

Supporting you  
Supporting people

**CYMORTH  
CYMRU**

Cefnogi chi  
Cefnogi pobl

# ANNUAL 2012 REPORT 13

**Supporting You Supporting People**

[www.cymorthcymru.org.uk](http://www.cymorthcymru.org.uk)

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# Objectives

As the representative body for providers of housing related support, homelessness and supported living services in Wales,

## **Our vision is:**

*All people in Wales are able to build and maintain happy, successful lives that maximise their independence within welcoming and supportive communities.*

## **Our key aim as an organisation is:**

*To improve the lives of vulnerable people through working with members, policy makers, partner organisations and the public to provide an environment in which the quality of service delivery is maximised.*



# A New Cymorth Director

**In December 2012, after nearly nine years of service with Cymorth Cymru, we said goodbye to Director Joy Kent who moved on to take up the post of Chief Executive with Chwarae Teg.**

Joy was pivotal in the initial and ongoing development of the organisation and her commitment to Cymorth's mission and her support of its members was unwavering. We wish her all the best in her new role.

Chris Rutson of United Welsh stood in as Interim Director from January to July 2013, while the Board recruited a new permanent Director. Chris' hard work has been much appreciated by the Cymorth Board and Cymorth team, and she continues to support Cymorth Cymru in her resumed role as Board Member.

Auriol Miller joined Cymorth as the new Director in September 2013, after nearly 20 years in international aid and development. Most recently, she was a senior adviser with Oxfam, having previously been its Country Director in Russia working to support the development of a broad-based coalition of local NGOs across the Federation, focussed on addressing issues relating to poverty and inequality.

Auriol is looking forward to getting to know Cymorth's wide and varied membership in the coming months and is keen to listen to members' ideas on how best to support innovative, collaborative and responsive partnership working across the sector.



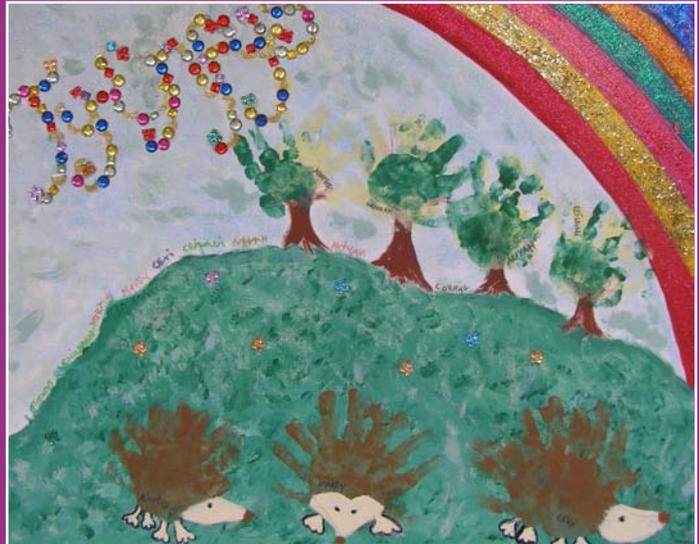
# What We Did This Year

Carrying on from last year's review of services, and in light of the financial challenges being faced by the sector and Cymorth, the Board have continued to support staff to deliver on three key aims:

- Ensuring that a high level service is delivered within budget
- Enhancing a platform from which Cymorth could increase and improve its support of members and the people using their services
- Developing our strategy for Cymorth's long term financial sustainability

**Our work falls into four broad areas:**

- Policy shaping and sharing of information
- Workforce and organisational development
- Awareness raising
- Supporting the development of the sector



# Policy & Information

**Contributing to policy development at the UK and Wales level and ensuring our members are fully engaged and informed are core activities for Cymorth. Much of our work in this area has potential benefits for the whole range of vulnerable people accessing our members' services.**

## **In 2012/13 this included:**

- Working with partner organisations to help our members understand the changes to the benefits system and to shape the thinking around changes to Housing Benefit for supported housing
- Working with partners in health and public health, particularly around launching and implementing the Health and Homelessness Standards
- Contributing to the development of the Renting Homes Bill to ensure that changes to legislation deliver for vulnerable people and providers of supported accommodation
- Contributing to the development of the Social Services & Wellbeing Bill to ensure that citizen centred services are fully incorporated
- Helping members engage with Welsh Government and UK Government initiatives around employment and training

**Implementing the recommendations made in the Aylward Review into housing-related support remained a key focus of our activity during 2012/13.**

## **Our activities in this area included:**

- Taking an active role on the Supporting People National Advisory Board (SPNAB) and the Steering Board
- Facilitating the election of and supporting the provider representatives that sit on each Regional Collaborative Committee (RCC)
- Embedding Regional Provider Forums in each region to enable provider representatives to consult with all providers in the region and feed in their views at RCC meetings
- Setting up a National Provider Representatives Forum where provider representatives can come together and share best practice from across the regions

# Policy & Information

The Welsh Government described the Supporting People Programme Grant (SPPG) as its 'flagship programme' and we see the way in which the new structure embodies co-production and co-design as something that could be rolled out in other policy areas across Wales.

In addition to our work assisting the Government to implement changes to the SPPG, we have also continued to represent, inform and support our members in relation to homelessness policy and legislation.

## This has involved:

- Engaging with the Government's Homelessness Strategy Working Group and the Welsh Government's Health of Vulnerable People Advisory Group
- Working with Welsh Government to inform the development of the Housing (Wales) Bill
- Participating in a project to help improve services for people with both drug and mental health problems
- Establishing and maintaining an online database of homelessness services for veterans
- Liaising with partner organisations across the UK and Europe to share good practice
- Continuing to facilitate and support Rough Sleepers Cymru



# Workforce and Organisational Development

The second core strand of Cymorth's work focuses on developing our members' organisational and staff capacity to deliver the best possible services to vulnerable people.

We meet this objective primarily through the:

- Training Programme
- Conference and Events Programme



# Training Programme

In 2012 we further developed the partnerships with our training providers and worked on quality assuring the courses on our new Training Framework.

With the new Training Framework firmly in place, we have been able to provide a professional and comprehensive foundation for all of our members' training needs. At the same time, it has enabled us to place ourselves in a strong position to tender for external contracts.

To further fulfil our aim of supporting and developing our members, we launched a Training Needs Analysis service through which we review an organisation's current training provision and identify the training needs of its staff.

## Delegate Feedback

**“Brilliant course, the handouts and templates were fantastic and will be invaluable.”**

**“The course was very useful. Good balance between slides, exercise and group discussion.”**

**“I thought the course was first class, thanks.”**



# Improved Systems

During the year we introduced a new Customer Relationship Management (CRM) system and e-marketing software packages, which have assisted us to greatly improve our marketing of training and events.

With these systems in place we can more easily and accurately:

- target our courses at relevant members
- track attendance and monitor members' engagement
- evaluate courses
- collate information for future reviews and continuous improvement of our services



# Strategic Briefings

Cymorth is committed to providing on-going flexible training solutions.

In the current financial climate, many organisations are looking at ways to reduce costs and do more for less.

In light of this, we increased the number of two hour Strategic Briefings and half day training sessions on offer.

These enable organisations to receive essential information whilst minimising the amount of time staff need to spend away from their day-to-day role.



# Conference and Events Programme

**The key event of the year is our national conference. For 2013 our theme was 'The Power of the Positive'.**

Delivered in partnership with Public Health Wales, and against a political backdrop of public spending cuts and welfare reform, the conference focused on what we as a sector CAN do to continue making a difference at a time when we're needed most. Speakers included Philippa Davies, author and business psychologist, and Sir Mansel Aylward from Public Health Wales. The newly appointed Health Minister, Mark Drakeford, also attended the event to launch the Real Tenancy Test which was jointly produced by Cymorth and Learning Disability Wales.

**In addition to the national conference, our range of one day events throughout the year provided:**

Opportunities for homelessness prevention staff and financial inclusion staff to work together to enhance joined up policy development and front line service delivery

Knowledge and understanding of the Mental Health (Wales) Measure 2010 and how it applies to the delivery of mental health services in Wales

Legislative updates on the Housing White Paper: Homes for Wales; the Social Services (Wales) Bill; and the proposed interim arrangements for the Supporting People Programme

Understanding of the likely impact of welfare reform on people and communities

Information on the various work programmes on offer with guidance on how to support people into work

The opportunity to explore the pressures and opportunities for third sector organisations delivering care services

The opportunity to explore collaboration, with practical examples of innovation and best practice.



# Awareness Raising

## Activities

**Our third core area of activity is raising awareness, with the public, partner sectors and policy makers, of the needs of vulnerable people and the kinds of services that are available to help.**

This facet of our work is vitally important as it is only with the support and understanding of the public, partner sectors and key policy makers that we can maximise the contribution our members make to helping vulnerable people live the lives they aspire to.

**Over recent years, two events have become central to our activities in this area:**

- Promoting Independence Awards (PIAs)
- Life Begins @ Home Week



As in previous years, we invited Assembly Members to visit projects and services, enabling us to raise awareness of the sector amongst a range of politicians.

We also maintained our interaction with other networks in Wales and beyond and continue to contribute to existing forums such as the Wales Alliance for Citizen Directed Support, The No Winterbourne in Wales Network and WCVA networks.

# Promoting Independence Awards (PIAs)

The PIAs celebrate the innovation and commitment demonstrated by the people and organisations helping vulnerable people in Wales to overcome their personal challenges and improve their quality of life. Developed in collaboration with Welsh local authorities, the PIAs are unusual amongst awards ceremonies in that, by using sponsorship to subsidise the event, we are able to offer tickets at a very low cost and as a result, many front line workers and people using services are able to attend.

The 2012 awards ceremony was a record year for us, with over 270 people attending. We also introduced two additional award categories, which meant that we were able to recognise even more of the excellent and innovative services provided by the sector.



# Life Begins @ Home Week

The main focus of our awareness raising week has become the Life Begins @ Home Art Exhibition where the public views and votes on art work submitted by people accessing our members' services.

The stories that accompany the art help to explain to the general public the kinds of challenges people face that can lead them to lose their homes or independence, and the information provided by member organisations helps to illustrate the services that are available to help.

The 2012 event was held at the Millennium Centre and coincided with the August Bank Holiday weekend, which enabled us to really maximise awareness of the issues.



# Supporting the

# Development of the Sector

Following a comprehensive review of our services in 2011/12, we created the role of Service Development Manager and launched a range of new and enhanced services as part of the Cymorth membership offer.

## These have included:

- Encouraging and supporting members to work collaboratively and in consortia
- Supporting members to develop social businesses
- Linking our members to opportunities created by the large scale privatisation of public services
- Supporting members to integrate into mainstream employment and training service delivery
- Exploring how social investment could be used in Wales as a way of funding services for vulnerable people

A significant area of work for Cymorth has involved exploring whether a representative body is required to support the development of the not for profit care sector in Wales. With support from Welsh Government and other stakeholders, we have now moved forward with plans to investigate how this might be done. This work has the potential to rebalance the care market in Wales, drive up the quality of services and offer lasting and sustainable solutions to unmet need across Wales.

# Financial Statements

The following figures are taken from the full audited financial statements of Cymorth (Cymru) for the year ended 31st March 2013, approved by the Trustees on 19 September 2013 and submitted to the Charity Commission and the Registrar of Companies. The auditors, Haines Watts Wales LLP, whose opinion was unmodified, have confirmed that this summary is consistent with the full report.

These summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the Charity.

For further information the full accounts, auditor's report on those accounts and the Trustees' annual report should be consulted; copies of these can be obtained from Cymorth (Cymru), Norbury House, Norbury Road, Fairwater, Cardiff, CF5 3AS.

*The financial statements were approved by the Trustees and signed on their behalf by Liz Slade (Chair)*

	2013	2012
<b>Fixed Assets</b>	<b>2,779</b>	<b>5,039</b>
Debtors being what the charity is owed from:		
Grant debtors and prepayments	59,018	80,669
Cash, being monies held at the bank and in hand	241,622	248,485
	303,419	334,193
Less: What the charity owes		
HM Revenue & Customs	(10,392)	(14,267)
Suppliers & other creditors	(39,192)	(33,034)
	(49,584)	(47,301)
<b>Leaving what the charity owns</b>	<b>253,835</b>	<b>286,892</b>

How this was created:	2013	2012
By restricted funds	1,108	12,153
By un-restricted funds:		
Designated funds	51,671	68,171
General funds	201,056	206,568
	253,835	286,892

Annual Operations: Where our money comes from:				
	Unrestricted Funds	Restricted Funds	2013 Total	2012 Total
Incoming resources from charitable activities	376,845	25,000	401,845	466,915
Investment income	656	-	656	553
Other incoming resources	545	-	545	4,699
	378,046	25,000	403,046	472,167
Less: Expenditure relating to the provision of charitable services	400,058	36,045	436,103	450,142
Net Incoming Resources	(22,012)	(11,045)	(33,057)	22,025
Total funds brought forward	274,739	12,153	286,892	264,867
<b>Total funds carried forward</b>	<b>252,727</b>	<b>1,108</b>	<b>253,835</b>	<b>286,892</b>

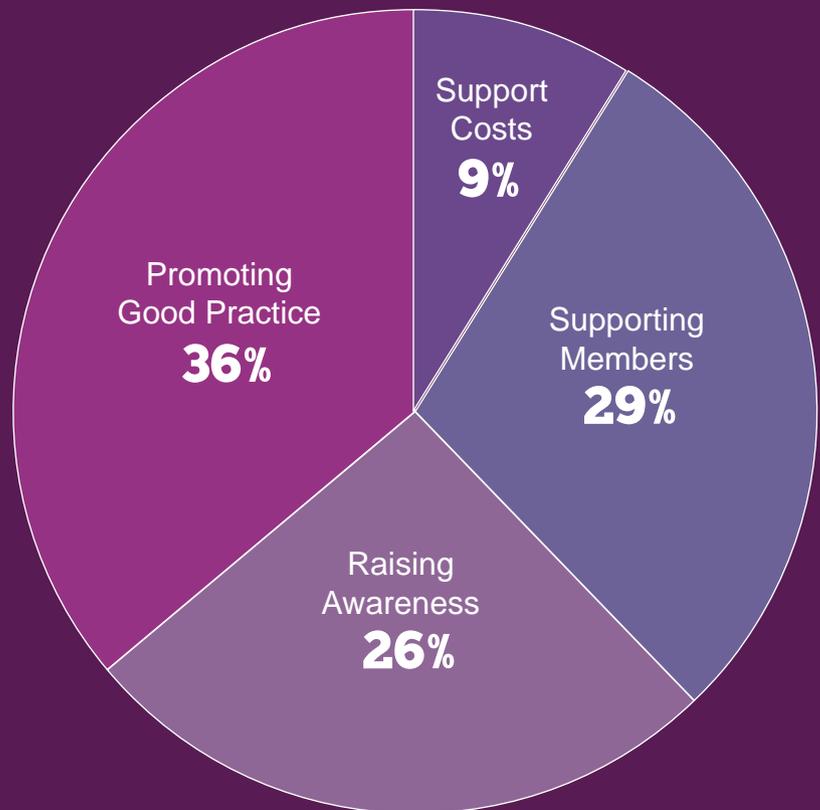
# How We Funded

## Our Activities

The overall net movement for the year amounted to a £33,057 deficit (2012: £22,025 surplus). This included a deficit on restricted funds of £11,045 which has been deducted from brought forward, leaving a balance of £1,108 being carried forward to meet future costs. This position reflects well given the challenging economic climate, and given the Board's decision to use the reserves to fund a new Media and Communications post, which is charged with supporting the generating of increased income in subsequent years.

The chart demonstrates the amount of funding spent on each of these areas. Support costs have been maintained steady, and while the proportion of our three main areas of work was generally maintained as a 30:30:30 split, marginally greater focus was given to promoting good practice across the sector in 2012-13.

### Cost Of Charitable Activities By Type



# Plans For The Coming Year

**Our key objective for the future is to make sure we continue to serve our members and the people using their services in the best way possible.**

Over the course of the coming year there are a number of issues that will affect how we support our members, including the current economic situation, public spending, welfare reform, and legislative and policy changes in housing, homelessness and social care.

**To meet these challenges we have identified the following priorities:**

## **Policy & Information**

- Ensure the Aylward review achieves the best outcomes possible for people who use housing related support services
- Support the development of homelessness policy and legislation that best meets the needs of homeless people.
- Work with Welsh Government and other partner bodies to mitigate the impact of welfare reform on vulnerable people
- Increase Cymorth's involvement in wider policy areas
- Further develop links with partner organisations from the UK and Europe in order to facilitate the sharing of good practice
- Promote citizen-centred approaches in the design and delivery of services
- Continue to support the delivery of quality services through a high quality, affordable and accessible conference and events programme which is focused on key current issues
- Support the sector to explore business growth options to promote their sustainability

## **Awareness Raising Work**

- Expand activities supporting vulnerable people to have a voice in civil society
- Build on activities to develop public awareness of the issues people face in maintaining a stable home, and the services available to help
- Continue to raise awareness amongst policy makers of the issues people face in maintaining a stable home, and the vital need for appropriate support services

## **Workforce and Organisational Development**

- Support the delivery of quality services through the ongoing development of a high quality, relevant and affordable training programme
- Promote collaboration and sharing of best practice, and ensure development opportunities are pertinent, current and citizen-centred

## **Supporting the Development of the Sector**

- Continue to support the development of the not for profit care sector
- Continue to support collaborative working and consortia approaches to delivering services
- Continue to support members to diversify income streams and grow their businesses

# Thank You

**We would particularly like to thank the following sponsors and partners for their support this year:**

Chartered Institute of Housing Cymru  
Clwyd Alyn HA  
Gofal  
Grŵp Gwalia  
Gwent Supporting People  
Hafan Cymru  
Linc Care  
Llamau  
Melin Homes  
North Wales Housing  
Practice Solutions  
The Wallich  
The WorX  
United Welsh  
Wales & West Housing

## **Additional thanks to:**

Cynon Valley Gallery & Museum  
Future Inns  
Radisson Blu Hotel  
Wales Millennium Centre