



**Together Transforming Lives**

# Strategy 2023 to 2028

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## A Note from our CEO

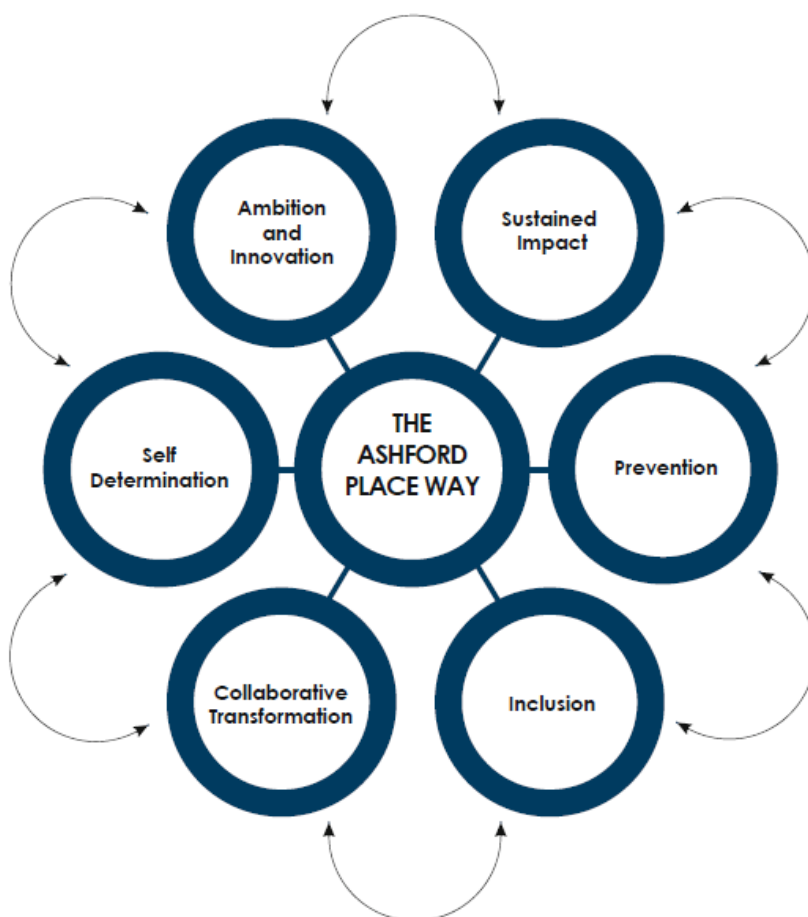
At Ashford Place, we offer pioneering community-led solutions to the ills affecting the physical, mental, creative and financial wellbeing of our service users.

Our approach encourages peer to peer engagement, empowering clients to take the lead in reclaiming their lives, regaining their place in society, and improving their wellbeing.

COVID-19 has highlighted health inequalities but the impact on people's physical, creative and mental health has not been equal across society. Some groups - those living with mental health challenges and dementia, the elderly, homeless, disabled people, and people from ethnic minorities - were more deeply affected.

We provide a range of support services to these groups in Brent and surrounding boroughs. Our approach is to work alongside service users in overcoming barriers to co-design and co-deliver support programmes that lead to a positive lifestyle in a supportive community setting.

## The Ashford Place Way



The Ashford Place Way involves a community-centred approach to ending social isolation and homelessness. It is based on our Guiding Principles and emphasises the key roles of the community and of individuals when it comes to creating real and positive change in people's lives.

We are building Ashford Place into a cohesive, networked, organisation embedded in the community. We act as the catalyst between a wide range of community stakeholders – community members, Ashford Place employees and trustees, faith and religious groups, councillors and council staff, community services and local businesses – to harness the collective capacity and capability of community resources to the greater good.

We want to continue to develop a local community we are all proud of and where everyone can contribute and participate together.

## Vision, Mission & Principles

### Our Vision

To aim for social inclusion of all.

### Our Mission

To offer a full range of effective community - based services to homeless and socially isolated people enabling them to live independent and fulfilled lives.

### Guiding Principles and Strategy

We work to a set of guiding principles and practices that underpin everything we do. These are:

- **Prevention** - We seek to identify issues before they arise and take pre-emptive action.
- **Inclusion in the Community** - We act as a community catalyst to energise, coordinate and harness the capabilities of multiple stakeholders.

- **Collaborative Transformation** - We deliver interventions and solutions that are mutually reinforcing, which build capability and the capacity to transform lives and attitudes.
- **Self Determination** - We support clients to use their skills and experiences to identify routes to personal, social and financial independence.
- **Ambitious and Innovative Solutions** - We encourage new and innovative approaches and the use of technology to deliver scalable and sustainable solutions.
- **Sustained Impact** - We make a sustained social and economic impact on the livelihoods of the individuals and communities we serve.

### **Our strategic approach emphasises:**

- The need to prevent and end isolation through inclusion in the community.
- The need to have a decent home and to remain safe & healthy.
- The importance of employment or meaningful activity.
- Having a strong sustainable community spirit that supports everyone.

### **The Plan**

Several initiatives have highlighted the opportunities and the value we can bring to the community in the health and wellbeing space (including physical/clinical, psychological/mental and social aspects of holistic care.). In October 2021, the Health and Well-Being Advisory Group the successfully proposed and subsequently implemented a 6-month trial of the “Healthier Together Programme”. The results were extremely promising and demonstrated the need in the community and how well-placed Ashford Place is to meet this demand.

This proposed approach is also in keeping with the priorities and messaging from Government and the NHS. As a specific example, our intended strategy is in line with that of Brent Health & Wellbeing

Board (BHWP). In July 2021, the BHWP agreed that the focus of the Brent's Joint Health & Wellbeing Strategy (JHWS) should be a whole-system approach to tackling health inequalities and wider determinants of health inequalities, as exposed and exacerbated by COVID-19. We have shared priorities in this space.

We believe that there is an opportunity to become a 'community partner' for the NHS and local authority in Brent within the current integrated care system (ICS) approach working alongside primary care clinicians in the community to provide health and care services. We intend to explore this option and potential associated funding in more detail and integrate Ashford Place with mainstream primary care to support the physical and mental health needs of Brent's population.

# ASHFORD PLACE

COMMUNITY BASED  
CHARITY

## Client Objectives

### INDEPENDENT LIFESTYLE



We will support our clients to have the skills and resilience to lead independent lives and have the confidence to effectively access mainstream health and social care services.

### A HOME

We want our clients to have and be able to maintain a home that meets their needs



### HEALTH AND WELLBEING

We want our clients to have the opportunities for healthier ways of living and the personalised support needed to access these

### SOCIAL CONNECTIONS

We want our clients to have the tools to find ways of creating sustainable, mutually supportive connectivity with each other



## Organisational Capabilities



### CUSTOMER FEEDBACK AND DATA DRIVEN SUCCESS

Service design and delivery will be influenced by what our clients tell us

### HIGH LEVELS OF PRODUCTIVITY

Underpinned by a HR and Staff wellbeing strategy



### FINANCIAL RESILIENCE

Underpinned by a sustainable and innovative approach to fundraising with diverse revenue streams

### HIGH QUALITY PUBLIC INTERFACE

Underpinned by a PR strategy using multiple channels, including in person.





## Client Objectives

### Independent Lifestyles.

As a result of their engagement with Ashford Place, we want our clients to have the skills and resilience to lead independent lives – in as much as they are able – and have the confidence to effectively access mainstream health and social care services. This includes financial independence; the ability to self-manage vulnerabilities; to identify and achieve their ambitions, have a purpose in life; and be able to influence the design and delivery of support services, as well as the health of their local community. Numerous clients have been dependent on statutory and community services for many years. While this may be a result of the individual's difficulties in self-management, it is also a reflection of the unwitting dependence individuals have on support agency services. Supporting people to take control of their lives will have a richer and more sustainable positive outcome, both for themselves and service agencies.

### Key Objectives

- Clients feel fully informed of their rights in relation to welfare benefits, statutory health and social care, housing, healthy lifestyles.
- Clients feel able to access services as well as having independent lifestyles as a result of our programme of training (daily living skills etc), learning (social skills etc), social prescribing, digital literacy, and personalised support via befriending, etc.



### A Home.

Clients have a secure and needs-appropriate home. We want our clients to have and be able to maintain a home that meets their needs, which includes the ability to manage the financial and social challenges that come alongside this. We know that having a secure, safe, and decent home is central for our health and

wellbeing, provides a platform for us to achieve our ambitions, and enables us to contribute as integral citizens to our local community and beyond.

## Key Objectives

- Clients will be provided with information, advice and guidance that enables them to have a secure home.
- Clients will receive training and guidance on subjects that enable clients to retain their home e.g. daily living skills, budgeting, digital skills to manage issues relating to the management of their home on-line.
- Clients will be supported to identify accommodation that is habitable and needs-appropriate.
- Clients will receive support and advocacy from AP to respond to any issues relating to landlords, neighbours, tenancy status, etc.




## Health & Wellbeing

We want our clients to have the opportunities for healthier ways of living and the personalised support needed to access them. We will provide a combination of social groups, therapeutic groups, physical exercises, creative activities (home and external), and our Healthier Together Programme, focusing on health checks and access to statutory health and social care services.

## Key Objectives of local community projects

- Improve the physical and mental wellbeing and health of Brent residents.
- Provide services targeted at people living with dementia.
- Creation of a 'user voice' campaigning on behalf of vulnerable people to influence the design and delivery of support systems



- Position Ashford Place as a community catalyst with respect to addressing health and wellbeing issues with key stakeholders.
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- Provide on-site GP and health practitioner services, including counselling, social prescribing, dementia support programmes and other relevant services.
  - Deliver health & wellbeing awareness events.
  - Food and hot meals are available for clients.

### **Shout Programme:**

*Our strategy now also includes the Shout Programme which will be delivered more widely i.e. spread and shared on a 'targeted' level within the UK. The programme evolved in to the Shout concept of a mental health film and arts festival <https://shoutcelebration.com>*

### **Key Objectives of local community projects**

- A vehicle to 'change the conversation' about mental health.
- Promote the concept that creative health activities can constitute a cathartic means for managing some people's mental health.
- The Arts can be used a means to educate and inform about mental health.

### **Social Connections**

Even before COVID-19, the cost-of-living crisis, and ongoing economic and political instability, we were aware of the groups of people – often characterised with multiple challenges such as homelessness, poor income, old age frailty, digital exclusion, the inability to negotiate with statutory services – who have been and are habitually excluded. We are also aware of the economic

impact of social exclusion, particularly at a time of immense pressure on existing NHS and Local Authority Services. Our aim at Ashford Place is to work with our clients to address the above and find ways of creating sustainable, mutually supportive connectivity with each other. We will do this by offering digital training, developing support networks, information, advice and guidance to NHS and Social Care Services.

### **Key Objectives**

- Clients report basic level of digital literacy.
- Clients have made new friendships and are connected with community activities.
- Clients are effectively and efficiently connected with NHS and Social Care support services.
- Homebound clients are connected with befrienders.

## Stay in touch.

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