that making the complaint had helped him to move on so he did not feel the need to take it further. “I would like to thank you very much for the help that you have given us.”



There were agreed actions from the meetings including the Cancer Lead clinician improving the procedure for accessing scans.

A close-up photograph of a person wearing purple gloves, focused on working on a piece of industrial machinery. The person is wearing a dark-colored shirt and a striped shirt underneath. The machinery has several circular components and a 'Lincat' brand name visible. The background is slightly blurred, showing more of the industrial environment.

We are supporters & educators

We support people with valuable work experience required to gain future employment to help people to live their 'best life'

Supporting & educating Case study

Our Hospitality Learners: Tom

We have a dedicated team of job coaches who support our Hospitality Learners through a programme designed for learning valuable accredited skills and gaining confidence.

Tom started in the Hospitality Academy in October 2018. He had not been in education for a few months as he wanted to do catering but could not find the right course for him.

He is supported to access the Academy through Cumbria County Council's Education provision. He attends 3 days a week in term time. Tom has been enjoying the work and being at People First so much that he has volunteered to come in extra days to help with special events such as The Big Lunch.

He works hard in every part of the Conference Centre, helping to maintain the building but also hosting the conference guests. His skills in meeting and greeting visitors have improved so much that he regularly receives handshakes from them when he welcomes them!

One of the outside work experience placements we have been able to offer Tom has been a four week placement in Barton's Yard which is part of The Halston Aparthotel in Carlisle, a 4 star hotel that offers a luxury service. Tom had a great time learning from Phil, one of the bar staff there and was taught how to make a coffee from the barista coffee machine.

Another great opportunity Tom had was to travel to Manchester to the Learning Disability England national conference in January. We were invited to showcase the Hospitality Academy in a workshop and he did brilliantly at explaining what we do and giving our shortbread to the delegates. He even helped with clearing up the crumbs as people were so keen to get their hands on our shortbread!



In Tom's words...

What kind of work do you do here?

I do cleaning all around the building and meet and greet. I Hoover and set up rooms. I work outside in the garden. I quite like the meet and greets.

Has anything changed for you since you started with us?

I think my confidence has grown. The things I do now I didn't really do before.

What would you like to do after you have finished in the Hospitality Academy?

I would quite like to do baking here and then maybe work in a bakery.

“What we have really noticed since Tom started with The Hospitality Academy is his increase in confidence. He also has more conversation, is more outgoing and is starting to think for himself. All these things are preparing him for his future.”

Tom's parents.

Supporting & educating

Case study

Be cancer aware

The North East and Cumbria Learning Disability Network cancer project works to improve cancer services and experiences for people with a learning disability. This work includes working with partners from across health and social care, families, carers and people with learning disabilities.

The project works under the four broad themes of:

- Education and training
- Information and support
- Communications and National issues.

People First Experts By Experience have been involved in co-designing a peer education course that people with a learning disability can deliver to other people with a learning disability for a Macmillan cancer learning disability project.

They have worked with other self advocates from the North East to;

- Decide what the training should include
- Develop a course that can be used to train peer educators
- Develop the training package peer educators can use
- Develop an evaluation to find out what people learnt

From this development work the North East and Cumbria Learning Disability Network, Macmillan cancer project has co-produced the 'Be cancer aware' course. This is a course that people with a learning disability can deliver to other people with a learning disability. The course aims to empower the audience by giving them knowledge on cancer risks, prevention, early diagnosis, screening and pathways.

We are now also involved in taking part in a Train the Trainers day where 3 of our Experts by Experience will become Trainers in order to deliver this training package to other groups and organisations.

Participant quotes

“It was a great way to talk about a sensitive subject. Different activities made it engaging and interesting”

“I have found the Be Cancer Aware sessions very helpful and it has helped me be more aware of the signs of cancer”

“I was able to talk about my own experiences and I'm not nervous to speak about it anymore.”

Be Cancer Aware course participants.



We are listeners & engagers

We have active Expert Advisers giving advice directly to the NHS and run Healthwatch Lancashire and Healthwatch Cumbria



Photo courtesy Healthwatch England

Care and Treatment Reviews

People First runs a hub of Expert Advisers with lived experience of needing and receiving care. Our experts by experience attend Care and Treatment Reviews (CTRs) as independent advisors.

Care and Treatment Reviews are part of Transforming Care. This is an important project which helps people and children access the care they need in the community instead of in hospital. If people do need to go into hospital, it makes sure they leave as soon as they are well enough. They are part of NHS England's goal to make people's care better and improve life chances.

At reviews, Expert Advisers make sure that people with a learning disability and/or autism, who may also have a mental health condition, or present with challenging behaviour, are safe. We want to make sure people are receiving good care and treatment and have a plan in place for how they can be supported to live good lives in the community.

Our Expert Advisers work across Cumbria and the North East and are mainly individuals with a learning disability, but they can also include family members or professionals with experience of supporting people with a learning disability.

For more information about Care and Treatment reviews, follow the link below to guidance from NHS England.

england.nhs.uk/learning-disabilities/care/ctr/



Healthwatch Cumbria & Healthwatch Lancashire

Healthwatch Cumbria and Healthwatch Lancashire are both delivered by People First. Healthwatch is set up to champion the views of people who use health and care services, with the goal of improving services, health and wellbeing.

Healthwatch Lancashire has been a part of the People First family for just over a year. The team have increased and strengthened relationships with key stakeholders across Lancashire, working collaboratively with partners to ensure that the people of Lancashire have their say on health and care services.

Both Healthwatch have completed a number of successful projects, both independently and as part of Healthwatch Together. Healthwatch Together is a partnership of four Healthwatch working across Lancashire and Cumbria, including; Healthwatch Blackpool, Healthwatch Blackburn, Healthwatch Cumbria and Healthwatch Lancashire.

This year Healthwatch Together have delivered a number of projects covering a range of themes, including:

- Digital Health Plans
- Cancer screening toolkit for women with learning disabilities
- Children and young peoples mental health services

Find out more about the work of both Healthwatch Lancashire and Healthwatch Cumbria in their annual reports, which are available online.



healthwatchcumbria.co.uk



Participants in a children and young peoples mental health services workshop.



We are empowerers

We actively support people to live full lives and have their views and opinions respected.

People First Wellbeing Network

The People First Well Being Network (PFWN) aims to support the people of Cumbria who have lived experience of mental health issues, their families and supporters to become involved in and influence the way in which mental health services are planned, commissioned and provided in Cumbria.

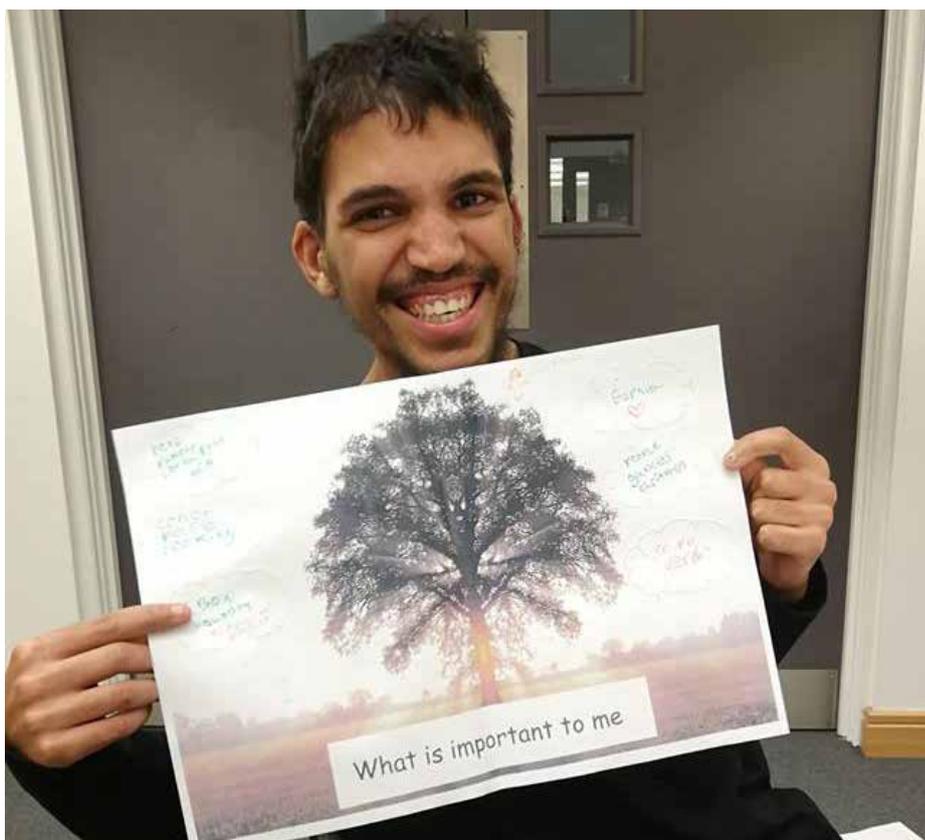
From May 2018 until October 2018 the main focus of the PFWN network was engagement through Mental Health Wise sessions. These sessions were an opportunity for people to share their experiences around mental health; discuss key topics such as 'Where to get support' and 'What changes are being made to the mental health services in Cumbria' and also take part in mindfulness practices. Guests from relevant organisations were invited to attend the sessions to introduce what they do and the support they provide. Examples include representatives from Building Better Opportunities, CADAS and West House Support. Since the Mental Health sessions were introduced, up until April 2019, 42 Mental Health Wise Sessions have taken place with a total of 184 people engaging directly through the sessions.

The new year of the PFWN started in November 2018. The main focus for the year was to engage and gather the views and opinions of people on mental health wards such as Hadrian Unit in Carlisle and Kentmere Ward in Kendal.

The PFWN also attended public engagement events including a Health and Wellness Day for age 55 Plus in Kendal and are planning on engaging at other events and with local organisations such as Carlisle Unity Festival, Harraby Better Together and Carlisle City Council. At these events, members of the public are able to complete a questionnaire about mental health issues and services in Cumbria.

The PFWN also has an active social media presence to help connect with, and reach, a wider audience. The Facebook page was launched on the 9th August 2018 and from then until April 2019 the page has reached 36,713 people. The PFWN Social Media platform has been used to promote an online survey, share posts from other mental health organisations including Mental Health First Aid England and Time to Change and to share inspirational and positive quotes and images.

Ricardo, one of our Learners, at a Mental Health Wise Session.



Talk-Active

Talk-Active is a new project that, through a range of activities and workshops, supports young people with learning difficulties to develop key skills and knowledge around 6 domains of life (healthy life, safe life, expressive life, future life, skills for life and relationships).

Young people with learning disabilities (YPLD) build their practical and conversational skills thereby increasing self awareness, self esteem and are provided with the tools to present themselves, their needs and goals in a positive way.

Engaging in activities can enhance their range of experiences therefore empowering them to live their best life. By engaging in activities and crucial conversations, members gain the necessary tools to enhance their experience and knowledge of life opportunities across the essential areas.

Members of the 'Talk-Active' team have experienced a great deal of success over the year. We have supported the young people to identify SMART goals which create a sense of ownership over their learning and development.

Achieving these goals increase motivation, confidence and self belief to set and achieve future goals. We wanted the young people to feel pride and to recognise their strengths.

Empower Case study

Give a Day to the City

On 4 July 2019 members of the Talk-Active project took part in the 'Give a Day to the City' scheme. 'Give a Day to the City' scheme encourages members of the community to get involved in projects in their local area which are for the benefit of others.

Members of the Talk-Active project supported work to create a sensory garden at William Howard School. The School was keen to create a space that students could use to relax.

The young people were given full control of this project for an afternoon. They designed the layout of the

garden, chose the plants and flowers, laid the soil and completed the planting.

This session supported the key objectives of the Talk-Active project. Young people expressed their thoughts and opinions when planning the layout of the garden. They experienced success by creating a wonderful space for young people to relax in and demonstrated their own strengths by working as a team and communicating effectively.

The School were delighted with the garden. They praised the young people on their creativity and hard work and thanked them for their contribution. The young people really enjoyed being part of this project and recognised the value that it will bring to the School and young people for many years to come.



Our volunteers

Volunteers play a vital role at People First Independent Advocacy and Healthwatch.

We get to know our volunteers, understand their skills and experience and coordinate ongoing training and development opportunities.

The volunteers work as:

- receptionists
- advocates
- youth workers and self advocacy group facilitators
- Healthwatch representatives

The aim is to continue to grow our network of skilled volunteers and improve our offer to ensure they have a rewarding and valuable experience. We are extremely lucky to have such a dedicated team, who make our work possible. Next year we hope to expand our team and offer even more opportunities.

Meet our volunteers

Phil Pattinson

I have volunteered for People First for nearly two years as part of the Advocacy Team.

At the moment I am working with a customer and I am their Relevant Persons Representative (RPR). She really enjoys chatting to me about her past life. Each time I visit she is always really pleased to see me, like I am an old friend and each time she has a different story for me. I find my volunteering role at People First very rewarding.



Linda Southam

I have been in a voluntary office admin role since January 2018. I am mainly on reception two and a half days per week. My duties include meeting and greeting visitors, and sometimes dealing with their enquiries. I also have some general office work, such as opening incoming post and recording it; reading and answering email correspondence, and monitoring room bookings.

For me my main sense of achievement was that I was able to change the focus of my work. I had worked in administration in different branches before, but it was nothing like working at People First.



I am coming into contact with a wider range of people, sometimes dealing with some challenging behaviour and it is a more varied experience. The contacts and information we have about other organisations have helped me to know more about local services. What I particularly value is that I have been shown a lot of appreciation, certainly more than in previous employment.

Our Carlisle Conference Centre is our flagship venue ensuring we provide a vibrant environment for our Hospitality Learners to develop the skills required for their professional development.

The Conference Centre continues to be a success and has gained a reputation for providing both high quality meeting spaces and an events centre; providing first class support to our learners. Both government and private business have offered positive feedback on both the facilities within the centre and the opportunity we give to people with learning difficulties.

The People First Conference Centre together with our Hospitality Academy has helped shape the services of other charities within Cumbria including SOBS and The Blue Sky Trust; whom without the service provided by the conference centre and our learners, would not be able to meet to support other vulnerable people in need of support.

We continue to provide a safe, comfortable professional environment for our Hospitality Learners but also ensure we remain innovative and creative to ensure we can provide the best possible experience for learners to achieve their true potential. The Cafe will soon be open and provide professional catering experience for our learners under the supervision of experienced chefs.

We can be proud that People First is providing this unique opportunity which both provides Carlisle with a state of the art facility but also offers the opportunity for businesses to support our learners with learning difficulties to gain qualifications so that they may have a fulfilling life.

The Carlisle Conference Centre

What our customers say...



I just wanted to drop you a message to pass on my gratitude for yesterday. Every one in your team was fantastic, and the help everyone offered to get us and running ahead of the meeting was very much appreciated. The facilities were excellent, and the food and drink was first class. It's brilliant to see you provide opportunities for people who otherwise may not always be afforded a fair chance. I was genuinely moved.

Events Manager, American Golf



I cannot recommend this venue highly enough. It was perfect for our charity event and the staff were wonderful, so helpful and attentive ensuring attention to detail. If we organise another event in Carlisle we would definitely use the People First Conference Centre.

Family Fund



Top: Main conference space.
Above: Reception area.
Left: Tom, one of our Learners, working in the Hospitality Academy.

Fundraising

The last financial year has seen a marked increase in successful funding applications, general support and donations from public and private organisations, local businesses and the wider public.

This is as a result of an increased focus and emphasis on fundraising, fundraising applications and tender commission opportunities; with the aim of ensuring the future sustainability of People First via the diversification of income. We are now proud to be delivering services in Lancashire, Redcar and Cleveland and Stockton on Tees.

We are seeking to build upon this success in the next financial year with the implementation of a new and improved fundraising and marketing strategy; giving us clear direction and focus with regards to our next steps as a growing organisation and in line with the overall business strategy.

One of our key objectives has been to achieve charitable status, which we achieved in June 2019. This will help us to develop and raise the profile of our organisation within the local community and unlock potential funding opportunities that were previously unavailable as a not-for-profit organisation. This will also help us to further raise the fundraising profile of People First Independent Advocacy within the local community and gather the support of the wider public, for example, via holding charity events. We have seen a marked increase in the level of support from local businesses and organisations for the amazing work that we do, and we are so grateful!

Support has ranged from a year's supply of biscuits for our conference centre (Thank you to McVities Carlisle!) to two large screen TVs (Peter Tyson's) and baking equipment (Asda Carlisle).

With the help of Francis C Scott, Hadfield Trust, Cumbria Community Foundation, Awards for All (National Lottery), Dobies, Innovia and Vinci UK Foundation, we will also be opening our Conference Centre Cafe in 2019; which will not only provide delicious and locally sourced produce to those utilising the conference centre, but will serve as training kitchen for our Hospitality Academy learners.

In March 2019, People First were also recognised at the Cumbria Social Enterprise Partnership Awards, achieving second place for Social Enterprise of the Year.

We would like to thank the following funders, sponsors and supporters; who are helping us to continue our fantastic work in the community. The level of generosity, kindness and support for our work has been overwhelming, so thank you!

Awards for All
Cumbria Chamber of Commerce
Cumbria Community Foundation
Cumbria Police and Crime
Commissioner Property Fund
Dobies
Francis C Scott
Hadfield Trust
Innovia Charity Fund
Vinci UK Foundation
Westlakes Sustainables
Tesco
McVities
Cumbria County Council
Morecambe Bay NHS Clinical
Commissioning Group
North Cumbria NHS Clinical
Commissioning Group
North East and Cumbria
Learning Disability Network
North East and Cumbria
Transforming Care Board
Lancashire County Council
Children In Need
NHS England
Roselands Trust
Walsingham
West House
People's Panel
Inclusion North
Skills for People
North West Campaigns Group,
Pathways Associates
Oaklea
Peter Tyson
ASDA
The Halston Hotel
John Watt & Son Coffee House
Lowther Castle & Gardens
Gone to the Dogs Cafe
Overwater Hall Hotel
Carlisle Youth Zone
Sellafield Ltd.

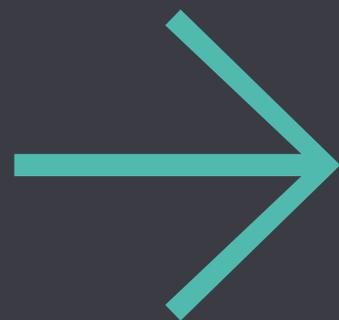
Future plans

We are working hard to deliver our diverse range of projects. We will keep these projects under review to ensure that we deliver outstanding results and continual improvements.

We are developing our approach for fundraising for the organisation, alongside continually seeking funding for new project work, from grant making organisations.

We have a range of new and innovative projects which will secure the future of the organisation and increase sustainability.

**We will achieve
this through our
7 areas of delivery**



1.

Advocacy Centre for Excellence

Advocacy has always been a central part of People First shaping our core ideals to listen, engage and empower people. We will continue our focus to drive best practice in advocacy so that our customers continue to receive the very best support and up to date information.

- We will ensure that our advocates are highly trained.
- We will put in place an apprenticeship model for developing new advocates.
- We will ensure that our data collecting is robust and then use this data and the stories of real people to influence services for the future.
- We will be challenging professionals and we will be relentless in our endeavour to help people lead the lives they want.

2.

Research Centre

Our Research Centre will help us to better understand and demonstrate the impact of all of our programmes of work enhancing our knowledge of success factors. Understanding people's experiences, helping people and the organisations that support them to learn and grow is become increasingly part of our work. We have a skilled team of researchers who are able to analyse information and produce evidence driven reports which support learning.

- In the coming years we will seek to maximise our opportunity to carry out research that fits within our values and purpose.
- We will also seek to have our work published to help share learning further afield.

3.

Centre for Learning

The PFIA Centre for Learning is the delivery vehicle for all of our training endeavours. Providing high quality training which is delivered inclusively will ensure that people become more skilled and qualified and will also generate much needed income for the organisation.

- We will deliver more training which meets the needs of our customers and the organisations that we support.
- We will seek to provide training to new groups of customers.
- We will work with advocacy colleagues to design and deliver inclusive advocacy training nationally.

4.

Hospitality Academy

A dedicated team of job coaches support our Hospitality Learners through a programme designed for learning valuable accredited skills and gaining confidence.

- We will provide a supportive environment in which people with learning difficulties can develop and use their skills to deliver high quality hospitality services.
- This will be enhanced by access to an outstanding programme of education to further develop skills and learning.
- People with learning difficulties will learn about the world of work and be supported to move into mainstream work whenever possible.

5.

Conference Centre

Our conference centre in Carlisle is a key part of our sustainability strategy. By shaping our services to meet the needs of other organisations we not only meet the needs of our customers, but we help other organisations to do the same.

- We will ensure that our conference centre delivers a high quality experience for all delegates.
- We will seek to help people fully understand the concept behind the conference centre and hospitality academy.
- We will build links with local businesses to support the centre and our learners who keep the venue running.
- We will ensure that the centre continues to support the Hospitality and Best Life Programmes and becomes fully sustainable.

6.

Healthwatch

The role of Healthwatch is to make sure that the voice and experience of people can influence and inform how health and care services are delivered and improved. The Healthwatch Cumbria and Healthwatch Lancashire teams will be aiming to engage more people next year, especially those that can be harder to reach.

- We will also be focused on helping decision makers across the health and care system to be more able to listen and involve people in shaping the services that are important to them. We know that, often, those who use services are best placed to identify how improvements can be made.
- The teams will use the feedback from their online Feedback Centres and analysis of a wide range of intelligence from engagement activity to inform their work-plans.
- HWL will continue to deliver a full programme of Enter and View and both HWC and HWL will shape projects informed by what people tell us.
- We will develop our approach to communication and marketing to help us to raise the profile of Healthwatch and increase our effectiveness by letting people know what we have achieved together.
- HWL will continue to deliver its comprehensive programme of Enter and View visits and HWC will ensure that both the West Cumbria Community Forum and the new Carlisle and Eden Community Forum grow and thrive.

7.

Business Team

Our business team continues to be the backbone of our organisation, providing vital support to the rest of the organisation. We will:

- continue to strive for new ways to work smarter, becoming more effective and efficient as a result.
- shape and drive best practice, ensuring compliance with changes in legislation and continuing the journey about 'what it means to become a charity'
- make fundraising a priority following charitable status
- as part of our workforce strategy, concentrate our efforts on identifying training opportunities for staff as well as developing our apprenticeship scheme

Finances

Income

£1,556,927

Salaries

£977,886

Buildings and resources

£111,153

General Running costs

£168,018

Travel

£50,937

Legal, professional, accountancy and depreciation

£83,886

Total expenditure

£1,391,880

Surplus

£165,047

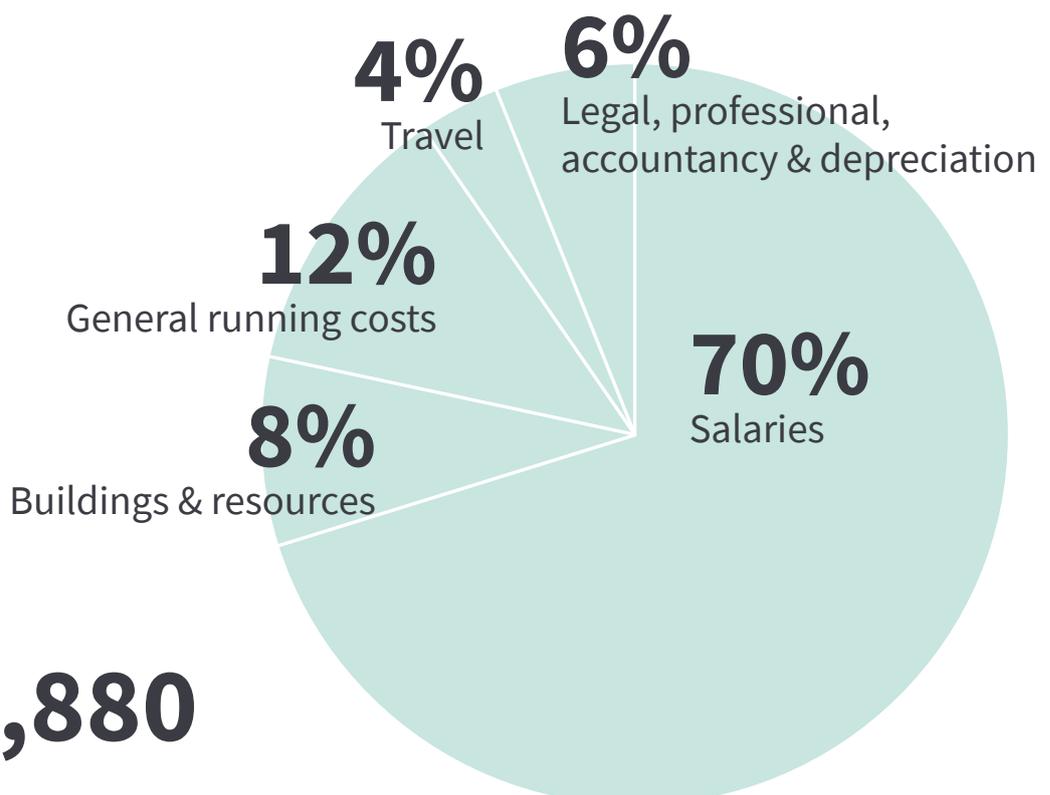
Members fund (reserves)

£547,768.85

TOTAL INCOME

£1,556,927

Expenditure



TOTAL EXPENDITURE

£1,391,880

Governance and Charitable Status

In June 2019, we were delighted to achieve charitable status, thus becoming People First Independent Advocacy, a Charitable Company Limited by Guarantee, Company Number 5438407, and Registered Charity No 1184112.

In July 2019 we subsequently gained charitable status for People First Services, A Charitable Incorporated Organisation, Registered Charity No 1184467, which will house the Hospitality Academy, Conference Centre and any future trading activities.

The PFIA Board of Directors has consequently become a Board of Trustees, and People First Services also has a separate Board of Trustees.

Business Function

In October 2018 we welcomed Edith McColgan to the People First family as Head of Business Development. A period of review then took place which resulted in a more robust safer recruitment process being implemented, the introduction of a dedicated HR function and a comprehensive review of organisational policies and procedures.

The recruitment of a full time Marketing and Communications Manager, Adam Hughes, and part time graphic designer, Damon Mahoney has been a welcome addition to the business team. These new appointments will help us to drive forward our communications and marketing strategy. The work around compliance with the new Data Protection Act 2018 has been enhanced with the engagement of an independent Data Protection Officer, Catherine Hunt.

Fundraising has continued to be a priority, with a focus on unrestricted income since achieving charitable status. This income allows us to develop activity beyond that required through our contracted projects.

We are
People
First

People First Conference Centre

Milbourne Street Carlisle
Cumbria CA2 5XB

Cavendish House

78 Duke Street Barrow-in-Furness
Cumbria LA14 1RR

The Best Life Building

4-8 Oxford Street Workington
Cumbria CA14 2AH

Lancashire Business Park

Leyland House Centurion Way
Leyland Lancashire PR26 6TY

