

Our social value

*Making a
difference*





Contents

Welcome to MCH	1
Our year – the difference we made	2
Our story	5
Our vision	5
Our values	5
Our impact	6
...on the people we care for	6
...on local people	6
...on our people	7
Our charity	8
Our environment	10
Our plans	11
...making a difference	12

Social value is a process whereby organisations meet their needs for goods, services, works and utilities in a way that achieves value for money on a whole life basis in terms of generating benefits to society and the economy, whilst minimising damage to the environment.

The Sustainable Procurement Task Force

Welcome

Welcome to our second social value report – our chance to tell you about the impact we have made on the people we care for, our staff and local people in the communities we serve.

Medway Community Healthcare (MCH) Community Interest Company is a thriving not for profit organisation delivering high quality health and social care in Medway and beyond.

We are different because social value is ingrained in our business culture. This supports us to be flexible in meeting the changing needs of the people we care for and to work together with our local community partners.

We are proud to be different; proud to be in the top ten social enterprises in the UK delivering health and social care and keen to continue to improve and grow.

With the challenging economic times that we live in it is more important than ever that we seek to deliver services that are not only high quality and good value but that we are able to show the added social value that we can deliver and the impact this has alongside our everyday responsibilities.

Martin Riley
Managing Director



The voluntary, community and social enterprise sector has a significant role to play in the delivery of health and social care, in assessing need, reaching out to vulnerable sectors of the community, as well as delivering services.

Social Enterprise UK

Social value asks the question: 'If £1 is spent on the delivery of goods, services and outcomes, can that same £1 also be used, at the same time, to produce a wider benefit to the community?'

NAVCA (National Association for Voluntary and Community Action)

Our year...

MCH continues to make a difference and to deliver added social value that has a positive impact on the people we care for and the communities they live in. In 2013-14, we have:



Introduced the new **MCH Academy** in partnership with **Canterbury Christ Church University**, which will provide a total of **£6,000 each year** in sponsorship for **two local students** from low income families along with internship opportunities for students currently studying for a **business degree**



Provided high quality care and **850,755 appointments** for the people we care for



Donated a further **£60,000** to **Medway Cares**, the MCH charity, which helps to support social value initiatives identified by our staff



Continued to **increase** our **spending** with **137 local businesses** by **18%** buying 59% of our goods and services locally



Extended our **partnership working** with local **schools, colleges** and the **Universities at Medway** – including providing **31** work experience placements and a number of collaborative **business projects** with degree and masters students



Increased the number of **patients** receiving **care** in their own **home** or **in the community**



Recruited 23 student health visitors and an additional **four new health visitors** to work with local parents and families



Extended the services we provide, including an enhanced phlebotomy service offering **early morning, evening and weekend appointments** giving greater flexibility and **meeting the needs** of our patients



Started a **pilot scheme** for the **green disposal** of IT equipment and worked with another **local social enterprise** to recycle monitors and keyboards



Consulted with the **MCH community forum** in the development and co-production of the **new MCH services App**



Established **Albion Care Alliance** community interest company, a **joint venture** with three other health social enterprises providing NHS services in London, Hull and Essex to **maximise** the social value we can provide together



Initiated a **pilot work experience scheme** for **five local students** with **learning disabilities**



Developed the provision of **personalised social care** for people with physical and learning disabilities and mental health needs at **our Zone**, which has continued to see a **growth** in the number of members



Seen an **increase** of **63%** in the number of **compliments** received



Provided **social care work experience** at **our Zone** for **30 students** from local special and mainstream schools and MidKent College



Provided **training** for **18 young people** through our apprenticeship scheme



Provided **jobs** for **346 new** members of **staff**



Opened a **new purpose built community physiotherapy centre**



Encouraged **our staff** in their **fundraising** efforts for many local and national charities, which has successfully raised **over £12,000** in the past year



Undertaken and been involved with a range of **research studies** working with a number of **universities** and **further education** centres



I am really enjoying my internship as part of the MCH Academy. I have gained practical project management experience and I know I have developed both personally and professionally.

Lucy Worth, MCH intern



Throughout my apprenticeship I learned a lot and gained vast knowledge, which I then successfully implemented into practise in my work place. This has been very beneficial and satisfying. As a result, I was successful in getting a permanent position within the team and able to progress further.

Amandeep Jassi - Apprentice



4 Social value report



Our story...

MCH is a £58 million not for profit community interest company that is co-owned by our staff. This year saw MCH listed as one of the top ten social enterprises in the UK for income by the SE100 index.

Our 1,340 staff provide over 40 NHS community services and personalised social care in and around Medway – ranging from community and district nursing and phlebotomy to specialist children's therapy and rehabilitation therapy teams, serving a population of around 280,000 people.

In 2013-14 we provided care in local settings such as healthy living centres, Children's Centres, our inpatient units – St Bartholomew's Hospital, Darland House and the Wisdom Hospice – and in people's homes.

As a co-owned organisation, our staff are involved in influencing our business plans for the future. This engagement enhances both the experience of our staff and the people they care for.

Our vision...

Our vision for all that we are now and all that we aim to be in the future is that we are:

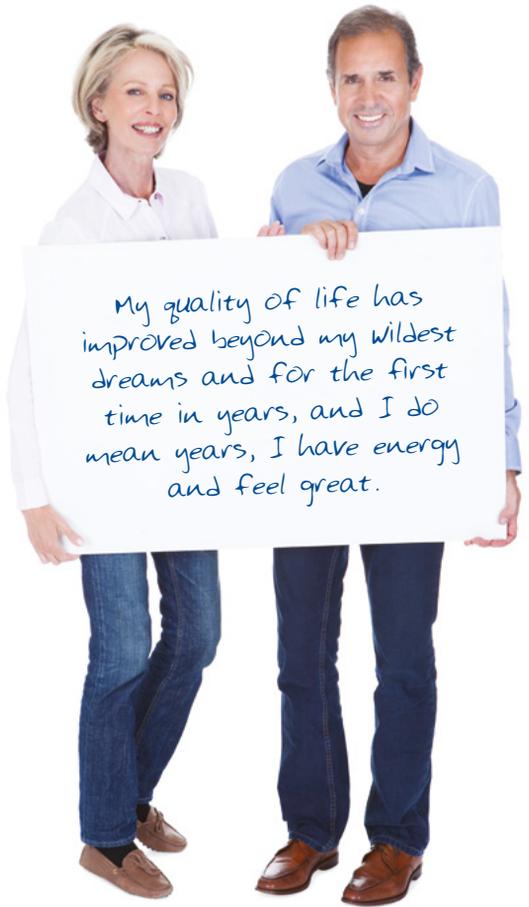
A successful, vibrant, community interest company that benefits the communities we serve.

Our values...

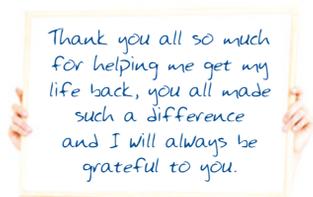
Our values, developed with our staff and the people we work with, define how we are different, support our vision and remain pivotal to our success:

- we are caring and compassionate
- we deliver quality and value
- we work in partnership

We continue to reinforce these through the recruitment of people who share our values and the on-going development of our staff.



My quality of life has improved beyond my wildest dreams and for the first time in years, and I do mean years, I have energy and feel great.



Thank you all so much for helping me get my life back, you all made such a difference and I will always be grateful to you.



Our impact...

...on the people we care for

By continuing to enhance the care we provide we are able to make a positive impact on the health and wellbeing of the people we care for. Just some of the ways we have done this are:

- ✔ Increasing the number of patients cared for at home or in the community by proactively avoiding unnecessary hospital admission and supporting early discharge for patients leaving hospital with our new integrated discharge team, increased out of hours care and weekend therapy services
- ✔ Provided a dedicated named nursing case manager for almost 200 patients living with a number of long term conditions such as respiratory illness, diabetes and heart failure
- ✔ Developed personalised social care plans for every our Zone member and provided a wide range of activities to meet their individual needs
- ✔ Worked in partnership with local charity Carers First to support carers of patients to help prevent the breakdown of carer and family support which may result in the patient needing to be admitted to hospital
- ✔ Provided patients with an individual my plan detailing their care
- ✔ Loaned 22,035 pieces of equipment to 7,000 local people, including 3,784 walking aids to help patients to retain their independence and reduce the risk of falls
- ✔ Establishing and providing tailored care for a patient with complex disabilities to enhance her wellbeing and to enable her to live independently

...on local people

Along with the difference we make to our patients we continue to work in partnership with charities and community groups working with local people to help them make a difference, including:

- ✔ Our Medway Cares charity making an impact with nearly £80,000 funding and sponsorship for projects to support the health and wellbeing of local people
- ✔ A 52% increase in members of our MCH community forum giving local people, patients and community groups a real chance to be part of helping us deliver social value
- ✔ Providing support from our directors in a series of work ready interviews for students at MidKent College
- ✔ The recruitment of an additional seven apprentices
- ✔ Offering local students MCH Academy sponsorship funding and the opportunity to complete a 12 month internship to support them as they complete a business degree at Canterbury Christ Church University
- ✔ Starting a community group for people who have experienced a stroke giving them time to relax and socialise with other people also recovering from a stroke

...on our people

Our success in providing high quality care depends on our people. Making MCH a great place to work is a priority – initiatives helping us achieve this goal are:

✓ Introducing the Living Wage to help support the quality of life for all our staff by giving people the opportunity to earn a wage that supports a basic standard of living

✓ The MCH workforce includes 1,298 local people living in Medway and Swale

✓ As a social enterprise, our staff can opt to become a co-owner and have a greater role in the decision making for our future. Our elected members' forum of co-owners, working in partnership with our Board, plays an active role in representing the views of our staff

✓ Our 280 volunteers who work alongside our teams in the community and at the Wisdom Hospice providing vital support to patients by helping us to deliver care and provide a positive experience for our patients, our staff and the volunteers themselves

✓ Last year, our popular Recognising Excellence annual staff awards, received 174 nominations from the people we care for and also from colleagues showing the significant difference our people make every day and acknowledging the value of the impact they have

✓ The investment of £251k last year in education and training for our staff, coupled with in-house learning and development and the protected time given to all our staff to ensure that the care we deliver is high quality and regularly updated



Adjectives used by patients in recent surveys of their experience of being cared for by MCH; the larger the words appear the more frequently they have been used.

Our charity...



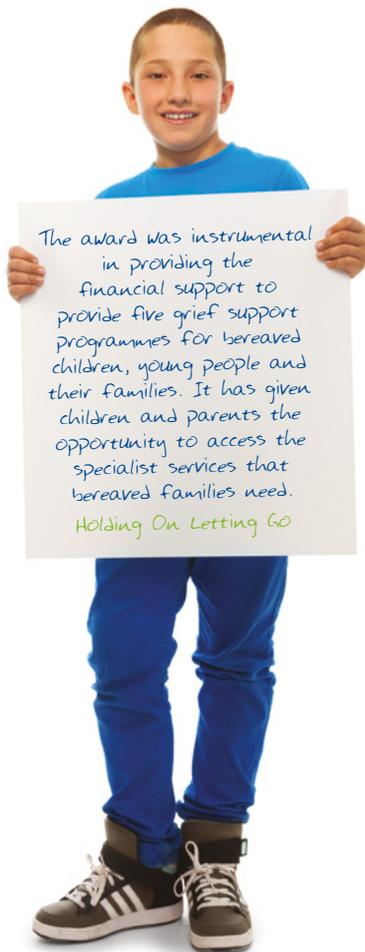
Medway Cares

We are proud of the positive outcomes that the Medway Cares Awards have had as a result of funding a wide range of projects in the local community; and the number of people this has helped as the projects complete their first year.

This impact includes:

- supporting over 260 local working parents and children with additional places in out of school schemes run by The Word on the Street and the All Saints Community Project
- giving 380 children at schools in Medway the chance to get fit and take part in introductory training sessions run by the Medway Dragons Rugby League Club
- helping isolated older people to have social time away from their homes and attend activities at the Age UK Day Centre in Medway
- providing befriending support from Hands and Gillingham Volunteer Centre to an additional 54 older and disabled people and people with mental health problems

Following the success of the awards, which involved our staff in choosing the projects we funded, we have now invited our staff to apply for funds for projects that continue to support the needs of local people. This year Medway Cares has given a total of nearly £80,000 to new projects (see page 9).



The award was instrumental in providing the financial support to provide five grief support programmes for bereaved children, young people and their families. It has given children and parents the opportunity to access the specialist services that bereaved families need.

Holding On Letting Go



Medway Cares... has enabled us to significantly improve our services and offer help to more people.

Hands & Gillingham Volunteer Centre

Our environment...

We take pride in respecting the environment and continue to seek ways to ensure we help reduce any impact on the world we live in. Some of the ways we do this are:

- ✓ Buying local helps us to contribute to a reduction in the mileage needed to deliver goods to our sites
- ✓ Using practical guidance from the Sustainable Development Unit, funded by NHS England and Public Health England, to ensure good practise
- ✓ The purchase of two replacement delivery vans with eco-packs including stop start technology which emit over 30% less CO₂ than their predecessors and are 30% more economical
- ✓ With the introduction of electronic filing – saving an estimated 10 – 15,000 sheets of paper last year
- ✓ Supporting recycling across the organisation and buying recycled wherever possible – from post-it notes to protective couch roll for use in our clinics
- ✓ Buying low carbon emission equipment wherever possible – such as carbon neutral printer/ photocopiers in our offices



Your support has made a huge impact on our ability to reach out to and help people in the local community who suffer with chronic pain, issues of loneliness or anxiety, and low self-esteem.

Community Exercise,
Gillingham



Thank you for being so caring, helpful and very professional.



Could better the nur
wer

Our plans...

Delivering social value and making a difference is embedded into our thinking, remains core to our business plans for the future and continues to support the impact we have already made.

Ideas being incorporated into our plans for the next year include:

 **Joining the MidKent College Advisory Committee to share expertise** and offer **business insight** to ensure their offer continues to lead to **successful** outcomes for **students**

 The start of term for our **sponsorship of local students** through the **MCH Academy**

 Implementing a **recycling initiative** for obsolete uniforms

 **Supporting** the BAE Systems Open Day with an **interactive health and wellbeing stand**

 Initiating a **new staff volunteering programme** to encourage and support our people to help community organisations working with local people

 **Develop community partnerships** with local voluntary services providers and user interest groups

 **Supporting our teams** to develop their own **social value** activities and **incorporate** them into their work

 **Working in partnership** with the **Prince's Trust** on their Get into Health programme for **unemployed young people** in Medway and Swale

 Working in **partnership** with MidKent College **media students** to **create a corporate video** as part of their coursework

 **Extending** our local **procurement** to include print and design services from the **Royal British Legion Industries (RBLI)**

 Continue to **develop** the **reach** of our **Medway Cares** charity

 **Involving** our **elected members' forum** in the planning and delivery of our **social value project**



not have had
care anywhere
ses and staff
re excellent



A big thank you for
all the support and
help you gave to
help me keep my
mum at home as
long as possible.



...making a difference

"You have helped me change my life and I feel so much better, thank you for your support and helping me to improve my life. I am in a much better place now, please thank the whole team."

"My thanks again for your support and encouragement with our bid - the letters, testimonials and emails pledging both support to us and our ability to deliver this contract, particularly those received during the process of completing the tender, were very much appreciated by the team."

Medway Voluntary Action (MVA)

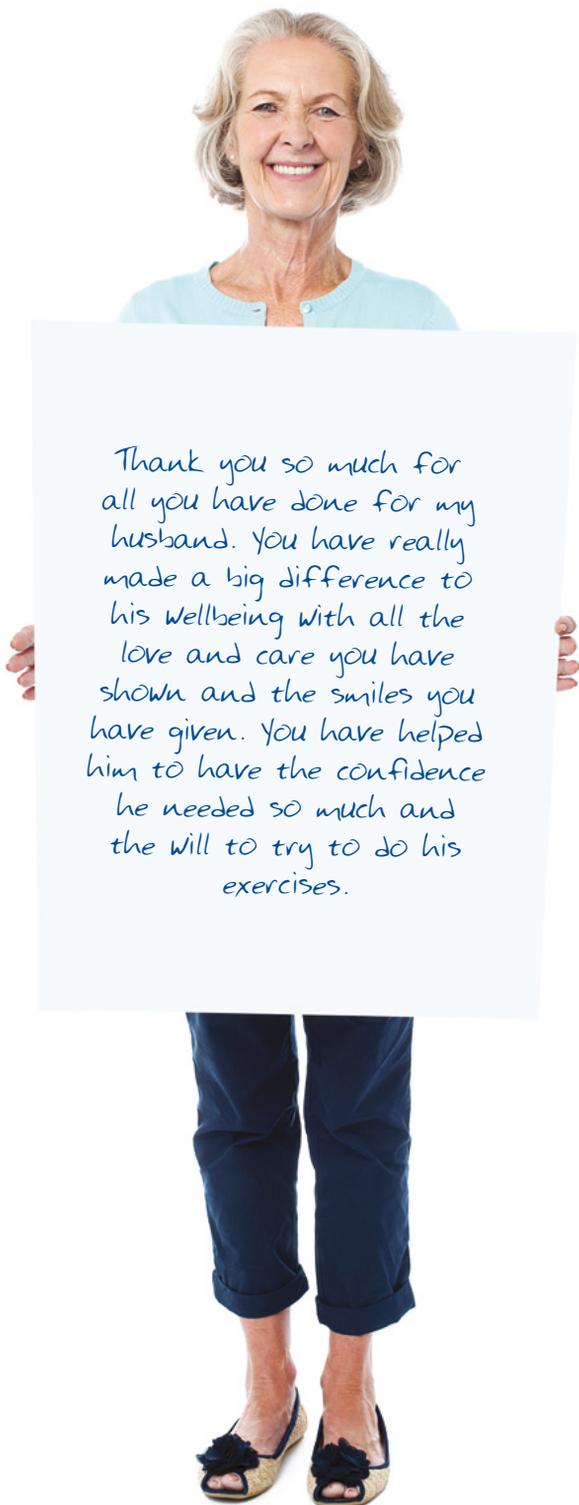
"I cannot praise your service enough. For me it really was a lifeline."

"Our funding from Medway Cares has made a significant difference in enabling our services to continue to bring about positive change for the community and engage with hard to reach youngsters and parents."

The Word on the Street

"Thank you for your kindness and honesty in helping me with my recovery."

"I would like to compliment all the members of staff who cared for my mother during her last remaining days with us. The care and attention given from the outset was nothing short of fantastic."



Thank you so much for all you have done for my husband. You have really made a big difference to his wellbeing with all the love and care you have shown and the smiles you have given. You have helped him to have the confidence he needed so much and the will to try to do his exercises.





...making a
difference



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