



Annual Plan

2021/2022



Welcome

Welcome to the SEARCH Annual Plan for 2021/2022 which sets out the key priorities and actions for the organisation and the Board of Trustees for 12 months from April 2021.

The consultation of older people and a strategic review of the organisation have helped shape these priorities as well as taking account of the most recent Government policy, relevant research and local need.

Our purpose

Promoting and protecting the Health, Wealth and wellbeing of older people.

Our vision

For as many older people as possible to stay healthy, secure and actively involved in their communities.

What we hope to achieve

For local people, communities and organisations to know they can rely on SEARCH for high quality services that are accessible, inclusive, and responsive to their needs.

How we Work

- **Inclusive;** giving older people a voice by a wide and varied involvement in the charity.
- **Trust;** building and maintaining trust in the organisation and its staff by being honest, reliable and open.
- **Person centred;** working towards the best interests of the individual and respecting the right of the individual to self-determination.
- **Purposeful;** keeping focussed on activities and services which maintain independence and promote well-being and empowerment of older people.
- **Partnership;** working with older people and collaborating with other organisations to achieve our objectives.
- **Sustainability;** working to ensure the growth of the organisation, acting in an environmentally friendly way.
- **Learning;** consistent use of research and evaluation to ensure the voice and learning from older people is fully utilised.



Our priorities

1. Building individual and community resilience, confidence and knowledge so that older people are able to live independent lives.
2. Ensuring older people are active participants in shaping and developing policy and service delivery that effects older people.
3. Being recognised as a leading, trusted local organisation working with older people.
4. Ensuring funding is sufficient to achieve our priorities and services are delivered in an environmentally friendly way.

Prevent

- **Promoting independence** intervening early to help older people to take control of their wellbeing and remain independent for as long as possible

Listen

- **Creating a voice** ensuring the views and experiences of older people are heard and shape the local community and its services

Trust

- **Trusted and recognised brand** a trusted community presence, offering consistency and acting in the best interest of older people

Sustain

- **Sustainable services and actions** services will be financially sustainable and actions will be friendly towards the environment



1. Support Older People to build resilience, confidence and independent lives

Delivery Objectives	Responsibility	Success Indicators	Actions	Timeframes
1.1 Provide a consistent and high quality welfare rights, information and advice service to older people, their carers and families	Advice and Information manager	- Meet accreditation standards of the Quality Mark - Annual financial benefits to those using the service is over £700,000 - Case studies illustrate the positive impact and benefit to people using the service - Deliver on over 1,500 enquiries for information and advice annually	Carry out internal file checks against quality mark standards Track successful claims and report monthly amounts achieved Transcribe and share case studies 1/4ly Produce data base reports on activity and detail of service delivery	Monthly Monthly 1/4ly 1/4ly
1.2 Develop the welfare rights, information and advice service into other disadvantaged communities in the west of Newcastle	Advice and Information manager	- Develop outreach service to Dementia advice centre - Deliver 10 outreach sessions annually to groups or partner organisations to inform older people of their rights and entitlements - Deliver weekly advice sessions in community hubs.	Promote service with organisations in contact with older people Maintain links with GPs in the west Maintain links with sheltered housing providers in the west Maintain links with CVS groups and community centres in the west Develop a community presence in Lemington, Blakelaw and Cruddas Park	Monthly 1/4ly 1/4ly 1/4ly Weekly

1.3 Offer local volunteering opportunities	Volunteer coordinator	- Over 70 volunteers are contributing to SEARCH activity - Diversity of volunteers to reflect local population figures	Plan and deliver annual recruitment programme Recruit, place and retain 10 volunteers this year	June April – March
1.4 Review and implement a programme of social, learning and involvement opportunities for older people across the west of Newcastle	Community activities coordinator	- Successful funding bids to support activities - Numbers of those taking part maintained at 400 - Evaluation of benefits for people participating show positive impact	Produce annual plan of activities from consultation with those participating Submit funding applications in line with needs of activities annual plan Review evaluation material and recommendations.	April – March Ongoing September
1.5 Implement strategy to provide a service for hard to reach groups	Service Managers	Diversity of people using SEARCH reflects population figures	Produce regular reports on diversity of people using services and update plans to target underrepresented groups.	1/4ly
1.6 Develop community support service in line with contractual agreement through Chain Reaction and Develop Self-Funding Services to support the independence of older people	Chief Officer and Support Services development manager	Chain Reaction Sustained and self-funded Support Services grow.	Raise awareness of the service across adult social care, primary care and in the community Regularly communicate with commissioners and delivery partners	1/4ly Monthly and 1/4ly
1.7 Work with local PCN's to develop services to improve the independence and health of older people in the west of Newcastle	Support Services Development Manager	- Ensure Success and continuation of the Frailty Older Persons Wellbeing Assessor project - Establish and develop the Care Home Care Co-ordinator Role. - Ensure that SEARCH is promoted positively through excellent service delivery outcomes leading to more development opportunities	Regular updates and development meetings. Establish links with other Care Co-ordinators and develop innovative solutions. Close monitoring of outcomes and implement improvements. Regular networking and promotion of outcomes.	Monthly Ongoing Monthly



2. Ensure older people are active participants in shaping and developing policy and service delivery.

Delivery Objectives	Responsibility	Success Indicators	Actions	Timeframe
2.1 Promote SEARCH as a recognised voice of older people in Newcastle.	Chief Officer	Invitations received to take part in the development of services for older people and their carers	Identify vehicles for sharing information Take forward appropriate issues Raise awareness of the organisation Make contributions to research and development	April – March
2.2 Work in partnership with other organisations to raise awareness of issues highlighted by older people	Chief Officer	Contributions made to local reports and developments on behalf of SEARCH	Participate in opportunities to inform health and social care developments Participate in local opportunities for community development	Ongoing
2.3 Organise opportunities for engagement with older people and stakeholders	Service Managers	Feedback is used to inform and develop organisational plans	Agree an annual programme of opportunities to gather feedback and seek ideas across projects Annual meeting Post Covid Conference	Tbc September September



3. Be recognised as a leading local organisation working with older people.

Delivery Objectives	Responsibility	Success Indicators	Actions	Timeframe
3.1 Maintain a streamlined consistent approach to the overall branding and marketing of the service	Chief Officer and Service Managers	- Greater presence in the online community - Improved recognition of SEARCH	Review communications plan Review and refresh website, Increase Social Media presence Monitor and report on on-line presence Update all staff on communications guidance Review and update service leaflets Produce annual review	May Start April May
3.2 Maintain an effective knowledge base for SEARCH	Chief Officer and Service Managers	The organisations quality of work and contribution is highly regarded	Agree individual training plans at annual appraisals Organise trustee and staff planning sessions	January – March April and October
3.3 Demonstrate the impact SEARCH makes to the community	Service Managers Chief Officer Board members	- Data base reports and measures show increased use of services - Case studies and evaluation reports illustrate positive impact of services	Use database reports to evidence our work Use evaluation reports to promote our work Regularly review methods of demonstrating success	1/4ly Board reports As needed At Board meetings



4. Ensuring our services are financially sustainable and delivered in an environmentally friendly way

Delivery Objectives	Responsibility	Success Indicators	Actions	Timeframe
4.1 Service delivery is financially viable and sustainable.	Chief Officer and Service Managers	- Each business area operates within set budgets. - Growth of self-generated income streams. - Service areas contribute surplus to organisational reserves.	Regular budget monitoring Cost effective use of resources and finance. Areas of income growth identified and actioned. Areas of cost savings identified and actioned.	Tbc Ongoing Ongoing April/May
4.2 Develop and maintain an effective fundraising strategy	Chief Officer and Bid Writer /Fundraiser	- Regular sustained unrestricted income through fundraising. - Increased income through corporate sponsors and support.	Agree a Community Fundraising Strategy. Promotion and awareness raising of SEARCH and its work. Develop relationships with corporate and community businesses.	May April - March
4.3 Develop a Grant Funding Plan	Chief Officer and Bid Writer/ Fundraiser	- Regular Grant Income to sustain service delivery. - No Gaps in funding and service continuity	Identify Funding needs Identify Foundations Funding Priorities and Deadlines	1/4ly Board reports As needed At Board meetings
4.4 Develop and Environmental Policy that brings about a sustainable change	Board Members and Chief Officer	- Reduction in Carbon Foot print - Reduction in waste	Identify ways to use less energy and fuels through implementation Cycle to Work Scheme and reduce unnecessary travel. Recycle and reuse where possible	April- March



