

**cic**

putting individuals first ...

The magazine for supporters of Community Integrated Care

# You First

ISSUE 23 - AUTUMN 2009

**Nominate Now!**

**CLC Conference  
and Awards  
Coming Soon**



**Mental Health Movie | Homelessness to Success | Memories of World War II**



# Phil's Foreword

Hello, and welcome to the autumn edition of *You First*

The end of the summer marks the start of an exciting few months for CIC. We have lots going on, not least our first national awards and conference on December 1st. Our big day, which is being supported by sponsorship and donations, will take place in the spectacular setting of Liverpool's iconic, St George's Hall.

Our conference focuses on 'relationships in care and support', bringing together academics, policy makers and opinion formers, to help CIC ensure we continue to put the person at the heart of care and support.

The conference will be broken into two sections, with invited CIC managers and staff attending a morning session, where we will pool our ideas and thoughts on the topic. We'll be taking stock of where we are and what we need to develop over the coming years.

Following this, the conference will be opened up to delegates from across the social care sector to attend workshops hosted by key thinkers within our field, including Ronnie Murrell MBE, Susan Inker, Belinda Schwehr, Christine Brown Wilson and David Sheard. We are delighted to have these speakers contributing to what will be an exciting and insightful event. To find out more about our speakers, you can read their biographies on page 14.

Following the conference, CIC will host an evening awards ceremony, celebrating our success in supporting thousands of people with diverse needs to fulfil their aspirations and live the lives they choose.

The 'Putting Individuals First' awards will recognise the extraordinary contribution of the many individuals that make the CIC community so special. We will celebrate CIC's dedicated and exceptional workforce, the achievements of our service users and the contribution of our stakeholders.

Our magazine is always full of examples of the exceptional work and dedication of our staff and the fantastic achievements of our service users, so I am expecting that we will receive lots of worthy nominations that will make life very difficult for our judges! You can find out more about the award categories and nomination process on pages 12-13.

On the topic of awards, I would like to say how delighted I am that CIC has been shortlisted in the 'Corporate Responsibility' category of the National Business Awards 2009. It is a huge achievement for the CSR efforts of our charity to be showcased alongside large multinational organisations. At CIC, we have a broad sense of responsibility and the many community, environmental and charitable projects you initiate and support have deservedly been recognised in this nomination.

Best wishes

Phil Edgington  
Chief Executive

# COMPETITION

Penguin have just released their latest 'Great Ideas' paperback book collection. The series, which has sold over 2.5 million copies, includes some of the most iconic literature ever written by the likes of Karl Marx, Abraham Lincoln and William Shakespeare.

We have five books from the series to give away: William Shakespeare 'On Power', Abraham Lincoln's 'Gettysburg Address', Virginia Wolfe 'Thoughts on Peace in an Air Raid', John Berger 'Why Look at Animals?' and Robert Louis Stevenson 'An Apology for Idlers'.

To win this inspirational collection of books, just answer the following simple question:

**Abraham Lincoln is famous for being the president of which country?**

- A. England
- B. France
- C. America

**E-mail your answer to:**

**john.hughes@c-i-c.co.uk or post it to the address listed on page**

**3. Closing date for entries is 20th November 2009.**

**Usual competition rules apply.**



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**cic**  
putting individuals first ...

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**Inside cover: Joe Moore, from Vocational Support, helping CIC Support Services with our recycling.**

**You First** is a free magazine published four times a year.

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#### Advertising

For rates and copy deadline, please contact the Editor. Acceptance of advertisement in the magazine does not imply recommendation on the part of CIC or **You First** magazine.

The views expressed in this magazine are not necessarily those of CIC.

## Planet Friendly

**You First** is printed on paper that is manufactured from sustainable forests and is elemental chlorine free. Please recycle after reading.



# News

## The Graduate



Congratulations to Howard Rice, Vocational Support Manager, who has graduated from John Moores University, Liverpool, with an MA in Social Enterprise Management.

## Cycle Cuba Update

**David Phillips, service administrator at Amberleigh House, has now raised over £2,000 in sponsorship for his Cycle Cuba Challenge. David is raising money for the Alzheimer's Society by cycling through Cuba next January. To sponsor David please visit his fundraising website: [www.justgiving.com/davidirvingphillips](http://www.justgiving.com/davidirvingphillips)**



## Food Stars

Independent Living service, St Nicholas Grove, St Helens, has been awarded a 4 star food hygiene rating under St Helens Council's newly launched 'Scores on the Doors' Food Safety Scheme. Staff from the service received their certificate from the Mayor.

## Praise for Inspirit

Inspirit Care staff in St Helen's received exceptionally positive feedback from social services, Helena Partnership and the individuals and families of those they support.

## Support Social Workers

This summer, Community Care, the magazine for the social care sector, has launched its 'Stand Up Now for Social Work' campaign, calling for more balanced coverage of the social work profession in mainstream media.

"For too long, media coverage of social workers has been hostile, inaccurate, misleading – or completely absent," says Emma Maier of Community Care. "The great work of most social workers goes unrecognised, while the profession gets pilloried in the media for its mistakes. This type of coverage, together with generally low levels of awareness about what social workers actually do, leads to a low public opinion of them."



Supporting the campaign is woman's magazine, Take A Break, which has also launched its "Thank God for Social Workers Campaign" – celebrating the sector's success stories. To find out more and support these campaigns, visit [www.communitycare.co.uk](http://www.communitycare.co.uk) or pick up a copy of Take A Break.



## New on website

Check out the Living Room pages on CIC's website this month to see our new slide show feature where we will display the best of the snaps you send us. This week you can see a selection of photographs taken in the Lake District by talented photographer Grant Seath, a client at CIC's Community Link Service, as well as all the highlights from the North West heat of CIC's Got Talent. [www.c-i-c.co.uk/livingroom](http://www.c-i-c.co.uk/livingroom)



## Our Talented Artist

**Well done to budding artist, Jennifer McMurray, from Mansfield House, Kirkcudbright, who recently sold her first ever painting. After enrolling on an AccessArt course run by the National Trust's Broughton House, once owned by famous artist E.A. Hornel, Jennifer produced her coveted piece – a watercolour of the Broughton House gardens. Well done Jennifer!**

## Pencils poised

The Big Draw is a month-long season of artistic activities for people of all ages and abilities. Over 1000 events will use drawing, painting and other creative media to engage participants with museum and gallery collections, historic sites – and each other – in new and enjoyable ways. Big Draw events encourage everyone to expand the boundaries of drawing by experimenting



1 - 31 October 2009

with pencils, paint, charcoal, sand, clay, digital imagery, choreographed movement, vapour trails and much more. The Big Draw Day is on **Saturday 10 October**, but more than 1000 events will take place throughout October

in galleries, museums, art clubs, heritage and environmental sites, libraries, archives, science, community and shopping centres, colleges and schools across the UK, and internationally. It's not too late to organise an event and win a £1000 award - visit [www.thebigdraw.org.uk](http://www.thebigdraw.org.uk)

## Oscar star supports autism

Actress Kate Winslet is to narrate a documentary that seeks to raise awareness about autism. The star agreed to provide the English voice over for the film, 'The Sunshine Boy' by Icelandic director Fridrik Thor Fridriksson. The documentary describes a mother's attempt to understand her severely autistic 11-year-old son Keli. The film is based on the real-life experience of Margret Dagmar Ericsdottir, who travelled across the world to Texas to visit the well-known autism therapist Soma Mukhopadhyay.



## Alzheimer's Breakthrough

UK scientists have developed a drug which may halt the progression of Alzheimer's disease. Trials of the new drug, known as Rember, in 321 patients showed an 81% difference in rate of mental decline compared with those not taking the treatment. Researchers at Aberdeen University explained that the drug targeted the build up of a specific protein in the brain, responsible for the onset of Alzheimer's. Alzheimer's experts are optimistic about the results, but larger trials are now needed.

## Trudy's an independent lady

**This month we received a letter from Trudy Whitear, who lives in Bridge Street, Southampton. Trudy was excited to tell us about her life down South, where she is supported by CIC.**



Hi, my name's Trudy Whitear and I'm 50 years old. I really love living in my own flat, as it means I get to do all the things I enjoy and be as independent as possible.

I have recently started a course at Fareham college where I learn more about everyday tasks like cooking and looking after my money. My tutors also teach me about computers, which is good fun.

I love to keep fit, so after a hard day of studying, it's great to blow off some steam by going to my local leisure centre where I take part in aerobics and circuit training classes!

After such a busy day, I am exhausted by the time I get home. But since going to college I've learnt how to rustle up some quick and easy teatime snacks such as jacket potatoes, scrambled egg and salads – mmm delicious! Although I always have lots on, I love being busy and packing the most into every day.





# Community

**'Oh we do like to be beside the seaside...'**

**Gary Palmar and Margaret Mancini from Coronation Road, Newcastle, enjoyed their very own 'staycation' this Summer, taking a trip to sunny Blackpool. The pair enjoyed a spot of retail therapy as well as a leisurely stroll along the promenade.**



**On Sunday 23rd August, Merse House held their annual garden party for residents, families and friends. Although the weather was very wet, it didn't dampen the spirits of those that attended and everyone had a great day.**



**Residents at Hough Green care home, Merseyside, were delighted to have the local Mayor and Mayoress attend their annual Summer Fayre this year. As well as providing a great day out for the whole community, over £400 was raised, helping to pay for a new sensory garden.**



**Happy birthday to Terry Philip from Colleonard Court, Aberdeenshire, who celebrated his 55th birthday in style with a deluxe trip to Euro Disney, Paris, including an overnight stay on the Euro Star train.**



**Agnes Stevenson of Amberleigh House, Liverpool, proudly cuts the ribbon at the official opening of St Aiden's Church sensory garden. At 94, Agnes is the oldest member of the congregation and joined the Church's youngest member, baby Autumn, to officiate at the opening ceremony.**



**Members of Community Link's Women's Group, visit a flower festival in St Helen's**







Tenants from Marigold Avenue and Stone Street Flats, Gateshead, had a day to remember when they stepped into the set of their favourite soap opera – Emmerdale! Not deterred by the typically bad weather in the Yorkshire Dales, tenants and staff had a fantastic day enjoying a tour of the farm, as well as lunch in the famous Woolpack Pub!

**“Hi, I’m John Mitchelmore and I live at Linda Grove in Hampshire. This is a picture of me at Merchiston Community Hall where I volunteer once a week helping to build a sensory garden for local children. I really enjoy planting the new flowers, watering the grass and digging up weeds to create a nice space for everyone to enjoy. It’s a job I can be really proud of!”**



## Up up and away!

Staff and residents at Carlingwalk House, Castle Douglas, celebrated receiving a fantastic Grade 5 (Very Good) rating in their recent inspection, by holding a balloon race. Attaching personal messages to each balloon, residents were surprised to receive replies from as far a field as County Durham!



This month, June Prouse, ex-resident at Kirkley, wrote to **You First** to tell us all about her recent stay at the intermediate care home in Longsight, Manchester.

She told us, “After I had an accident whilst out shopping, I was left with injuries which meant I needed 24-hour care until I recovered. I was really nervous at first, as I’ve always been a very independent person. But from the minute I arrived at Kirkley, I knew I had nothing to worry about! All the staff made me so welcome, and I was taken to my own room straight away – I called it my penthouse suite!

During my stay everyone from the carers, to the physio’s, the admin staff and the cooks and kitchen staff, were always on hand to help me with anything I needed to make my stay more enjoyable. Although I was happy to get back to full health, I was sad to say goodbye to everyone at Kirkley. I can’t thank them enough for the kindness and support they showed me during my hour of need.”



**All aboard**  
Residents and Staff from Longford care home, Manchester, take a boat trip along the canal to Marple, Stockport.

Well done to Station Court tenants who this month organised a street party in aid of Marie Curie Care. As well as raising a whopping £500 for this great cause, the event proved to be a fun day out for the whole of the Duns community – with raffles, tombola, and a mountain of home baked cakes and goodies for sale!



Duncan Wright from Hightown Road, Ringwood, decorated his bedroom with a fantastic model railway that runs around his whole room.

# Overcoming obstacles and

This month, **You First** went out to our homelessness projects in Halton, Widnes and South Wirral, where we worked hard to make the most of the support and opportunities our services have provided.

## A medical career

Young, confident, bright-eyed and ambitious, Jennifer Morrice is just like any other teenager making her mark on the world. But 18 year old Jennifer has had a harder struggle than most to get to where she is now. Only a few months ago Jennifer was homeless, relying on the generosity of friends and acquaintances to offer her a sofa for the night. After being supported at **Belvedere**, Runcorn, Jennifer has finally managed to turn things around and is now on her way to getting the qualifications she needs for a career in medicine.

"Before I went to live at Belvedere, my life was so chaotic. I was enrolled in college but because I had no permanent place to live, it was impossible to keep things going and I was devastated when I had to drop out. I was working two jobs to get by, but I knew there was no real future in them. I've always enjoyed studying and dreamed of becoming a nurse. But I felt so trapped and just couldn't see a way out," explains Jennifer.

"Going to live at Belvedere was the life-line I needed. From the minute I arrived, things started to change. The staff there couldn't do enough to help me. Straight away they set about trying to get me signed back into college and working with Halton Council to help me secure my own flat."

"Now, I have my own place and am back at college full-time, studying for my A-levels. It feels good to have my own home and the stability to do the things I want to do. I'm so happy to be back studying and on the way to bigger and better things – I'm already looking at universities! It's all so exciting and a million miles away from where I was only a few months ago. I can never thank the staff at Belvedere enough for the kindness and support they showed me."



## Music maker

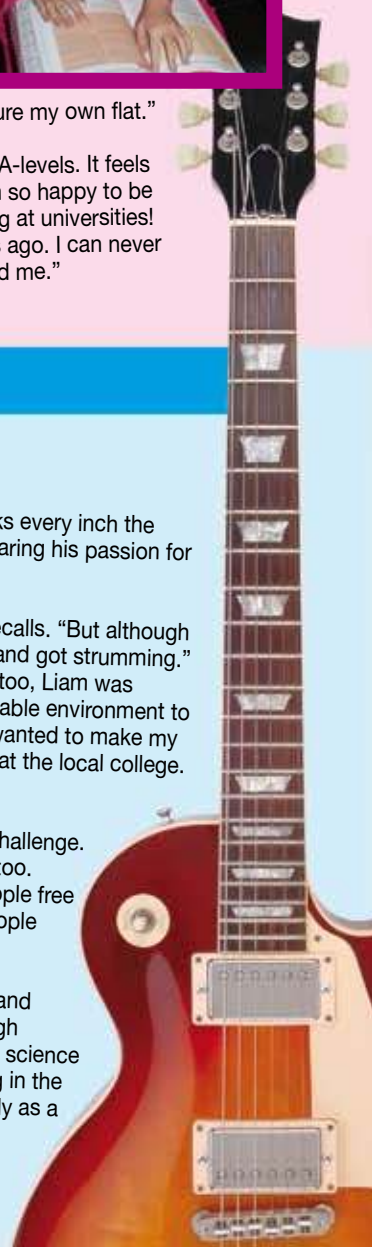
With his baggy jeans, Motorhead t-shirt and mass of curly hair, Liam Grimes, 17 from **Orchard House**, Widnes, looks every inch the rocker. But there's more than meets the eye to this upcoming musician and songwriter, who is more interested in sharing his passion for music than pursuing a rock'n'roll lifestyle.



"I've always loved music, ever since I joined the school choir as a little lad," Liam recalls. "But although I loved to sing, I wanted to make music too!" he says. "So I just picked up a guitar and got strumming." Realising that he had a talent not just for singing, but for writing and playing music too, Liam was desperate to take his musical interests further. Unfortunately, he did not have the stable environment to fulfil his dream of studying music, until he moved into Orchard House. "I'd always wanted to make my music more than just a hobby, so when I came here I signed up for a music course at the local college. This taught me technical skills and about the industry too, I loved every minute!"

With his BTECH music qualification under his belt, Liam started looking for a new challenge. Having furthered his own musical passions, he wanted to help others do the same too. "I've always believed that people should share their talents. So I started to give people free guitar lessons. I've been so inspired by music in my life and I want to help other people feel that same way too."

"Coming to live at Orchard House has given me the freedom to explore my talents and learn more about myself. It's also encouraged me to discover other interests, through college and just by meeting new people. I've discovered that I'm really interested in science and it's good to know I have a back up, as it can be difficult to make a decent living in the music industry. Whatever happens, I'll always have my love of music, even if it's only as a hobby, playing gigs and tutoring others."





# achieving aspirations...

Southport, to meet a handful of our most bright and brilliant residents who have succeeded, to really turn their lives around...

## Breaking the cycle

After leaving prison nine months ago, Paul Langley, a resident at the **Leo Project**, Southport, was determined to turn his life around. With a passion for fitness and a determination to give something back to society, Paul decided to embark upon a charity bike ride which would see him cycle all the way from Manchester to Blackpool, raising a whopping £250 along the way.

"When I came out of prison, my self-esteem was at an all time low. I really wanted to do something which would help build my confidence, as well as do some good for the community. So when I saw a flyer at the gym advertising the charity bike ride in aid of Queens Court Hospice in Southport, I really wanted to take part. The staff at the Leo thought it was a great idea too, so I signed up and borrowed a bike from a friend. I knew I had a big challenge ahead, so I started training at least three times a week.

When the day of the race arrived I was amazed by the number of people taking part – probably about 8000 in total. That's when the adrenaline really started to kick in and I just wanted to get on my bike and ride! Four hours and 60 miles later, I arrived in Blackpool, exhausted but completely ecstatic! Completing the race gave me the confidence boost I needed, and it felt really good doing something positive to help other people.

Sometimes I can't believe how far I've come since arriving at Leo. Back then I was fresh out of prison, with no home and no real hope for the future. Now, I'm drug free and about to move into my own flat. I really couldn't have done any of this without the support of the staff at the Leo project. They've given me the opportunity to get my life back in order. Now I'm looking forward to a brighter, happier future."



## Food for thought



Two residents from **Halton Goals**, Runcorn, Danny McWilliam, 17, and Alice Davidson, 18, recently completed 'Ministry of Food' – a week long food education programme, inspired by TV chef, Jamie Oliver, and run by Halton Youth Service.

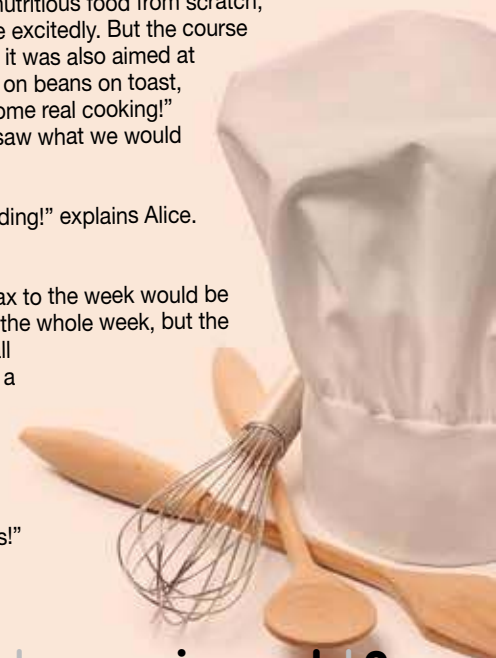
"I've always loved cooking, so as soon as I heard about the course, which was aimed at teaching young people how to make healthy and nutritious food from scratch, I jumped at the chance to take part," explains Alice excitedly. But the course wasn't only for those already skilled in the kitchen; it was also aimed at getting the oven gloves on cooking novices. "I live on beans on toast, so I thought it was about time I tried my hand at some real cooking!" laughs Danny. "As soon as we met the chefs and saw what we would be doing, I started to get really excited."

"On the first day, we planned our menu, which included everything from curries to bread and butter pudding!" explains Alice. "We also learnt about the importance of using good quality local produce."

But there was an unexpected twist as the course progressed, when participants found out that the climax to the week would be preparing a three course meal for the projects organisers. "That was probably the most stressful part of the whole week, but the most fun too!" recalls Danny. "We decided to make carrot and coriander soup to start, rustic pork with all the trimmings for main, and a crème brulee for dessert. My suggestion of fresh fruit smoothies even got a special mention on the feedback cards!" adds a clearly chuffed Danny.

"It's important for us to take the skills we've learnt and pass them on to other people too," says Alice. "Last week we organised a USA themed night at Halton Goals, where we cooked all kinds of American foods - fresh homemade burgers, chilli, potato wedges, onion rings. Everyone got involved with the cooking and it was really good fun." Danny jokes: "We might end up putting McDonald's out of business!"

"I'm not sure about that," laughs Alice, "but I'm so pleased I got the opportunity to take part in Ministry of Food; it was one of the best experiences I've had, I learnt so much and it was great to get a new qualification to add to my CV."



# CIC's Special Sportsmen

This Summer, hundreds of the top athletes with learning difficulties gathered in Leicester for the GB Special Olympics. Amongst those taking part in the week long event were members of the CIC community, Paul Atkinson, William Keith and Damian Brett. With two gold medals, one silver and four bronzes between them, our sportsmen not only brought home a stack of medals, but great memories that will stay with them for a lifetime...



## Bowled Over!

**Paul Atkinson, Catering Assistant at CIC Gardner House, Hartlepool**

**Sport: Ten-Pin Bowling**

**Representing: Northern Region Team**

"It was really nerve-racking taking part in the Special Olympics. There were loads of people taking part and I was up against some strong competition. I've been bowling since I was a young lad, but I made sure I put in lots of practice before the big event. It really paid off because I got quite a few strikes and even managed to knock down some tricky pins. In the end, I left the tournament with two bronze medals and one silver medal and I couldn't be prouder. I'm just looking forward to the next event in London in four years time!"



## Equest for Success

**William Keith: Fraserburgh, Aberdeenshire**

**Sport: Equestrian and Horse Management**

**Representing: Grampian Region**

"I've been training hard for the Special Olympics as you will remember from when I was on the cover of the Spring edition of **You First**.

Everyone at my service helped me prepare for the event, with my support worker Lorna even organising the loan of a horse called 'Jess' to me so I could get extra practice in. The journey from Aberdeenshire



to Leicester took all day, and I was excited all the way. I went with my support workers Brenda and Lorna, it was great knowing they were there to cheer me on.

The opening ceremony was amazing, we were treated like celebrities! I loved being in the Olympic village and meeting all the other people taking part.

The actual events were tough. I couldn't take Milo, the horse I usually ride, as the journey was too far for him, so I had a horse provided for me at the event. Unfortunately, he was much too big, a giant 17.2 hands! This made things difficult so I was really happy to finish 4th and 5th in the Equestrian event.

Things were better at the Horse Management event, where I scooped the gold medal. All of my practice had clearly paid off!

## Floating to victory

**Damian Brett: CIC Floating Support, Leicester**

**Sport: Swimming**

**Representing: East Midlands**

"At the beginning of March, I increased the amount of support I received from CIC to begin my intensive training regime. Every Friday I would go to the gym and I also upped my swimming training, attending classes every Wednesday. I take part in lots swimming events throughout year but I wanted to be in peak condition for the big event in July as I knew the competition would be tough.

During the Special Olympics, I stayed at the Athletes Village – it was great fun making friends with the other athletes.

I'm normally a very laid back person, but I was totally focused when it came to competing. I was delighted to win a gold medal in the 50m butterfly and collect two bronze medals in the 25m butterfly and the 50m freestyle relay. I came 5th in the backstroke which I am really delighted about, as it is my toughest event.

All of my family, friends and the team at Floating Support are proud of me. It was worth all of the hard work."







# 2009 National Conference

## The Speakers

Susan Inker

Belinda Schwehr

David Sheard

Christine Brown Wilson

Ronnie Murrell MBE

**On the 1st of December 2009, CIC staff and other professionals from across the social and health care sector, will gather together at Liverpool's prestigious St Georges Hall for our first national conference.**

**Our conference will focus on relationship centered care, providing opportunities to explore innovations in support, the personalisation agenda and dignity in care.**

As a diverse social and health care provider, we are well placed to reflect the key issues and themes of our sector. Together with an expert panel of speakers, we aim to equip all our delegates with the essential knowledge and confidence to deliver relationship centered care.

The morning session will enable 200 CIC delegates to contribute to our strategy on delivering high standards of service user satisfaction. The afternoon session will allow external delegates to join us and get involved in a choice of sessions and seminars from our key speakers, covering subjects such as Personalisation, the Mental Capacity Act, Dementia Care and Addictions and Homelessness provision.

By attending the conference you will be able to familiarise yourself with the latest in good practice standards to help you provide the most suitable care to the people you support.

# Putting Individuals First

We want to celebrate the achievements of our staff and the people we support with a glittering awards ceremony. Share with us your sparkling successes by nominating now!

## The Categories

**Better Together Awards** – These awards will be made to teams from each of the service providing groups: Independent Living, Senior Care, Addictions and Homelessness Services, who best demonstrate how they have pulled together and delivered an exceptional service.

**Personal Achievement Awards** – These awards will be made to individual service users from the four CIC groups who have reached/surpassed their goals/expectations.

**Customer Service Award** – This award is for colleagues working in support service roles across CIC who demonstrate an exceptional customer relations approach.

**Bright Spark Award** – This award is for an individual or team who followed through an innovative idea (be it technique, approach, method of working or tool) which has tackled a problem or issue to improve the lives of services users or improved a particular service.

**CIC Champion Awards** – These awards will be made to individuals from the four groups who demonstrate excellent care and support skills and have gone above and beyond what was required of them.

**Manager of the Year** – This award will be made to the manager who embodies the CIC approach to service delivery, has motivated and inspired staff and has fully promoted our objectives.

**Hospitality Award** – This award will be made to the individual who delivers their service (such as catering, maintenance, support services etc) efficiently, courteously and to the highest standard.

### **Deadline**

The closing date is 16th October.

# 2009 Awards



## How to enter

- Choose the category or categories you want to nominate or enter. If you are entering more than one category you must complete a separate form for each.
- Read the criteria carefully. Paying attention to the entry guidelines (page 14), type your account onto the electronic form on the CIC intranet or use the adjacent entry form.
- Additional supporting materials (eg photographs, testimonials etc.) may be supplied but are not essential and may not be taken into consideration if judges deem them unsuitable.
- Please make sure that the name of the nominee/entrant and the award category is included on all separate pieces of information.

**Closing date for entries**  
**16th October 2009**

## Rules for entry

- The awards are open to all staff working for CIC.
- Entries will be treated in the strictest confidence.
- Use one entry form per entry.
- The completed entry form must be signed by the person submitting the entry.
- Entries will be judged by a panel of impartial judges made up from our Trustees.
- The judging will take place during October 2009. The finalists will be contacted by our marketing department to arrange for a 30 second film to be made of the shortlisted candidates.

# Entry Form

## Entry Categories (please tick one)

- Better Together Awards
- Bright Spark Awards
- Personal Achievement Awards
- Customer Service Award
- CIC Champion Awards
- Manager of the Year
- Hospitality Award

Name of nominee/entrant .....

Service address .....

.....

.....

Email .....

Name of person making nomination .....

.....

Signature .....

Date .....

## Please ensure you enclose the following with this signed and dated entry form:

- A typewritten account of up to 500 words why you, or your nominee, should win the award (see guidelines).
- Additional supporting materials (welcome but not essential).

Please post the entry to:  
CIC Putting Individuals First Awards,  
Old Market Court,  
Miners Way,  
Widnes,  
WA7 8SP.

# Entry Guidelines

## Better Together Awards

- Tell us about your team and the people you support.
- How has your great teamwork helped improve or enhance the lives of the people you support?
- Tell us about the achievement/s you and your service user/s have made this year as a result of your exceptional teamwork.
- How did your team work together to achieve these exceptional results?

## Personal Achievement Award

- Tell us about yourself or the individual you are nominating for this award, and the type of support you/they receive from CIC.
- What is it you/they have achieved?
- How did you/they achieve it and what did this involve?
- How have you/the person you are nominating felt since making the achievement?

## The Conference

### Meet our Speakers...

CIC is delighted to have the following speakers appearing at our conference.

**Susan Inker** is a freelance legal and training consultant. She has developed and delivered training in various specialist areas including: the legal framework surrounding vulnerable children and adults, mental capacity to private, public and voluntary sector organisations, and domestic violence law.

**Belinda Schwehr** is a qualified barrister, who has lectured and published in the university sector and worked as a specialist solicitor-advocate. She now runs the website [www.careandhealthlaw.com](http://www.careandhealthlaw.com). Her main interests are the adult services legal framework and mental capacity law. She trains in over 50 councils and advises across all sectors in the field. Belinda is currently helping ADASS on advising authorities how to implement personalisation as lawfully as possible, and the Law Commission with its review of social care law.

Susan and Belinda will be discussing current legal issues in the care sector.

## Customer Service Award

- Who is the person you are nominating for this award and what is their role within CIC?
- Why did you need the support of this person?
- How did they provide exceptional customer service to help you with your requirements?

## Bright Spark Award

- Who is the team or individual being nominated for this award?
- What was the problem or issue that required the innovative thinking?
- What was the innovation and how did they come up with it?
- How has the innovative approach produced positive results at your service and what are those results?

## CIC Champion

- Tell us who you are nominating for this award, what CIC service group they are from and who they support.
- Tell us in detail about your nominee, including their approach to work and the special qualities they bring to their role/service.
- Give us one specific example of their work, which demonstrates why this person should be recognised as a CIC Champion.

## Manager of the Year

This award is for a manager who has led by example, enthusing, supporting and encouraging their team, to achieve excellent results.

- Who is the manager you are nominating for this award and what team/service do they manage?
- What are the qualities that make this person such a great manager?
- Tell us about how they have supported you/your team to achieve success this year.

## Hospitality Award

- Who is the person you are nominating for this award?
- What qualities does this person have which makes them a CIC hospitality champion?
- Give us an example of how they have provided dedicated/excellent service to support you/your service this year.

**David Sheard** is Director of Dementia Care Matters, an independent team specialising in working with organisations and their staff in developing Dementia Care Services and Mental Health Services for older people. David works provides training consultancy to the Alzheimer's Society and has authored/edited numerous acclaimed publications for the Alzheimer's Society. David will be discussing dementia care.

**Christine Brown Wilson** is a Lead University Link Lecturer at the University of Manchester. Until recently, Christine continued her work in care homes as both a manager and staff nurse, alongside her academic career. Christine is also a founder member of the National Care Homes Research and Development (NCHR&D) Forum. The NCHR&D is an academic forum that provides support to researchers involved in care homes, seeking to influence both policy and practice through research. This has led on to working closely with My Home Life, for which Christine was an academic lead in two themes: creating community and shared decision making.

Christine will be discussing relationship centered care.

**Ronnie Murrell MBE** is the clinical lead for Sefton PCT Drug Action Team. He was awarded the MBE in 2007's Queen's Birthday Honours List. This reflects Ronnie's impressive achievements in developing accessible services for disadvantaged groups, and particularly for those in the criminal justice system.

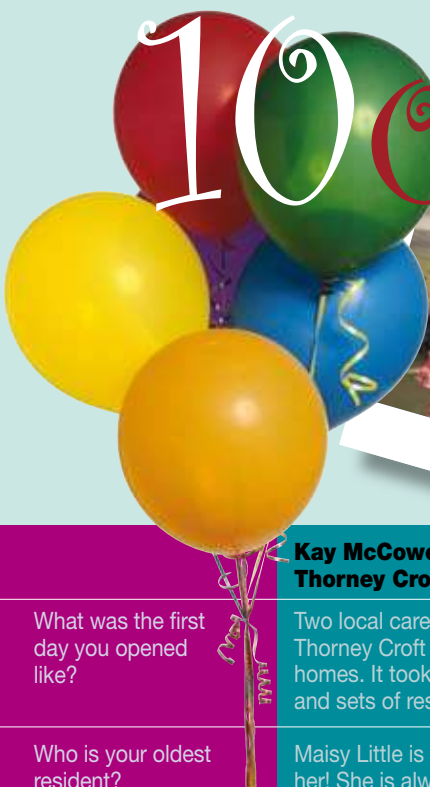
Ronnie will be discussing personalisation and individualised budgets in the new drugs strategy.



# 10 out of 10

This summer, two of CIC's Senior Care homes, Thorney Croft and Charnwood Lodge, celebrated their first decade. **You First**

wanted to share in their celebration, asking them ten questions for their tenth birthday. We find out how life has changed since the homes opened in 1999 and their plans for the future...



## Kay McCowen – Home Manager, Thorney Croft

## Shirley McTier – Home Manager, Charnwood Lodge

What was the first day you opened like?	Two local care homes were closing, so CIC opened Thorney Croft to provide care to residents from both homes. It took a lot of planning, integrating two staff teams and sets of residents together, but we opened on time!
Who is your oldest resident?	Maisy Little is 96, but you would never guess by looking at her! She is always up and about, dressed to perfection with her lovely hair and pearls.
Who is your longest serving member of staff?	I think I may be! I've worked in the care sector for 24 years and spent eleven happy years with CIC, ten in this care home.
What has been the most memorable moment in the last ten years?	Five years ago, the granddaughter of one of our residents got married here! What a day! All of our residents attended and were dressed in their finest for the big day.
What has been your best daytrip?	We have had so many! A particularly memorable trip was when we went to a garden festival in Glasgow a few years ago. We hired a bus to take 40 of our residents and their families and had such a great time
What is your most popular entertainment?	The local community are so supportive and always offer their talents. Jim Pratt and Jennifer Sproul are two of the favourite acts for our home, they perform the classics and always get the crowd singing.
What is the most popular activity at your home?	Our Day Care service always has some great activities on. This week residents are enjoying a 'boating weekend', a week of nautical themed activities. The staff have all dressed up - I even saw Captain Jack Sparrow before!
What has been the biggest change at your home over the past 10 years?	We are always looking to make our home even better. We have just had our garden landscaped. The residents and their families have all really enjoyed sitting out in it during the summer.
How did your service celebrate it's big day?	We held a huge party with over 300 people attending. We had a giant marquee, entertainers throughout the day and some beautiful food. The whole community helped out, we were the talk of Stranraer for weeks!
What are the hopes for the home for the next ten years?	We have a great reputation and really want to keep up all of the good work. With our dedicated team and support from families and friends, we look forward to a bright future with many more reasons to celebrate!

There was a real atmosphere of anticipation and excitement. Everyone joined together to make it a day to remember.
At 103, Maggie Clarke is our oldest resident. She has lived an amazing life. She travelled to New York in 1929 aged 24, to be a housekeeper for the aunt of President Roosevelt. Maggie has a loving family, who visit every day.
We have quite a few members of staff who have been here since we opened! I don't think they will want me to embarrass them by naming them though!
On the 250th anniversary of Robert Burns' death, we threw a Robert Burns night, with delicious food and pipers - that's one night we'll never forget.
We have had so many fantastic days out. Our residents just love getting out and about! A particularly memorable day out was when we visited the Royal Yacht Britannia.
We have lots of entertainment on here, a man called Jock Robson comes and sings to the residents, there is lots of singing and dancing! The residents here love the old Scottish classics.
We have our own cinema here at Charnwood and our residents love to relax watching a classic film on the big screen.
Staff and relatives of our service users built a lovely sensory garden. It has been so beneficial to our residents with dementia.
We threw a spectacular anniversary party. It turned out to be one of our most memorable nights and christened our first 10 years brilliantly.
We are really ambitious and always have big ideas. But more than anything, we just want to maintain and improve our excellent standards of care.



# From the Home Fro

## Memories of World

September 2009 marks 70 years since the outbreak of World War II. The individuals who lived during this dark period of history were witnesses to a time that none of us should ever forget, when ordinary people were called upon to make extraordinary sacrifices to guarantee the freedom that we now take for granted.

In tribute, You First asked residents in CIC's Senior Care services to share their memories of wartime life. From dodging bullets to rationing food, the stories of individual bravery and camaraderie make inspiring and humbling reading.

### An American Tale

Florence Wickham -  
Carlingwark House

"Rations were tight and you had to make them last. I had a boyfriend who was an American pilot. One time he was going back to the USA to collect a plane. He told me to stand in the field, as he flew over he dropped

me a parcel of butter and sugar... the only problem was the sugar burst all over the field! Still, I collected it up, no waste at all."



### Near Death Experiences

Louise Brown – Thorney Croft

"I remember travelling from Swindon to Cardiff by train when I heard aeroplanes above. Suddenly the train was being bombed.

Incendiaries were dropping through the roof of the train and landing on the floor. There were a lot of soldiers on the train and they began kicking the bombs out of the doors. It was very frightening.

After my wedding my husband and I were staying at a hotel. While walking home we passed through a sheep field. Suddenly an air raid started. My husband pushed me to the ground, putting his tin helmet over my face and laying across me to protect me.

A German plane started machine gunning the field. The bullets were spitting all around us. When it finished I stood up and found that most of the sheep were dead."



### Going to War

Quintin Lawson - Carlingwark House

Quintin joined the R.A.F. in 1940 during World War II as a young 18 year old volunteer from Enniskillen County, Fermanagh, Northern Ireland.

Quintin was drafted to Rhodesia, where he completed his training and became 'Flight Lieutenant Pilot Lawson'. "I was posted to the far-east of Burma where I was living most of the time in canvas tents or other forms of makeshift shelters. I flew an American P47 Thunderbolt plane single-handedly. The runway that the planes took off from was made of dried out flattened paddy fields.

Food and ammunitions were always short and we had to rely on the Americans getting through with supplies. The Burmese people were kind, friendly and helpful and would offer to repair items of clothing for a small fee.

I enjoyed my time serving in the R.A.F, but when I was demobilised in May 1946 I was looking forward to returning home as I hadn't seen my family in four long years."



### A Wartime Childhood

Mary Smith - Thorney Croft

"We had to carry a gas mask to school, as did all children. There were no uniforms as times were hard, you simply had to wear whatever you had. We didn't have school dinners but some kind ladies ran a soup kitchen or you took a sandwich, usually of dripping or jam."



### Loss

Duncan McPherson - Thorney Croft

"I was seven when the war started. One night the air raid siren sounded and my family and I rushed to the bomb shelter behind the flat where we lived. When the bombing stopped, we discovered a bomb had gone through the roof of our home from top to bottom. There was a massive hole in the floor so big you could see flat below. It was a complete mess."



# nt to the Front Line

War II, 70 years on.

## Evacuation

Jean Cornforth – Amberleigh House

"My school was badly damaged by fire from incendiary bombs, so teachers would come around to our houses to give us lessons and work to get on with until the next visit. The bombing of Liverpool became even more intense and as it wasn't safe for us to remain in the city, it was decided that the children would be evacuated.



We had to move away without Mum. I remember my brother Eddie and I were sent away, with our gas masks in little boxes and just a small parcel of clothes. We went by train to a small village in Wales called Bathesda, of course we didn't know how long we were going away..."



## Lasting Friendships

Kath Kerr - Carlingwark House

"I joined the Wrens (Women's Royal Navy Service) when I was 17 years old. The minimum age was 18, but I altered my birth date by a year in order to qualify.

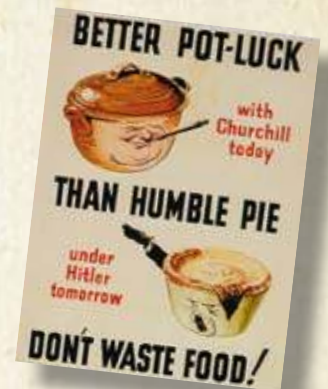
I made friends with a girl called Jean Sloan at the Wrens. One night after everyone had gone to bed, Jean and I both snuck out to a dance and had a great time. However, on our return we were caught sneaking back in and both got into trouble.

All these years later, Jean and I have been reunited as we both live at Carlingwark House. However, our days of sneaking out to dances are behind us now!"

## Rationing

Mary Greenwood – Carlingwark House

"Most people had a plot in their garden so they could grow their own vegetables, this helped to further rations. Meat was limited and you had to queue at most shops to get anything, by the time you got to the front of the queue there might be nothing left!"



## Air Raids

James McCrossan – Merse House

"I served in the 242 Royal Marine Signal Squadron for 9 years as a cable jointer. I can still remember what life was like for my family when I would visit them on leave..."

Everyone had to put up thick blackout curtains so that the German bombers could not see our houses from the sky. When a bombing raid was about to happen, the sirens would go off and you would have to run to the nearest shelter. Some people had a shelter in the garden, called an 'Anderson Shelter'. They were built into the ground and they were damp and smelled of earth. You had to remain in the shelter until the all clear sounded."

## Kindness

Franz Munchow – Carlingwark House

"I came to Britain as a Prisoner of War from Germany. I worked on farms with other P.O.W's. We ate whatever the farmer's would give us. There was one farmer who always gave me a sandwich and also put one in my pocket for later. It is these kindnesses that stay with you."



George Allen (right), from Merse House.  
RASC Eight Army 1940 - 1945.



# Day in the Life of...

*Caroline Broughall is Project Manager of CIC's Liverpool Addictions service. The service she manages supports over 1,000 people a year to overcome their addictions. Here she gives us an insight into her busy day...*



Caroline Broughall (right) with case workers Rachael Moran and Theo Clewes.

**8.30am** I leave my house for the local station and get the train in to Liverpool Lime Street. I walk to our office in Mount Pleasant, Liverpool. We are planning to move to a new state of the art office at a different area of Liverpool city centre soon, I'm looking forward to working in our nice new surroundings (and it's not on a hill!)

**9.00am** First thing I do is log on to my laptop and let it warm up while I make a cup of tea and catch up with the team. We go through our schedules for the day, discussing the appointments and treatments that are planned and updating case notes. We currently support over 300 people in the city centre area and we also provide outreach services.

**9.15** I check the treatment rooms and make sure everything is clean and tidy for the first service users of the day. I also check the diary to see how many service users are booked in so I can judge how busy we are going to get. We provide a wide range of treatments and support including brief solution focused therapy, psycho-social intervention, cognitive behavioural therapy and black box – which is a non-invasive acupuncture for the treatment of cravings.

**9.30am** Working through my long list of emails, it always amazes me how many I get daily! As the service users start to arrive for their appointments, I try to make time to have a quick chat with them. Today, Colin has been telling us about a Roman coin he had found in the city centre. He's really excited about it and is going to take it down to the museum.

**11.30am** I have two staff supervisions booked today which will take a couple of hours. I enjoy the one-to-one sessions with our Case Workers as it's a good chance for me to catch up with them individually and make sure they are feeling ok about work. Today we go through the protocols I have put together regarding the lone worker policy and the measures we are taking to reduce risk and ensure we are all in agreement.

**1.30pm** Lunchtime! We stagger our breaks between us to ensure that someone is always here in case anyone drops in off the street looking for help.

**2pm** Attend a Treatment Working Group meeting in the city centre with managers of other services chaired by our commissioners to discuss client outcomes. It's an important opportunity to network and find out what's going on with other treatment providers.

**3.30pm** I have set myself a task of completing four client file audits this afternoon. The phone has barely stopped ringing as we are so busy at the moment, the days are just flying by. If I can get all four files done I'll be happy!

**4pm** I have just had chance to catch up with another one of our clients to ask if he would do a piece of artwork for our new office. He said yes!

**4.45pm** Just finished the last of the client file audits. The final job of the day is to do a walk round of the service and make sure everything is switched off in the rooms and they have all been left clean and tidy.

**5.00pm** The end of another busy day! I have a fantastic team who work well together and it's really rewarding to see the progress our service users make. I am running 6 miles home tonight so I need to log off and get my trainers on before I change my mind!



# Reviews

## 500 Days of Summer – Out Now

Reviewed by Rob Orme – CIC IT assistant.

"This is not a love story", announces the narrator at the start of 500 Days of Summer. The viewer is told to expect no happy ending, no lasting romance between our two main characters Tom and Summer. This is a romantic comedy with a difference...and one of the coolest films of the summer.

Tom, a frustrated architect who spends his days working as a greeting card designer, has always believed in 'the one'. The girl with whom he will find true love. He believes he has found this in Summer, the beautiful and free-spirited woman who has just joined his office, who even shares his love of The Smiths. Unfortunately for Tom, Summer doesn't believe in love, and whilst she is interested in him, she promises him nothing in terms of commitment.

The film seesaws through the 500 days of their 'relationship' (to Tom) or 'friendship' (to Summer) in no real order. A truly inventive movie, the film is never simply a straight comedy-drama and the viewer must expect the unexpected. For instance, in one split-screen scene we see two hopeful Tom's heading to a party held by Summer. On the left, Tom's 'expectations' and the right, the 'reality' – the difference between the reality and the fantasy slowly and sickeningly revealed.

Whilst '500 Days' promises no happy ending between Tom and Summer, it does offer plenty of laughs and is brimming with creativity. From subtle jokes to raucously funny lines, you are always entertained – even if you are wincing at the prospect of what might come next.

The anti rom-com, 500 Days of Summer is a realistic alternative to the Hollywood version of romance and a useful reminder that sometimes what you want, isn't what you need.



## Creamfields

Daresbury, Halton

Samantha Hilton

You First reader.

As a regular festival goer, fighting against sub-zero temperatures, mudslides and rain, to experience my favourite music acts live, is a usual occurrence to me. This year's battleground was the UK's number one dance festival: Creamfields.

Despite the British summer excelling itself with rain falling practically non-stop for 24 hours, it failed to dampen the atmosphere.

The line up included huge names such as Calvin Harris, Dizzee Rascal and Basement Jaxx. I went on the second day of the two day event with the hope of seeing 2-Many Djs, Deadmau and Annie Mac and fortunately, I got to see many more.

Starting off with a dance in the Radio One 'Annie Mac Presents' tent and then slowly drifting over to the main arena where Calvin Harris showcased his number one hits "I'm not alone" and "Ready for the weekend". He worked the crowd no end and set the benchmark high for the following performers.

However it was Deadmau who stole the night for me. With his gigantic LED mouse head mask and storming electro hits, he left the crowd in complete awe.

This festival was an all round great day out and living just a stones throw away, I will definitely be booking myself a ticket for next year.



## V Festival

Staffordshire

Angela Thomas, CIC's Internal Audit Manager, enjoyed an amazing backstage experience at V Festival...

My family and I were privileged to be invited to V Festival at Stafford this year, and what a fantastic time we had! The stately Weston Park is a perfect venue for a festival with its acres of greenery.

It's a well organised event with lots of food outlets, stalls and funfairs plus the main music event. There are four stages with music to suit all.

We managed to see and meet the likes of, Elbow, Biffy Clyro, Paolo Nutini, Snow Patrol, Daniel Merriweather, Athlete, Alesha Dixon, and not to mention the Proclaimers!

The highlight of my festival has to be the mass sing along with Snow Patrol's, 'Chasing Cars.' But if you asked my 3 year old, he was content to watch the Brazilian dancers in the marquees...like father like son! I would recommend the V Festival to anyone who loves music, I will definitely be returning in 2010.





**A hard hitting cinema campaign that challenges the preconceptions surrounding mental illness has been making international news.**

# The FX of schizoph



The video is filmed in the style of a horror movie trailer. Building a sense of tension and danger, the viewer is taken down a dark corridor. Screeching sounds add to a dark soundtrack whilst an ominous silhouette moves across a door at the end of the corridor. The words 'Schizo: He is amongst us' flicker across the screen as the camera speeds menacingly towards door. And then the door opens...  
....revealing a normal guy in a scene of cosy domestic normality. It is Stuart Baker Brown standing in his kitchen making a cup of tea. He greets the viewer, "Hi there. I'm sorry to disappoint you if you were expecting a lunatic with a knife on some sort of rampage. My name is Stuart and I was diagnosed with schizophrenia 12 years ago. People like me with a diagnosis of mental illness face stigma and discrimination every day. Luckily for me, I've had the support of friends and family to help me lead a full life."

The shock tactics of the campaign worked, with the video gaining coverage in international news and becoming a huge viral hit online. Stuart spoke with shock at the success of the campaign, "It has surpassed all expectations. It was headline news on the BBC, it's been covered on channels around the world. In fact last week it was even featured in an article in the LA Times."  
Initially nervous about taking part in the video, Stuart pushed on because he felt that he had a duty to front the campaign. "I had no idea how big it would be but I was excited about its potential. I think it is a necessity that the advert was made, a necessity that I played my part in the campaign. It had to be done, we need to change peoples attitudes."

Stuart hopes that the video encourages a more open debate and a public acceptance of mental illness.

"The more mental health issues are talked about, the more they become acceptable. The more people are open with mental illness the more people will understand."

"To most people the diagnosis of schizophrenia is attached to fear and violence. People fear it out of misunderstanding, and as people we tend to stay away from anything we don't understand."

Stuart knows this more than anyone, having seen the reaction to his diagnosis from those closest to him. "It drove my family completely away from me. I felt virtually alone trying to cope with things."

Stuart believes the tragic lack of support and understanding he received was due to a fear of his condition. "From my experience, it is the diagnosis that either blows families apart or brings them together. Having this diagnosis is too close to the bone with my family," says Stuart.

### Stuart's diagnosis

Few sufferers of schizophrenia can pinpoint the cause of their condition, but for Stuart his descent into the illness occurred against the dramatic backdrop of a political demonstration in cold war Russia.

"In 1991, I went to Moscow to march against communist hardliners who were rebelling against Gorbachiev", explains Stuart. However, on his return to London, Stuart found himself trailed by an individual who he believes worked for the KGB. "They were probably just wondering who I was, this foreigner involving himself in Russian politics, but to me it all built into vast paranoia and anxiety."

Under such stress, Stuart found himself unable to cope. "I didn't feel I could trust my family, my friends, I was scared to go to the police and say that I was being followed because I thought they were all linked into the secret services...it was a very confusing time."

"I experienced delusions, hallucinations. It has taken me many years to come to terms with and deal with the symptoms."

Isolated, Stuart felt lost with no one to turn to for support. "For some years, I felt no one wanted to come near me. Family and friends thought I was mad; it was hard to feel so lonely and alone. I needed to talk and express what was going on internally. Having no one to talk to exacerbated my illness. I had no outlet."

Stuart also felt failed by the medical establishment, believing that psychiatrists looked at him through the gaze of his illness, ignoring his





# renia



**time to change**  
let's end mental health discrimination  
[time-to-change.org.uk](http://time-to-change.org.uk)

**time to change**  
let's end mental health discrimination  
[time-to-change.org](http://time-to-change.org)

needs as person – his diagnosis becoming his identity. “They would just judge if you needed extra medication. It was hard not having someone close to me, professionally or personally, who I could express my feelings to. I needed someone to hug me, to reassure me I was just experiencing paranoia - symptoms of the illness, and that everything was going to be alright.”

Others recalling such a distressful period of their life would be overcome with emotion, the process of dredging up such uncomfortable memories too much to bear, but Stuart talks with assurance. A self-confidence that was pivotal to his recovery.

### Hope for the future

Mental health charity Rethink introduced Stuart to a buddy, a volunteer who would work to help Stuart gradually reintegrate himself into society after so many years of social isolation. “Paul Brown was very spiritual, a good man. I would see him a couple of times a week, often just going out for a coffee.”

Despite the ordinary nature of these meetings, they had an extraordinary effect on the course of Stuart’s life. “Paul reintroduced self-belief into me. He taught me that the schizophrenia was only part of me, whereas others had led me to believe it was the whole person. He saved my life in many ways. By both of us working together I started to get out there and change my life, find myself again.”

As a consequence of this new perspective on life, Stuart found himself coming to terms with his condition and determined to overcome it.

“I came to the acceptance of my illness, I started to understand myself and began to believe that I could recover”, explains Stuart. “I was surrounded by psychiatrists who said I couldn’t recover, this was it, but I found a determination within myself. I learnt about my illness, the symptoms, what triggered them and how to deal with them.”

Such were the strides that Stuart was making in overcoming his condition, that in 2002 he set about fulfilling a lifetime ambition of visiting Everest. Stuart secured a £7000 grant to fund his four-and-a-half week, 200 mile trek to Everest’s base camp with the aim of promoting ‘positive schizophrenia’. Stuart wanted to demonstrate to the world that people with his condition could excel, despite any perceptions to the contrary,



and to prove to himself that he had finally found stability in his life. “I had always wanted to go to the Himalayas”, explained Stuart. “Trekking to Everest base camp was very symbolic of my own journey and the other journeys people with schizophrenia go through.”

Empowered by his new sense of stability, Stuart felt that he could overcome any of life’s obstacles. “Dealing with schizophrenia will be the biggest hurdle I will have to deal with in life. Climbing in the Himalayas was not as hard as overcoming the schizophrenia. It has given me the power to feel like I can go on and achieve anything.”

Stuart’s climbing expeditions gained coverage in international press and amongst the mental health community, making him an icon of recovery to thousands across the globe.

### Recovery is possible

“When I was in the depths of my illness I was always looking for a positive role model, but there just wasn’t one. There was nobody you could look at and say ‘He has recovered from schizophrenia’”, says Stuart. Once he had regained control of his life, Stuart was determined to become that role model for others. “I was in a position to send a good message out. I believed that if I could lift myself out of it, others could too.”

Stuart’s efforts to publicise ‘positive schizophrenia’ with his various climbs certainly have had their desired effect. A look at his website reveals the hope he has given to others with postings that say, “*I’m glad that there’s somebody out there with schizophrenia who’s not willing to lay down to other peoples ill-informed perception of themselves*” and “*I cannot seem to find adequate words to describe how powerful a message you are sending to all who suffer from mental illness and to society*”, amongst the many messages left by visitors.

“It’s nice to know that I have inspired people with severe mental illness”, explains Stuart, “I give them hope that recovery is possible.”

Having seen the effect that his climbs had made, inspiring individuals and changing mindsets, Stuart leapt at the chance to front the campaigning video by *Time for Change*, a

campaigning charity funded by the National Lottery and Comic Relief to fight the stigma and discrimination individuals with mental health concerns face.

Having turned his own life around, Stuart’s message to individuals with mental health concerns is simple: “Be proud of who you are, recovery is very possible. Believe you can recover, accept your diagnosis and work to understand it.”

# CARE FOR YOUR COMMUNITY



At the same time as we learned the fantastic news that CIC has been short-listed in the corporate responsibility category of the National Business Awards, we also heard that we have reached our goal of achieving phase 3 of British Standard Accreditation BS5888 – the benchmark for environmentally responsible organisations.

CIC's Chief Executive, Phil Edgington, has personally driven our company commitment to Corporate Social Responsibility. He tells **You First** why charities can set the standards for responsible business.

"We believe in acting in a fair, ethical and responsible manner and consistently seek to not only realise what is expected of our organisation, but to set the benchmark for responsibility within our sector.

As an organisation we believe in CSR, it's simply part of our culture. Our charity is privileged to employ thousands of staff, at all levels, who care deeply for the people we support and their local communities. These staff and service users have set up countless projects that give something back to their community, from inclusive gardens for people with learning difficulties, to finding compassionate ways to overcome antisocial behaviour in the areas that they live.

Maybe unusually for an organisation our size, our overall corporate CSR strategy has very much been borne out of the great work we could see our staff and service users taking part in; it was clear to us that the CIC community wanted a CSR framework from which to work, and we wanted to support them in this goal. Yes, as a business, it is important for us to demonstrate our commitment to CSR, but even more important, is supporting our staff and service users to achieve real, genuine CSR accomplishments everyday.

We don't have a huge CSR budget, or flashy CSR campaigns; we don't even really shout too much about the successes we have achieved. But CSR really is at the heart of all that we do. From our directors to our

support staff and the people we support, the CIC community contributes to society in innumerable ways. Whilst some of these efforts may seemingly be 'small' they are never insignificant. They are always delivered with enthusiasm and good intentions, and to the best of our ability.

**"Our staff and service users achieve real, genuine CSR accomplishments everyday."**

## Strategic Objective

CIC's corporate responsibility strategy forms part of our organisation's six overall strategic objectives. These objectives inform and drive all of the work which CIC undertakes, as well as setting the standards for the kind of organisation we aim to be. Strategic objective 6 – our CSR objective - commits CIC to becoming more 'socially responsible in our impact on the environment and the communities where we have a presence'.

Our overall CSR policy is managed on a cascade basis, with each level of CIC's management taking responsibility for adopting the policy within their own role

and ensuring buy-in and commitment from their teams.

In terms of implementation, this happens on three levels: organisationally; at a Support Services level; and operationally, at a service delivery level.

## Organisationally:

We have a number of policies and procedures which implement CIC's commitment to CSR such as our CSR policy, our Environmental Policy and our ethical Purchasing Policy, and the whole organisation works to comply with these. Each division (Independent Living, Senior Care, Homelessness and Addictions) works to uphold its own CSR commitments as set out in its overall business plan, through implementing initiatives which reflect and uphold their respective CSR promises.

At Senior Management level we also have several groups directing the CSR agenda for the charity, including the Environmental Working Group, who are working to help us develop an organisational wide environmental management system and achieve British Standard accreditation (BS8555) for it.

We also have our Employee Forum which is made up of staff from all levels of the organisation, and from across all regions, acting as a vehicle through which staff can have their say about issues affecting them and suggest ways for CIC to become a more successful, responsible and





resourceful organisation. The Employee Forum demonstrates that CIC genuinely listens to and responds to the needs of its workforce, and it is often the breeding ground for many of our most successful and exciting CSR initiatives.

### Support Services:

CIC Support Service is our main office where all our different functions which support our operational teams are based (e.g. Finance, HR, Purchasing etc.).

Each of our Support Service functions implements our commitment to CSR through their own departmental objectives and initiatives, all of which are aimed at reflecting and supporting our overall organisational CSR strategy and policy.



Joe Moore from Vocational Support helps Support Services with their recycling.

So for example, our Purchasing Department write and implement an Ethical Purchasing Policy which sets out how our staff will carry out all purchasing, supplies and contract activities in a responsible way which supports our care and environmental aspirations; our Transport Department annually review our vehicle suppliers to ensure that we are using the cars which find the best balance between usability, cost and environmental awareness (i.e. lowest CO2 emissions); our Marketing & Communications department commits to producing environmentally sustainable publications and promotional items, as well as working with carbon neutral design agencies; our Training department has joined a Joint Training Partnership, where in conjunction with other members, they create specialist training courses which other social care organisations who don't have funding for training, can access, as well as parents and carers of those with social care needs; our Payroll department provide a subsidised payroll service to another local charity, whose funding would not cover provision of this service; and our HR department have organised

the provision of an Employee Assistance Programme – a dedicated and confidential 24-hour helpline to provide help and advice for employees on a wide range of personal and financial matters.

### Service Delivery:

CIC's whole ethos centres on the community. We are a charitable organisation whose maxim of 'putting individuals first' means social responsibility, inclusion and respect for our communities. So for us, it is at local, grass roots level where we really believe our CSR efforts come into their own. It is here that our focus is on so much more than just strategies and objectives. Rather, our CSR genuinely becomes part of our everyday culture, with staff and service users in our homes, projects and services across the country all working to develop and implement their own CSR projects and initiatives.

### British Standard Environmental Accreditation

Towards the end of 2008, it was becoming more and more apparent quite how many of our staff and service users were dedicating themselves to setting up green projects and initiatives, to help not only their own service but the wider community too: Alcohol Services opened their own allotments; Senior Care homes set up schemes to become more energy efficient; some of our Independent Living service users started up their own recycling projects; and some of our residents from Homelessness Relief services began to participate in community gardening initiatives.

So in September 2008 we realised we needed to acknowledge the successes of these individual projects, as well as consolidating their efforts and encouraging our whole charity to become more enthused about reducing our impact on the environment so our **Environmental Working Group** was formed, and our journey to set up our own **Environmental Management System** began. We're now at phase three of BS8555 and hope to roll this project out even further in the coming months.

I'm proud to be at the head of an organisation that makes a genuine commitment to CSR. I'm constantly amazed and inspired by all the good work our service users and staff carry out every day. The sum total of these many efforts is that we have done more than just 'our bit' but made a real difference.

### Spotlight on CSR projects Social Inclusion Gardening Network (S.I.G.N)

SIGN is the creation of Brenda Cawton, manager at The Whinnies - one of our services in Gateshead, which is home to three individuals with complex physical and learning difficulties.



Green fingers – The Whinnies

Back in April 2006, when one of the men she supports expressed an interest in gardening, Brenda set about transforming three large unused and run-down allotments at the back of their property into a space they could all enjoy. Three years on and the project has gone from strength to strength. Brenda, her staff team, and other volunteers and organisations from the local community, have raised over £25,000 to bring the allotments back to life.

Now, not only can the service users enjoy the allotments, but the space has been opened up to the whole community to enjoy.

### The Wolfcraig Project

CIC's Wolfcraig project is a training and education programme for people with mental health concerns based in Sterling, Scotland. The project has recently collaborated on a scheme with other mental health groups in the Sterling area, to design and build the 'Peace of Mind Garden' in a public park. This is designed to give any member of the public a tranquil space to sit and relax. The garden is maintained by service users, supported by staff from all of the partnership projects. Further funding has recently been received to extend the garden and plans are afoot to work with a local school to produce information boards for the area.

# Would you like to work with us...

## Careers

If you want to work for a leading not-for-profit service provider, whose innovative approach is based upon the needs and preferred lifestyle of the individual, then CIC may have the job for you. We employ people in a diverse range of careers:



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- Hotel services
- Management support



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**We employ over 3500 people, delivering care and support to over 4000 people in more than 300 settings nationwide.**

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