

Bromley

Well

BTSE

BROMLEY THIRD SECTOR ENTERPRISE



**Impact Report for
Bromley Well
Services 2023-2024**

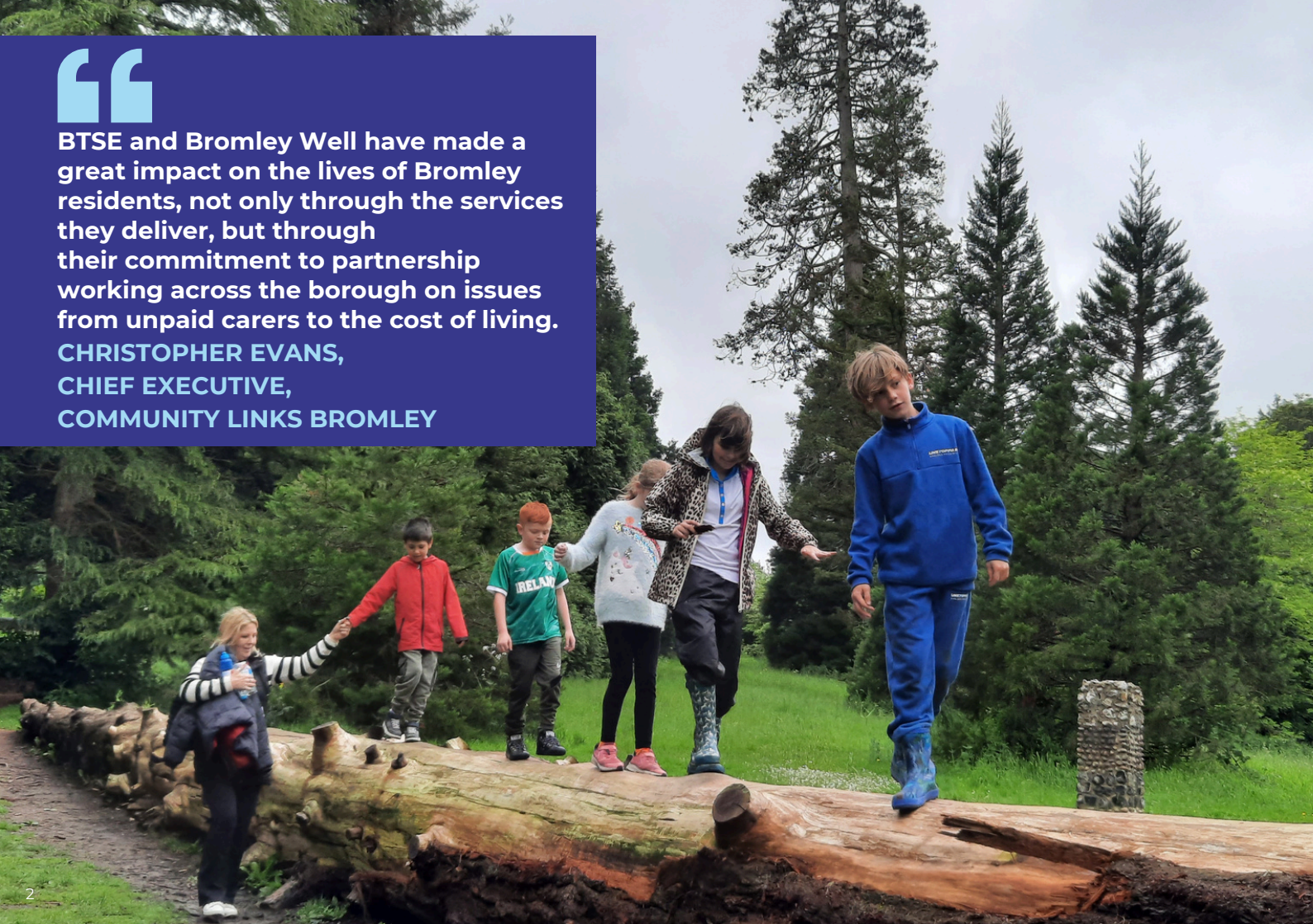
Bromley Third Sector Enterprise presents

IMPROVEMENT THROUGH INNOVATION



BTSE and Bromley Well have made a great impact on the lives of Bromley residents, not only through the services they deliver, but through their commitment to partnership working across the borough on issues from unpaid carers to the cost of living.

**CHRISTOPHER EVANS,
CHIEF EXECUTIVE,
COMMUNITY LINKS BROMLEY**





BTSE is a powerful partnership of organisations with a wealth of expertise and specialisms, enabling us to meet the range of needs that people may have in a coherent and joined up way.

**BEN TAYLOR,
CEO, SOUTH EAST
LONDON MIND**

*Front cover: Befriending group trip to London.
Inside front cover: Young carers trip at High Elms.*

CONTENTS

ABOUT BTSE AND BROMLEY WELL	5
INTRODUCTION FROM THE CHAIR & CEO	6
BROMLEY WELL IMPACT 2023-24	8
BROMLEY WELL IMPACT SINCE 2017	12
OUR VOLUNTEERS	14
HOW WE HELP PEOPLE	15
HOW WE WORK	15
OUR STRATEGY 2023-26	16
DELIVERING OUR STRATEGY	18
STRATEGIC PRIORITIES FOR 2024-25	21
OUR SERVICES IMPACT IN DETAIL FOR 2023-24	22
PARTNERSHIPS AND INFLUENCING	30
CAMPAIGNS	32
HOW WE ARE FUNDED	34
GOVERNANCE	35
STAFF AND TRUSTEES	35



The London Borough of Bromley has enjoyed another fruitful year working with Bromley Third Sector Enterprise. The added value of working in partnership cannot be measured but is hugely valued and makes a very real difference. This has been particularly evident in our joint work with the Social Care Institute for Excellence, looking at ways that the Council and its wider system partners can respond to increasing demand, without having to rely on attracting large numbers of additional staff, which we know would be challenging. We look forward to the relationship continuing.

KIM CAREY,
DIRECTOR OF ADULT SERVICES, LONDON
BOROUGH OF BROMLEY



BTSE CEO David Walker and Kim Carey, Director of Adult Services, London Borough of Bromley

Bromley Third Sector Enterprise (BTSE) works to improve the health and wellbeing of residents in the London Borough of Bromley and surrounding areas.

We manage **Bromley Well**, an early intervention contract funded by the London Borough of Bromley and the NHS South East London Integrated Care Board.

Bromley Well is a partnership between four large local charities, aimed at helping residents to improve their health, wellbeing and independence.

We provide a contact centre (single point of access), where people get in touch with us online or by phone for a referral to the relevant charity partner's service.



Incorporating Bromley Scope

60,771

Bromley adult residents supported since 2017

24%

of Bromley adult residents helped by Bromley Well

287

years' combined experience among our partner charities



INTRODUCTION FROM THE CHAIR & CHIEF EXECUTIVE OFFICER

Over the past year, we have embedded a range of **improvements and innovations** into the Bromley Well service, now in the second year of its renewed five-year contract.

Against this, we have seen increased challenges, particularly in our service and delivery capacity. Continued **cost of living challenges** post-Covid mean that client needs are often more complex. These challenges also affect our staff and volunteer recruitment and retention.

We have worked tirelessly across the service, and with our stakeholders and partners, to help mitigate these challenges. An award from the London Borough of Bromley Innovation Fund will allow us to train 80 staff and volunteers as **certified Mental Health First Aiders (MHFAiders®)**.

Working with London Borough of Bromley colleagues, we have supported over 500 successful applications to the **Household Support Fund**, who might not otherwise have applied.

A key priority has been improving our elderly and frail services to support more vulnerable people. Working with our funders, we have enhanced our hospital discharge service and reconfigured the **post-discharge settling service** (formerly known as the sitting service).

Engaging closely in the development of the Bromley Carers Strategy, we led on creating the **One Bromley Carers Charter**, launched during Carers Week in June 2024. This is now supported by an action plan comprising promotion, staff training, identification and information for carers.

In the last 12 months, we supported **over 10,000 residents** through our advice and support services and ensured that **£3.8m of benefits** were rightfully claimed.

We could not have achieved any of this without our Bromley Well staff, close partnerships, and over **200 volunteers**, to whom we are all very grateful.

We have created a **successful model for an effective one-stop wellbeing service**, which we believe will benefit other areas.



Colin Allies
Chair of Trustees



David Walker
CEO



Colin Allies
Chair of Trustees



David Walker
CEO

BROMLEY WELL IMPACT 2023-24

14,884
referrals

10,122

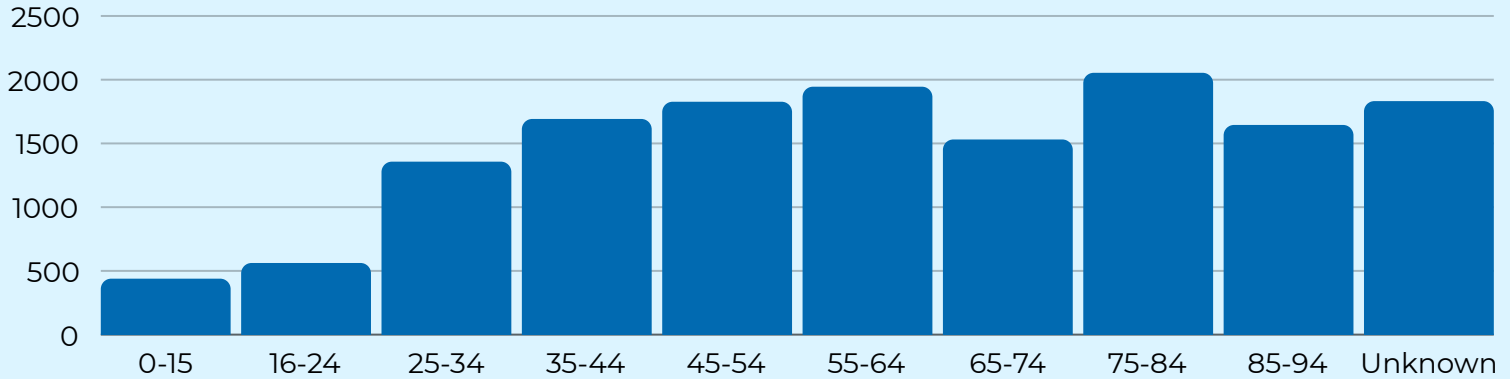
people supported, of which
87% (8,792) were new clients
(some people are referred to
us more than once).

**33% of clients referred to us
have at least one disability.**

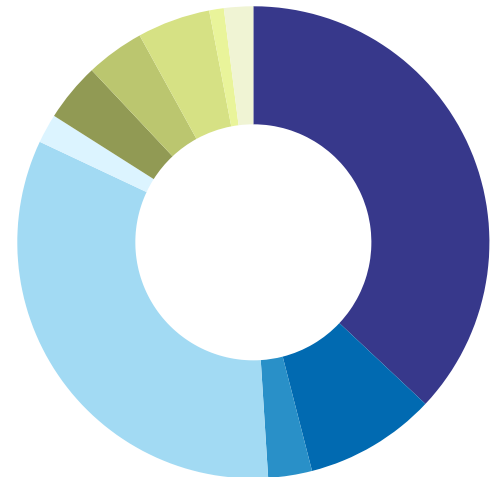
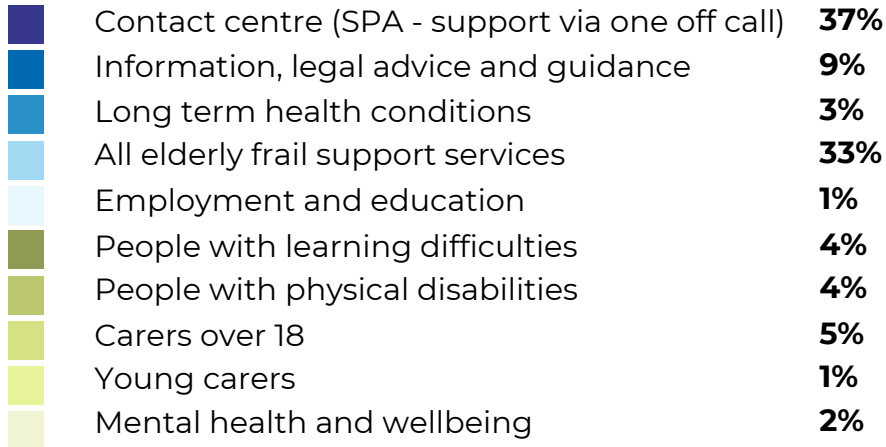
£3.8M

in benefits claimed, to which
residents were entitled but
had not otherwise been able
to access.

REFERRALS BY AGE GROUP



REFERRALS BY SERVICE

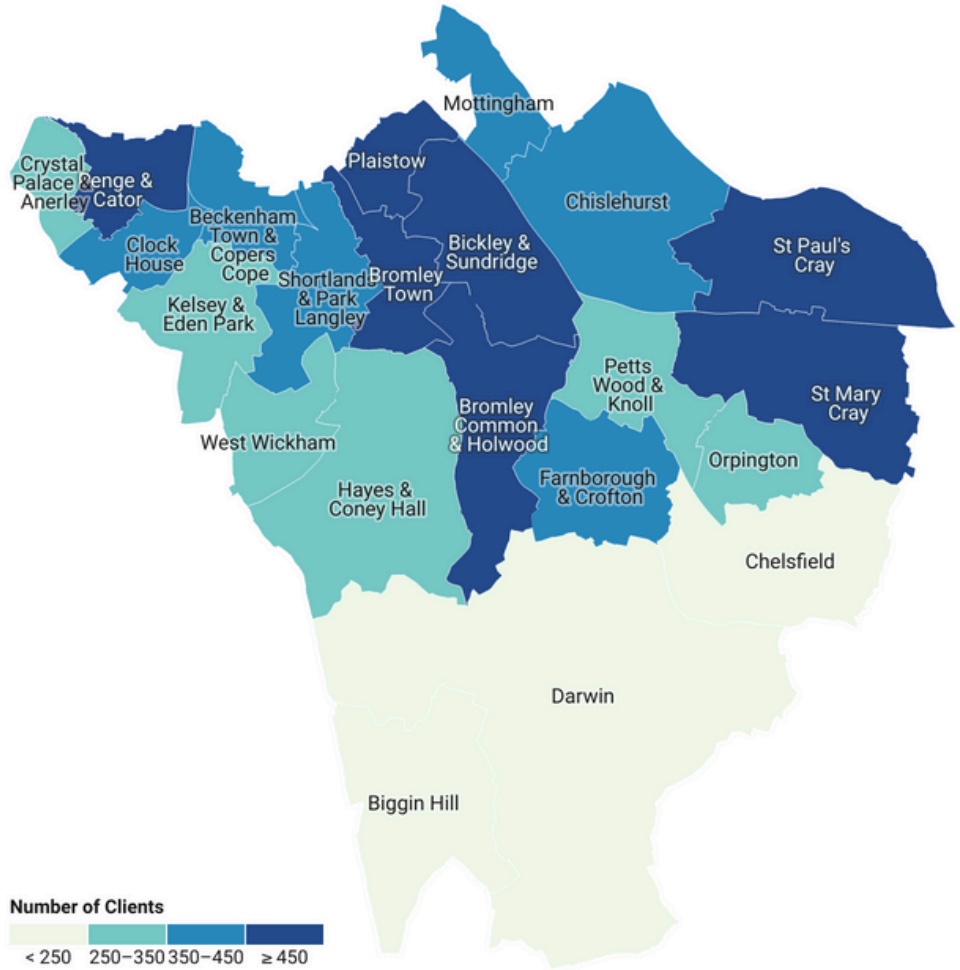


CLIENT DISTRIBUTION BY WARD

The map shows the number of clients that accessed at least one service in 2023-24.

Bromley Well is currently supporting an average of 2.6% of the population of each ward within the London Borough of Bromley.

The highest level of demand is from St Paul's Cray and Mottingham, at approximately 3.5% of the population in that area.



Map data: © Crown copyright and database right 2022 • Created with Datawrapper



Image: Carers and Befriending tea party.

Bromley Third Sector Enterprise is a valued partner of One Bromley, our local place-based care partnership. Their role in working with health and social care services, and raising awareness of residents' issues, is crucial to improving the wellbeing and health of Bromley people.

DR ANGELA BHAN, PLACE BASED EXECUTIVE DIRECTOR, ONE BROMLEY, NHS SOUTH EAST LONDON INTEGRATED CARE BOARD

**BROMLEY WELL
IMPACT SINCE 2017**

62,864
total clients supported

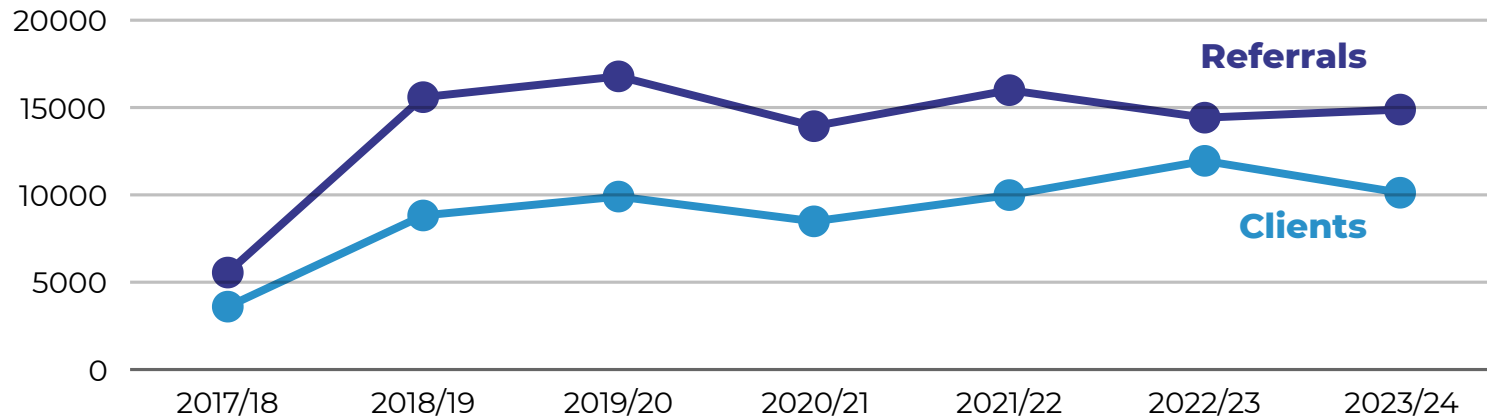
19%
of the Bromley
population helped by
Bromley Well

1.5
average number of
issues each person
received help with

NUMBER OF CLIENTS AND REFERRALS SINCE 2017

Year	2017/18*	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24
Clients	3,601	8,820	9,902	8,484	9,987	11,948	10,122
Referrals	5,552	15,593	16,784	13,932	15,995	14,420	14,884

*2017/18 figures from October 2017 to end March 2018.



OUR VOLUNTEERS

We could not operate Bromley Well without our volunteers, to whom we are very grateful for their time, dedication and support.

Several volunteers received well-deserved recognition at Community Links Bromley's annual Volunteer Awards in June 2023.

200+

frontline volunteers
during 2023-24

35,000+

volunteer hours in
2023-24

10

BTSE trustees

HOW WE HELP PEOPLE

Bromley Well helps adults living in Bromley to maintain and improve their health, wellbeing and independence.

The service aims to reduce, prevent and delay people from needing services such as intensive healthcare or social care for as long as possible, to avoid experiencing crisis in their lives.

HOW WE WORK



OUR STRATEGY 2023-26

2023-24 was the first year of our new three-year strategy, which has been designed to align with the Bromley Well contract and to reinforce our **vision, mission** and **values**.

The strategy has three main pillars and aims to improve and anchor our **sustainability, reach** and **impact**.

VISION To lead the way in delivering health and wellbeing services to local communities, by creating third sector and wider partnerships that help people to live independent and healthier lives.

MISSION To facilitate delivery of health and wellbeing services for the benefit of local communities, by enabling third sector partnerships. To help local people live healthier and happier lives and to maintain their health, wellbeing and independence.

VALUES

- We are open, transparent and approachable
- We are responsive, reliable and helpful
- We believe in equality and inclusivity, and strive to empower people
- We are person-centred, non-judgmental and open to all.



SUSTAINABILITY

**OPERATIONS,
GOVERNANCE, HUMAN
RESOURCES, QUALITY
ASSURANCE**

To secure long-term viability of BTSE, demonstrate value, support staff and volunteers, and develop our approach to equity and inclusion.



REACH

**MARKETING,
COMMUNICATIONS,
STAKEHOLDER
RELATIONS**

To raise our profile, show our ambition to make a difference, engage stakeholders and share trusted information to raise awareness.



IMPACT

**DATA/REPORTING
AND SHOWCASING
GOOD PRACTICE**

To demonstrate our success and impact, identify and collect appropriate data and use this data to improve and shape our services.

DELIVERING OUR STRATEGY

During the 2023-24 year, we made good progress against our three strategic pillars.

Despite continued cost of living challenges for our clients, staff and volunteers, we have been able to enhance and improve our service delivery, expand our reach and improve how we collect data and report our impact.





SUSTAINABILITY

In the current economic climate, our clients' needs are more complex and our services have been stretched with capacity, recruitment and retention challenges.

To support staff better, we revised our acceptable behaviour policy and introduced monthly frontline forums, where they can raise issues and share best practice.

We have also introduced ways to increase efficiencies. We piloted an online referral form in June 2023, simplifying our administration and data collection and relieving pressure on the contact centre. Around 20% of our referrals now come via the form on our website.

Our annual Quality Assurance assessment showed that we continue to run a very good service. We revised our Business Continuity Plan and ran a live cyber test, demonstrating our systems and security are good across the whole service.



REACH

During the year, we expanded our reach by developing strong partnerships through One Bromley, stakeholders and the voluntary sector across Bromley borough.

We worked closely with Bromley Council on their Carers Strategy, published in Autumn 2023. We then took on the lead role for developing the One Bromley Carers Charter.

Working with council colleagues, we helped ensure fair distribution of the Household Support Fund to vulnerable residents. We supported over 500 successful applications, putting over £100,000 into the pockets of those who need it most.



IMPACT

Gathering in-depth data is crucial to help us monitor, report on and improve the impact of our services across the Bromley Borough.

We developed a referral dashboard to gather detailed information on where Bromley Well referrals come from each quarter.

We can now identify which partners are referring and to which services, allowing for more strategic conversations about demand.

STRATEGIC PRIORITIES FOR 2024-25

SUSTAINABILITY

Providing staff training in **Mental Health First Aid** to improve staff and volunteer responsiveness and resilience.

SUSTAINABILITY

Developing our **systems and website** to provide clear, accessible information, further improve referrals and ensure access to vulnerable residents.

REACH

Continuing the **Carers Charter** rollout and ongoing training with health, social care and voluntary sector colleagues.

SUSTAINABILITY

Working closely with the London Borough of Bromley's Adult Services department on their **digital strategy**, to ensure users are heard and systems are developed in partnership.

REACH

Working with the **One Bromley Wellbeing Hub** to provide face-to-face Advice services to clients. We have seen significant demand, demonstrating the need for in-person support in Bromley.

REACH

Engaging further with **Bromley Safeguarding Adults Board (BSAB) and council colleagues** to improve communications, particularly where vulnerable clients are concerned and identifying key points of escalation.

IMPACT

Improving our **dashboards** to provide comparisons with census and public health data so we can better understand our service coverage and target resources accordingly.

OUR SERVICES IMPACT IN DETAIL FOR 2023-24

CONTACT CENTRE

This is the main way people access Bromley Well services.

Most get the advice they need without needing onward referral.

4,833

people helped

A further

3,879

referred to other Bromley Well services

INFORMATION & ADVICE SERVICES

Information and advice support includes help applying for benefits or work, dealing with housing and rent issues, relationship issues and consumer rights.

Our form filling service helps people apply for services like carers' allowance, disability living allowance, blue badges and personal independence payment claims (PIP).

CASE STUDY

Client A was living in a women's refuge, following domestic violence. Our caseworker helped her appeal a PIP application, resulting in an award, including back pay, of nearly £10,000.

We supported Client A as she moved into permanent accommodation, advising on universal credit, council tax and single person's discount. She also got a £75 home starter pack of household essentials through a local scheme.

Our caseworker's expertise and local knowledge meant Client A had a more secure start in her new accommodation.

OUR SERVICES IMPACT IN DETAIL FOR 2023-24

ELDERLY & FRAIL

Our services for older people are aimed at helping them maintain their independence, improve their wellbeing and remain in their own homes as long as possible.

The services work with each other to provide a personalised, holistic approach.

2,935

elderly and frail people helped, **treble** our target of 1,000

HOSPITAL AFTERCARE SERVICES

CARE NAVIGATION

Our Frailty Care Navigators (FCNs) ensure safer hospital discharge by liaising with relevant professionals and referring patients to our discharge and support services.

CASE STUDY

After initially declining our services, Client P began to share their concerns with our FCN about going home. They were worried about their keys, mobile phone problems and needing to contact their care provider.

The FCN visited several times, building P's confidence and progressing their discharge. As well as organising the Take Home and Settle Service, the FCN arranged delivery of home equipment, contacted the domestic care provider and liaised with P and their landlord over a key safe installation.



*I can now stop worrying,
thank you so much.*

Client P

HOSPITAL AFTERCARE SERVICES

POST DISCHARGE SETTLING SERVICE (FORMERLY KNOWN AS THE SITTING SERVICE)

We have enhanced this service for vulnerable residents who live alone. As well as help on discharge from hospital, our team now supports with one or more home visits in the first few days, to rebuild confidence and independence. The team will also refer clients to other relevant services, such as the handyman, befriending or advice services.



The Bromley Well staff member was an attentive and excellent listener, with a kind, gentle attitude that made her a delightful and helpful visitor.

Post Discharge Settling Service Client

179

helped, **4 times** as many as under the previous contract

TAKE HOME AND SETTLE SERVICE

For those discharged from local hospitals who need support to get home.

Our assistants transport patients home, ensure they're settled comfortably and have the basic food and information they need.

1,348

referrals

BEFRIENDING SERVICE

For those over 65 to get out and about, meet others and make new friends. Includes one-to-one home visits or calls, regular events, social hubs, exercise classes and walking groups, outings to London and a group party, supported by our volunteer befrienders.

Many users went on to start their own activities, including a lunch club and crochet group. The befriending service is making a big impact and helping to reduce loneliness and isolation. We now gather baseline information, as well as numbers, to monitor improvements in quality of life.

BEFRIENDING DAY OUT



“ *Makes me more confident.*
Feedback survey

“ *Reduced feelings of loneliness.*
Feedback survey

333
residents supported

OUR SERVICES IMPACT IN DETAIL FOR 2023-24

HANDYPERSON SERVICE

For frail Bromley residents who need support with minor works, so they can live safely at home.

Includes fitting curtain and grab rails, installing key safe units or draft excluders, securing floor coverings and other minor works.



Both the gentleman on the phone and the two groups that visited my home were extremely polite and kind. The work teams treated my home with great respect. Excellent service!

Handyperson Service User

1,327

referred, more than double our target

EMPLOYMENT AND EDUCATION SERVICES

Our employment advisors help people with learning disabilities, physical disabilities or long-term health conditions to find work and volunteering opportunities.

239

referrals

ADULTS WITH LONG TERM HEALTH CONDITIONS

For those with long term health conditions, such as arthritis, fibromyalgia, long covid, chronic pain, HIV, diabetes or heart disease, we provide free, practical support to help their physical and emotional wellbeing.



Good to meet others with similar problems and know you're not alone.

Long Term Health Conditions Service User

403

referrals

CARERS

Our support for unpaid carers includes adult carers, mental health carers, mutual carers (family members helping each other) and young carers aged 4-19 years.

CASE STUDY

Client Y's son has various mental health issues. They came to us for help when caring for him became too stressful and upsetting. They attended a carers drop-in, two workshops, our *Coping with Caring* course, and received one-to-one support.



We feel more hopeful for the future and we are becoming better equipped to deal with our son's unpredictable mental health, thanks to the Mental Health Carers Service.

Client Y



"It was a lot of fun! I would recommend the Young Carers to ANYONE with a disabled Mum/Dad.

Young Carer



Above: Young Carers app

1,217

carers helped

469

Young Carers completed the *Log my Feelings* assessment on the app

ADULTS WITH PHYSICAL DISABILITIES

We provide a range of services to help people with physical disabilities remain independent, keep fit and meet new friends.

There's also a regular newsletter and monthly social gatherings.



Thank you so very much for helping me with my Blue Badge application and giving me the confidence to join other support groups. You have helped me look forward to life.

Physical Disabilities Service User

529

referrals, up from 415 last year, a **27% increase**.

CASE STUDY

Client B was in hospital, being threatened with eviction and struggling with their mental health.

Our Support Officer liaised with a range of professionals to help avoid eviction, including B's letting agent. Cleaning and rubbish clearance was arranged, along with a referral to local mental health services and a visit from an occupational therapist.



I cannot express how grateful I am for all the support I received.

Client B

OUR SERVICES IMPACT IN DETAIL FOR 2023-24

ADULTS WITH LEARNING DIFFICULTIES

Bromley Well supports people aged 18+ with learning difficulties.

Support includes help with health matters; planning; writing letters, forms and applications; managing money, grants and benefits; housing; finding leisure and sports activities; and meeting new friends.

We also received 198 referrals for the autism service, which is now being provided directly by Bromley Mencap.

408

referrals, a **41% increase** on last year's 289.

198

referrals for the autism service, provided directly by Bromley Mencap.

MENTAL HEALTH AND WELLBEING

BTSE continues to support the transition of mental health services into the new Bromley Mental Health Hub. People can self-refer via the Bromley Well contact centre.

DEMENTIA RESPITE

For respite support at home, this service provides stimulating activities for those living with dementia, as well as a much-needed break for their carers.



South East London



BTSE works in partnership with the **London Borough of Bromley, the local NHS, One Bromley** and many other organisations for the benefit of Bromley residents.

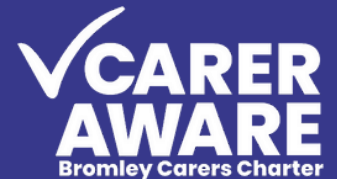
Over the past year we have strengthened our relationships with commissioners and colleagues in Adult Social Care, partnering on strategic issues relating to service improvements and challenges.

We have also helped shape the **South East London Integrated Care Board's** priorities, through involvement in their **Voluntary, Charities and Social Enterprise (VCSE)** strategy group.

BTSE is part of One Bromley, a partnership between nine health and social care services, who work together for proactive and personalised care for Bromley residents. BTSE represents the voluntary sector within the partnership.

In 2023-24, we took the lead within One Bromley on raising the profile of carers and developing a Carers' Charter.

We also worked closely with other One Bromley colleagues on internal and public-facing communications across the borough.



PARTNERSHIPS AND INFLUENCING



Bromley Well is a network partner of the charity Carers Trust, through whom we can access grants for unpaid carers in Bromley, as well as programmes that support us.

We also hold their 'Excellence for Carers' Award.

In 2023-24, we successfully applied for grants worth £3,045 to support unpaid carers registered with us.

We have 69 Associate member organisations, all not-for-profits working to support the health and wellbeing of people in Bromley.

At our quarterly online forums for our Associates, we invite speakers from the wider health and social care sector to inform, engage and consult with them.

Forum discussions in the 2023-24 year included the adult social care digital strategy, the plan for unpaid carers, Bromley's Innovation Fund, and VCSE leadership across south east London.

COMMUNITY EVENTS

We attended and supported various community events and campaigns, including BR1 Lates, Chislehurst Rocks, World Book Night and Know Your Numbers Week (blood pressure awareness).



SELF CARE WEEK

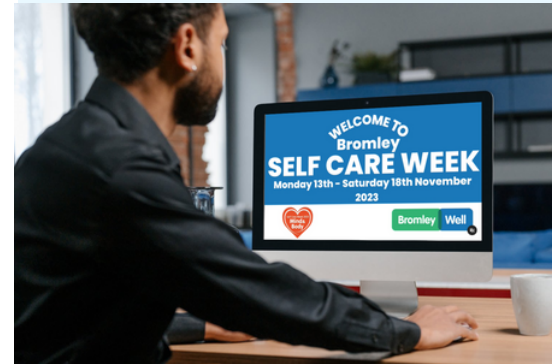
We coordinated the 4th Annual Self Care Week in November 2023.

17

organisations took part

37

selfcare events took place during the week



WOMEN'S WELLFEST

With Age UK Bromley and Greenwich, we organised Women's WellFest, engaging with over 100 stakeholders and public to raise awareness of women's health issues.



Top right image shows one of the talks at the Women's Wellfest event. Bottom right image shows CEO David Walker with the Mayor of Bromley and Mark Ellison, CEO Age UK Bromley & Greenwich

We supported the South East London Integrated Care Board to target unpaid carers with their ongoing Covid and flu vaccination programme.

4,500 flyers were widely distributed to GP practices, libraries, food banks, Bromley Well partners and NHS-led wellbeing cafes.



HOW WE ARE FUNDED

BTSE receives income predominantly for the Bromley Well contract for Primary and Secondary Intervention Services (PSIS). This is jointly commissioned by the London Borough of Bromley and the NHS South East London Integrated Care Board (ICB).

We also receive a small amount of external funding, largely from Carers Trust grants to support individual carers.

Bromley Well aims to deliver the best value for the people of Bromley from the funds we receive.

We are pleased that under 8%

of funding is spent on central BTSE partnership costs, including contract management, data and IT systems, marketing and financial management.

This means over 92% of our income is spent on services delivered by our operational partners.

2023 - 2024

£2.524M TOTAL INCOME

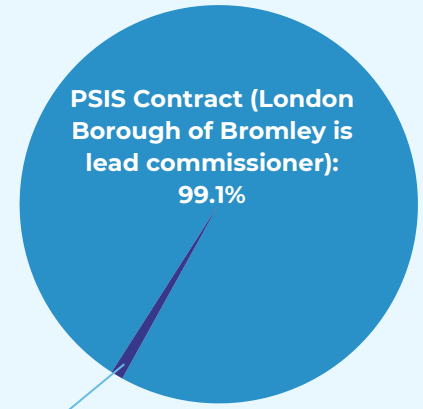
£2.528M TOTAL EXPENDITURE

-£0.004M NET INCOME/EXPENDITURE

92%

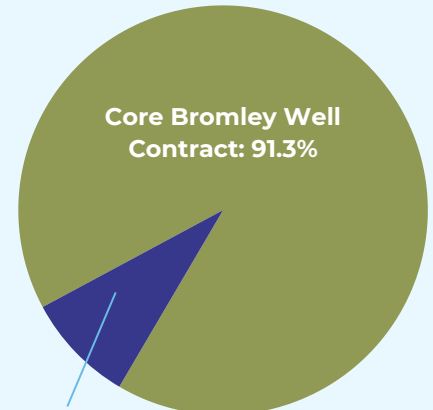
spent on service delivery and less than 8% of funding spent on BTSE costs

INCOME



External funding: 0.9%

EXPENDITURE



Project Funding and Grants: 0.8%
Central Services: 7.9%

GOVERNANCE

BTSE is a Charitable Incorporated Organisation, governed by a Board of Trustees comprised of the CEOs of our operational partners and a minimum of three independent trustees, including an independent Chair.

The Board meets four times a year and delegates functions to three sub-committees. Our Operational Committee

oversees performance, our Finance Committee ensures sustainability and financial rigour, and our Policy Committee ensures we are meeting our legal obligations in line with best practice. Each is chaired by an independent trustee.

Trustees also regularly review our strategy and horizon-scan to ensure we effectively manage risk.

STAFF

David Walker CEO

Sue Potter Communications, IT & Projects Manager

John Bidemi Ayeni Data Manager

Rebecca Davies Communications, Design and Administration Officer

Debbie Miles Finance Manager

OUR TRUSTEES

Colin Allies - Independent Chair
Mark Ellison

CEO, Age UK Bromley and Greenwich

Christopher Evans

CEO, Community Links Bromley

Eliana (Nana) Kingnuthia

Independent Trustee

Anna McEwen

CEO, Bromley Mencap

Rachel Moriarty

Independent Trustee

Gavin Simpson

Independent Treasurer

Ben Taylor

CEO, South East London Mind

Loraine Whittaker

CEO, Citizens Advice Bromley

Aneeta Williams

Independent Trustee



✉ info@btse.org.uk
🌐 www.btse.org.uk
☎ 020 8315 2573

☎ Freephone 0808 278 7898
🌐 www.bromleywell.org.uk

📍 Community House
South Street
Bromley
Kent BR1 1RH

✂ @BromleyWell
f @BromleyWellService
📷 @BromleyWellService

✂ @BTSEorg
in BTSE Bromley Third
Sector Enterprise

FUNDED BY



South East London

BROMLEY WELL PARTNERS



Incorporating Bromley Scope



WORKING WITH

