



Bromley Third Sector Enterprise presents

BUILDING ON SUCCESS

Impact Report for Bromley Well Services 2022-2023

Bromley

Well

BTSE

BROMLEY THIRD SECTOR ENTERPRISE

Bromley Third Sector

Enterprise (BTSE) is a charity working to improve the health and wellbeing of residents in the London Borough of Bromley and surrounding areas of south east England.

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

“
[The call handler] being polite and respectful on the phone made me feel that I was being listened to. I was feeling overwhelmed before, but afterwards I had a step-by-step plan and now my stress, health and wellbeing are so much better for myself and my daughter. I have been granted Attendance Allowance, a Blue Badge and am getting help with home mobility.”

INFORMATION & ADVICE
SERVICE USER

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

We provide a single point of access - a contact centre - where people can call or email us and be referred to the relevant service run by our charity partners.

Our close partnership with these charities brings together over 283 years' combined experience in helping people within Bromley.

283
YEARS'
COMBINED
EXPERIENCE
AMONG OUR
PARTNER
CHARITIES



Incorporating Bromley Scope



1 **contract** **4** **charities** **69** **associate members**

Services are delivered in partnership with 4 large, local charities

We work with 69 Associate Member charities

51,204 **Bromley adult residents**

Bromley Well has supported 51,204 adult residents since 2017, around 19% of the adult population of 269,100*

BTSE manages all services under a single agreement

*Census 2021 data

“The Council’s relationship with BTSE goes from strength to strength, with many examples of useful partnership working to develop better outcomes for the residents of Bromley. The joint focus on improving the offer to carers is gathering pace and beginning to impact on the wider health and social care system.

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



Pictured (left) David Walker, CEO, BTSE and (right) Eddie Lynch, CEO, Bromley Mencap



Working in partnership to offer a truly holistic service for the residents of Bromley is something we are immensely proud of. 2022–2023 has been another year of increased achievements and outcomes across all levels of our partnership. Huge thanks must go to all staff and volunteers for their hard work and the many successful outcomes for Bromley residents.

**LORAINE WHITTAKER,
CEO, CITIZENS ADVICE BROMLEY**

Bromley Third Sector Enterprise is a valued partner in 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 INTEGRATED CARE
BOARD**



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2022-23 has been a **growth and transition** year for BTSE and our partners. We have taken great strides in improving Bromley Well's systems, deepening our partnerships, widening our profile and reach, and strengthening our governance.

Being awarded the contract to deliver Bromley Well for a further five years (2022-27) is a great vote of confidence in BTSE, our operational partners, staff and volunteers.

The new contract started in October 2022 and, while there is much continuity, there is also change. We are reconfiguring our hospital discharge sitting service and introducing the dementia respite service (previously delivered directly by Bromley, Lewisham and Greenwich Mind). Transitioning mental health services into the new Bromley Mental Health Hub continues, and people can now self-refer to this service via our contact centre.

In the last year, we supported **some 12,000 residents** through our advice and support services and ensured that **£3m of benefits** were rightfully claimed.

INTRODUCTION FROM OUR CHAIR AND CEO

We could not have achieved this without our close partnerships, Bromley Well staff and some **688 volunteers**. We give them all our heartfelt thanks.

Working closely with One Bromley, the borough's umbrella body for health and care, we were key in **Keeping Bromley Well Through Winter**, also providing support with our own **Self Care Week**. We took the lead on the cost of living crisis with our guide, and our warm centres map was viewed over 11,000 times online.

Our work to raise the profile of unpaid carers received the Carers Trust 'Excellence for Carers' Award. We led an approach to deliver better outcomes for carers, working closely with London Borough of Bromley and health colleagues. This has led to the development of a new Carers' Plan and a Carers' Charter. These strong partnerships are key to the success of our work.

We strengthened our governance with two new independent trustees, and we have improved our systems and data gathering, to better demonstrate Bromley Well's impact.

We believe our **successful model for an effective one-stop wellbeing service can benefit other areas**. Therefore, we now seek to build on our strengths and generate new revenue for BTSE through sharing our expertise.



Colin Allies
Chair of Trustees



David Walker
CEO

A handwritten signature in black ink, appearing to read 'C. Allies'.

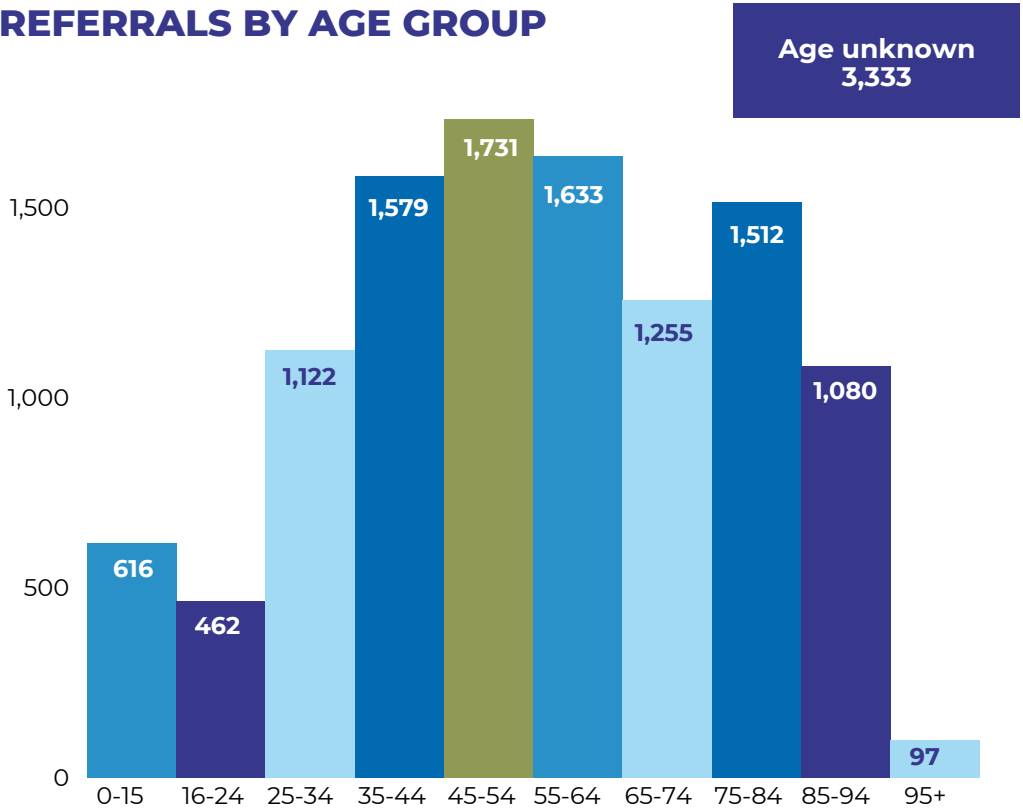
Colin Allies
Chair of Trustees

A handwritten signature in black ink, appearing to read 'D. Walker'.

David Walker
CEO

THE BROMLEY WELL IMPACT

REFERRALS BY AGE GROUP



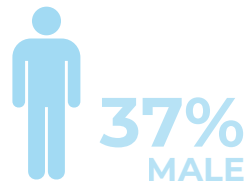
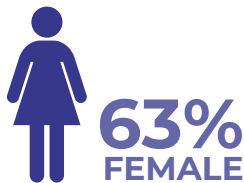
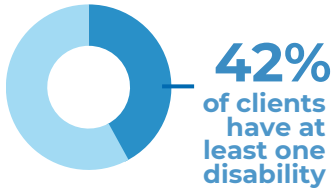
MORE THAN

£3M

IN BENEFITS CLAIMED

14,420 referrals



11,948 people supported

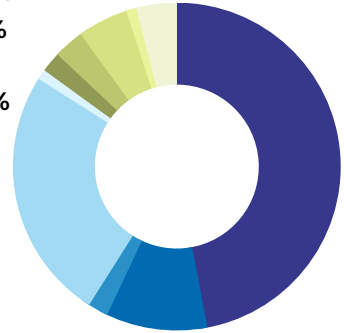


Our work enabled residents to claim more than £3M of benefits to which they were entitled but had not otherwise been able to access.

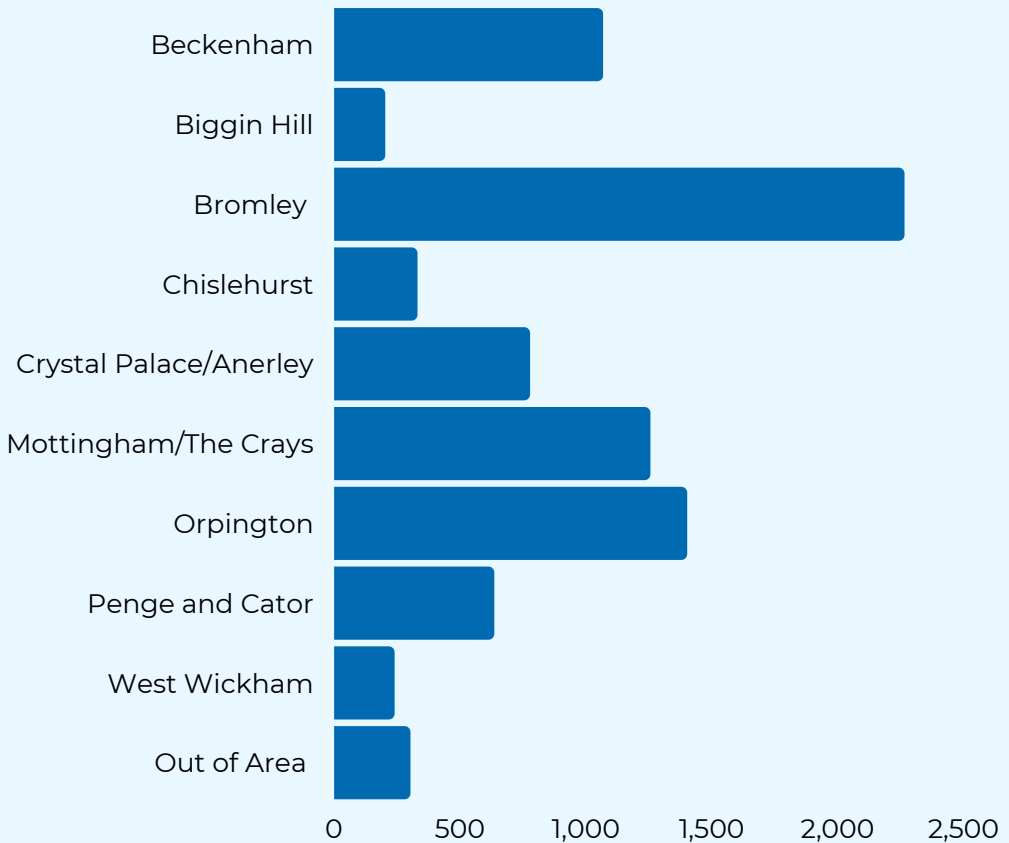
2022-23 IN NUMBERS

REFERRALS BY SERVICE

	Contact centre (SPA - support via one off call)	47%
	Information, legal advice and guidance	10%
	Long term health conditions	2%
	All elderly frail support services	25%
	Employment and education	1%
	People with learning disabilities	2%
	People with physical disabilities	3%
	Carers over 18	5%
	Young carers	1%
	Mental health and wellbeing	4%



WHERE OUR REFERRALS COME FROM*



*Of those that provided information.

51,204

Number of adult clients we have supported since the first contract began in October 2017

1.6

Average number of issues each person received help with

19%

Percentage of Bromley adult population we've helped

In addition to the number of adult clients we have helped since 2017, we have also supported

1,538

Young Carers since the start of the contract.

We support Young Carers from ages 4-19. This represents over 2.5% of the total population in this age group.



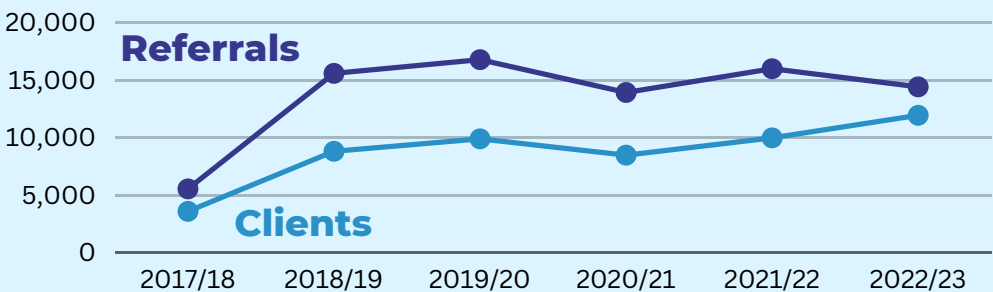
Thanks for coming to see me at college. The advice and support you gave me has really made me feel a little bit more in control of how my mum can be supported whilst I am at university next year.

YOUNG CARER

NO OF CLIENTS AND REFERRALS SINCE 2017

Year	2017/18*	2018/19	2019/20	2020/21	2021/22	2022/23
Clients	3601	8820	9902	8484	9987	11948
Referrals	5552	15593	16784	13932	15995	14420

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



HOW WE WORK

We provide a single point of access via our contact centre. People can contact us via our freephone number or email address, where they will reach our team of highly skilled staff and volunteers. After an initial assessment, they are then referred either to the relevant Bromley Well service or to other external services and support. Health and care professionals can also refer residents directly to us or through their own systems.



OUR VOLUNTEERS

We could not operate Bromley Well successfully without our volunteers, so our heartfelt thanks goes out to them.

49,000+
volunteer
hours during
2022-2023

680+
active
volunteers

10
BTSE
Trustees

OUR AIM

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



Bromley Well is **funded jointly by the London Borough of Bromley and the NHS South East London Integrated Care Board**. It is delivered through four large charities operating in the borough.

We also convene and engage with a wider network of not-for-profit organisations who work to support people's health and wellbeing, known as our Associate Members.

We're proud to have played a key part in the Bromley Well partnership for the last 6 years. Working alongside our colleagues in our partner organisations means we can share good practice and target resources where we can make most difference for local residents - so important in the current economic climate.

**MARK ELLISON,
CEO, AGE UK BROMLEY &
GREENWICH**

OUR SERVICES

Through our charity partners, we provide support for:

- Adults with long term health conditions
- Elderly and frail people
- Finding work, training and volunteering for people with learning disabilities, physical disabilities or long-term health conditions
- Adults with learning disabilities
- Adults with physical disabilities
- Carers – including young carers aged 4-19
- Dementia respite
- Information, advice and guidance on a range of issues including housing, benefits, finances, consumer rights and relationship issues

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.

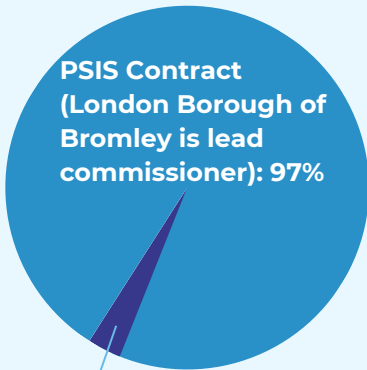
2022 - 2023

£2.41M TOTAL INCOME

£2.45M TOTAL EXPENDITURE

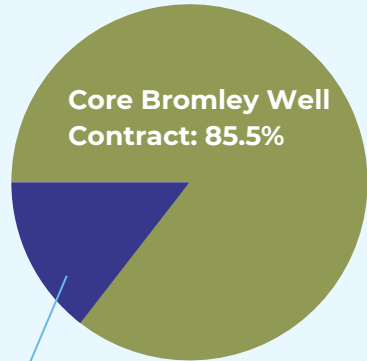
-£0.4 NET INCOME/EXPENDITURE

INCOME



External funding: 3%

EXPENDITURE



Innovation and Project Funding: 8.4%
Central Services: 7.7%
Operating surplus: -1.6%

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 our funding is spent on central BTSE partnership costs**, which include 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**. We purposefully invested reserves of £40,000 this year to improve data and impact in preparation for the new contract and to address the cost of living crisis.

Our mission is to help keep the people of Bromley... Well.

We want to improve their quality of life and enable them to get the practical and financial support they need to stay in their jobs, support their loved ones and stay in their own homes for as long as possible.

There are many other ways we make a big difference to people's lives. Here's a closer look at how we have been doing that.

SERVICE IMPROVEMENTS

As part of our new contract, we have reconfigured the sitting service and introduced a Dementia Respite service. We have added a new Employment Retention Service and increased capacity on our Learning Disabilities service. We have also integrated our forms completion service with our elderly and frail information and advice service, meaning we can help people more easily.

With a new Data Manager and a Communications and Administrative Officer in post, we have been able to improve our data reporting and our communications. We have seen a measurable increase in the quality, volume and reach of our communications, both internally and externally, including on social media.

We have also launched an online referral form, tested by social services and social prescribers, among others. We have undertaken significant work on our client database, "Charity Log", to improve recording of referrals and client characteristics.



COST OF LIVING ISSUES

Many of our clients have been affected by the biggest cost of living crisis in fifty years. To help them, we curated advice and resources in the form of our cost of living guide, published on our website. The guide featured on a number of key forums.

The hike in energy bills also created a huge spike in people coming to us with fuel debts during autumn and winter 2022. In response, we published an interactive, online **warm centres map** in November, which listed 63 warm centres, including those in churches, libraries and community centres across the borough.



11,000 VIEWS

Between its launch on 21st November 2022 and the end of March 2023, the map was viewed over 11,000 times on the Bromley Well website.

As a trusted source of information we published a cost of living guide on the Bromley Well website. This was also featured in the One Bromley Winter Leaflet and local print media. We presented the challenge and the support available to a number of key forums to further increase awareness.



CONTACT CENTRE - SINGLE POINT OF ACCESS (SPA)

The contact centre is our main point of access for all Bromley Well services.

Many people who contact us can get the advice they need and do not need onward referral.



In 2022-23


6,750

people were directly helped through the contact centre.

A further

4,476

were referred to other Bromley Well services.



I have been volunteering for the form completion service for 4 years and find it very rewarding. I visit clients at home to complete Attendance Allowance forms. It is very satisfying to know I am there when they need help. The good thing is that I can do this as and when I have time. It is great to be part of this wonderful service.

FORM FILLING VOLUNTEER

We offer help across many subjects, including support for applying for benefits or work, dealing with housing and rent issues, relationship issues and consumer rights.

We also have a form filling service to help those who struggle with applying for services such as Carers' Allowance, Disability Living Allowance, Blue Badges, Personal Independence Payment claims (PIP) and many more.

CASE STUDY

A 22-year-old male client requested support with a mandatory reconsideration for their Personal Independence Payment (PIP). They were referred to the Benefits Advice Team, who were able to guide and support the client with their mandatory reconsideration, along with specialist benefits advice.

My thanks to you and your colleagues for being there and listening. Having someone on side, and as a sounding board for my frustrations, really did help with the stresses of the situation.

Thanks to our benefits advisor, the client was awarded the standard daily living rate for 5 years and 11 months, totalling £18,500.

ELDERLY AND FRAIL PEOPLE

Bromley has a large population of older people – **58,300 residents are aged over 65, 17.7% of the overall borough population.** 2021 census data shows that there has been a **12% increase in the number of over 65s** in the borough since 2011. Bromley also has the **highest proportion of over 70s of any London borough, with 43,800 residents** in this age bracket.

Some of these are vulnerable and/or frail and need particular support with their wellbeing.



1,996
elderly and frail people helped, which is almost double our **target of 1,000.**

OUR SERVICES FOR OLDER PEOPLE INCLUDE:

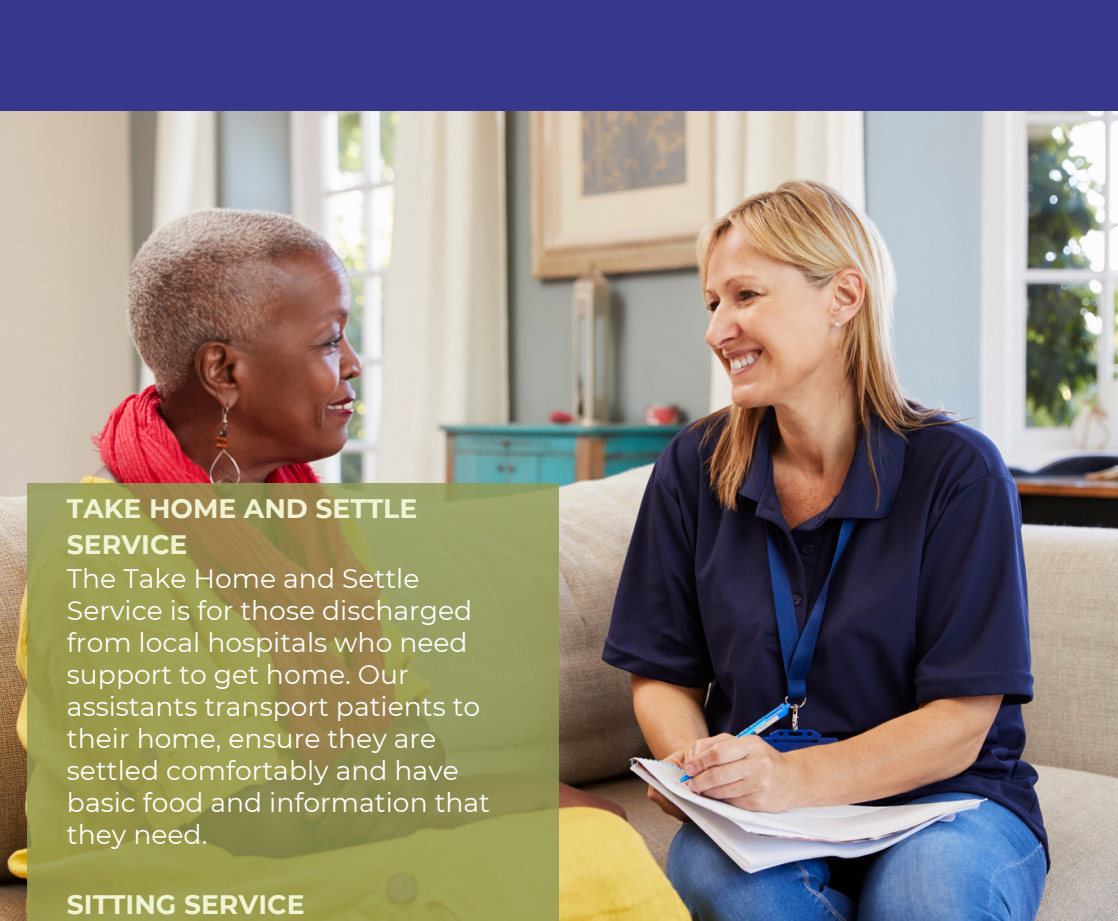
TAKE HOME AND SETTLE SERVICE
HOSPITAL AFTERCARE SERVICE
BEFRIENDING
HANDYPERSON SERVICE

This suite of services is aimed at helping older people maintain their independence, improve their wellbeing and remain in their own homes as long as possible. These services work in combination with each other to provide a personalised service and a holistic approach.

CASE STUDY

The client was referred to us by their hospital care navigator, who also stated that the client's partner needed help. Both had complex health issues and were referred to our long-term health conditions team. They needed benefits support, as well as carer's support for the partner – who was caring both for the client and another person.

As a result of the one referral, both the client and partner received holistic, person-centred support as individuals and as a couple. They were listened to and now receive ongoing support, meaning they both know they have someone they can turn to. This demonstrates the strength of Bromley Well's partnership model.



TAKE HOME AND SETTLE SERVICE

The Take Home and Settle Service is for those discharged from local hospitals who need support to get home. Our assistants transport patients to their home, ensure they are settled comfortably and have basic food and information that they need.

SITTING SERVICE

Under the new contract, we have reconfigured this service, which is hospital discharge support for vulnerable Bromley residents who live alone without anyone to help.

Our team now also support them with one or more home visits in the first few days after discharge. This helps them regain confidence and independence. The team can also refer them to other Bromley Well services, such as the handyperson, befriending service or advice services for help with benefits and allowances.

HANDYPERSON SERVICE

The handyperson service helps frail Bromley residents who need support with minor works at home. This includes things like fitting curtain rails, installing key safe units, fitting grab rails, securing floor coverings, installing draft excluders and other minor works to help people live safely and independently at home.

928

referrals to the handyperson service in 2022-23. That is more than **4 times our target of 240 a year.**

CASE STUDY

The client first attended the Bromley befriending hub in 2018, aged 85. They became a regular attendee but stopped in January 2022, after being admitted to hospital. When they were discharged, the befriending hub facilitator paid them a home visit and referred them to the hospital aftercare service for shopping support. A family member now helps with online shopping for them.

The client, now aged 89, receives weekly volunteer calls or visits, thanks to which their mental and physical health has improved. They have also got a mobility scooter to go out independently. They intend to return to the befriending hub soon and are looking forward to planning their 90th birthday celebrations!

BEFRIENDING SERVICE

Bromley Well's befriending service helps those over 65 to get out and about, meet others and make new friends. Activities include one-to-one home visits or telephone calls, regular events, exercise classes and walking groups, supported by our trained and vetted volunteer befrienders.

336

people helped through the befriending service in 2022-23.

CASE STUDY

A community occupational therapist referred the client to us for grab rails. Within a few days, the handyperson was able to install the rails requested and, as a trusted assessor, also installed an additional rail to help the client.

I am now able to have a bath with more confidence, and the handrails by the doors are helping me to go in and out more safely. I found the handyperson to be friendly, polite and efficient. They were also aware of my safety needs, so fitted an extra handrail inside my back door. Thank you!



“

As a young carer myself previously, it has been great to volunteer at these events! You can truly see the positive effect Bromley Well Young Carers events have on the young carers, building a strong community and providing some down time for them to have fun and relax!

LOUISE,
YOUNG CARERS VOLUNTEER

CASE STUDY

Our Young Carers' Service plays a key role in helping young carers navigate from primary to secondary school. AB is an 11-year-old with caring responsibilities for an older sibling. He had been engaging well with our service but had begun to worry about his move to secondary school. This was causing him anxiety and he was reluctant to attend our summer events.

Our young carers' coordinator met with him to put together a transition plan. Before each event, the coordinator met

with AB and his parent, to provide emotional support and reassurance. They encouraged him to meet and mix with other young people.

Thankfully, this helped AB to overcome his fears and he was soon able to enjoy time away from his caring role, confidently engaging with others. He has developed skills and tools to overcome his worries, alongside making friends. He is enjoying his first year at secondary school and continues to attend our events and access emotional support from our young carers' team.

Bromley Well provides support to people in the borough who are caring – unpaid – for others.

This includes **mutual carers (family members caring for each other), adult carers, mental health carers and young carers from 4-19 years** who are looking after parents, siblings or others.

1,071

carers helped in 2022-23.

437

of these being young carers.

CASE STUDY

A client with physical health conditions was referred to us by her GP, as she was also caring for her seriously ill son, who was bed bound. She struggled with basic things, including changing bedding or attending hospital appointments with her son.

The support worker helped her arrange a care needs assessment for her son and a carers' assessment for herself. As a result, she has had help caring for her son and obtained a council tax deduction. Her son also has transport for his hospital appointments.

The client is better able to care for herself, no longer feels alone and is much happier. She said:

“Everything you suggested has been marvellous. The information you gave was invaluable in every way. Everything happened exactly as you said it would.”

“Really enjoyed the carers' lunch, have made some wonderful friends, and found the speaker, from [Bromley Well's] Long Term Health, very informative and easy to follow. Carers' lunch has helped me make friends and feel less isolated. Thank you.”

MUTUAL CARERS' CLIENT

LONG TERM HEALTH CONDITIONS



For Bromley adults with long term health conditions, such as **arthritis, fibromyalgia, long covid, chronic pain, HIV, diabetes, heart disease and many more**, Bromley Well provides free, practical support to help them look after their physical and emotional wellbeing.

379

clients supported by our long term health conditions service in 2022-23.

CASE STUDY

The client had been off long-term sick from work with fibromyalgia. She was finding the situation very stressful and wanted help to become more assertive and confident, while finding ways to manage her wellbeing.

Through the long term health conditions service, her support worker provided emotional

phone support and introduced her to a virtual fibromyalgia support group, where she could talk with others similarly affected. She also attended weekly online health and wellbeing workshops to learn how to adapt her lifestyle. She began to regain her confidence with talking to her employer and her GP. She now feels much happier and has secured a new job.



415

referrals for our physical disabilities service in 2022-23.

For Bromley adult residents with physical disabilities, we provide a range of support services to help them remain independent, keep fit and meet new friends. There is also a regular newsletter and monthly social gatherings.

CASE STUDY

A 47-year-old client with cerebral palsy and a learning disability, who had no family nearby, was struggling to access more suitable accommodation. They were feeling very isolated, lonely and vulnerable.

Thanks to our support worker, the client received help with their housing application and occupational health assessment, which resulted in

a high-needs rating. This meant they were able to secure suitable social housing, a hugely positive turning point.

They also had support to buy a fridge, microwave and furniture. Thanks to Bromley Well, they have a new lease of life and feel more secure and happy. They continue to receive emotional support and attend monthly workshops, where they've made new friends.

ADULTS WITH LEARNING DISABILITIES

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.

289
referrals for our learning disabilities service in 2022-23.



Before I volunteered, I was a carer for my mother. After she passed away, I didn't have a role anymore and it was suggested I could volunteer. Now I volunteer at the correspondence drop-in. I enjoy meeting people and helping others. It keeps me busy and I get to exercise. It's my way of giving back.

KEVIN, LEARNING DIFFICULTIES
SUPPORT VOLUNTEER



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

212

clients supported by our Employment and Education service in 2022-23.

CASE STUDY

Following early retirement, in part due to chronic obstructive pulmonary disease, the client contacted us for help getting back into work.

With the help of our employment adviser, the client identified their strengths and interests, and

created a new employment plan. This gave them some structure and routine and reduced their feelings of isolation. Our adviser supported with job applications and interview preparation, and the client soon found a new job. They now feel less isolated, have made friends through work, and have much needed structure back in their life.

DEMENTIA RESPITE

We have successfully integrated Bromley, Lewisham and Greenwich Mind's existing dementia respite service into Bromley Well, under the new contract. The service provides respite support at home, offering stimulating activities for those living with dementia, as well as a much-needed break for their carers. The service **supported 168 families in 2022-23, helping people remain in their own homes despite the progression of their illness.** It is regulated and rated 'good' by the Care Quality Commission.

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.

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

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

We have also engaged in shaping future South East London Integrated Care System priorities via their Voluntary, Charities & Social Enterprise (VCSE) strategy group and securing a specific strategy meeting on carers.

BTSE have been instrumental in progressing our sector's collaboration with the health and care system in South-East London (SEL) as a founding member of the SEL VCSE Strategic Alliance. Insight and steer from BTSE have been key in the development of a stronger focus on specific communities and groups. BTSE's work around carers has informed the Alliance's insight on this issue and enabled stronger cross-sector collaboration for achieving better outcomes.

TAL ROSENZWEIG , DIRECTOR OF VOLUNTARY SECTOR COLLABORATION & PARTNERSHIPS (SE LONDON ICS)

ONE BROMLEY

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 2022-23, 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. This included delivering 500 health information packs to foodbanks across the borough via the Churches Together Food Hub in Orpington.

The Bromley Well partnership has worked incredibly hard to develop its approach and we are delighted to see the progress made. The organisations that make up the partnership have shown a clear commitment to providing excellent services for unpaid carers and we very much look forward to working with them, as their services continue to thrive.

HELEN OLIVER,
CARERS TRUST'S QUALITY
ASSURANCE AND
IMPROVEMENT MANAGER

A Network Partner of
**CARERS
TRUST**

Bromley Well is a network partner of Carers Trust, a national charity that works to improve support, services and recognition for anyone living with the challenges of unpaid caring. This gives us access to grants for carers in Bromley, as well as programmes that support us to develop our services.

We were delighted to be awarded the **Carers Trust's 'Excellence for Carers' Award** - their quality standard - in February 2023.

During the year, our carers team **successfully applied for grants worth £3,470** to support unpaid carers who are registered with us.

UNPAID CARERS

With some **25,000+ unpaid carers in Bromley**, we have been raising awareness of the issues they face and the support available.

We presented to One Bromley and the Local Care Partnership, after which One Bromley agreed to support an all-age **Carers' Charter**, which we are leading on. We have also worked with council colleagues on the new

Bromley Carers' Plan and a wider consultation is in progress.

Our **Young Carers App**, co-designed with young carers themselves, soft-launched on 15 March 2023, Young Carers' Action Day. We were also awarded a Carers Trust grant to produce materials for schools, social prescribers and others about support available for young carers.



**Have your say!
Free Advocacy Skills
Training in Bromley**

Bromley Innovation Fund is financed by Bromley Council and the NHS South East London Integrated Care Board, to support prevention and early intervention projects. Associate Members, **The Advocacy People**, won funding to deliver advocacy skills training, so that Bromley residents could better advocate for themselves and each other.

They delivered 31 training sessions to 242 professionals from 32 organisations. They also trained 82 residents and 2 groups of unpaid carers in self-advocacy skills. By embedding skills locally, residents and professionals are better equipped to support themselves and those they care for.



We were delighted to have received funding from the Bromley Innovation Fund to build the skills of the people of Bromley to advocate for themselves and the people around them. It was wonderful to meet so many community members and hear their stories and experiences. A highlight was how many people were already delivering elements of advocacy, and how much more confident they said they felt after the training.

LOUISE BASSO, CONTRACTS MANAGER,
THE ADVOCACY PEOPLE

We have 69 Associate Members – all not-for-profit organisations and charities supporting the health and wellbeing of Bromley residents.



In preparation for the new Bromley Well contract, which no longer includes the Innovation Fund, we reviewed our Associate Member offer and consulted existing members. All respondents said they valued Associate Membership for information and networking.

We now hold quarterly online forums for Associate Members, which include speakers on key wellbeing and community sector topics, such as Integrated Care System strategy, warm centres, cost of living support, carers' support and the Innovation Fund.

BTSE is effective in linking organisations - through them we got connected with Bromley Homeless Advice and partnered with them to deliver the Cost of Living advice project, funded by the Greater London Authority.

**ROSARIO GUIMBA-STEWART,
CEO, LEWISHAM REFUGEE AND MIGRANT
NETWORK (BTSE ASSOCIATE MEMBER)**



CAMPAIGNS

From 14-18 November 2022, we coordinated Bromley's Self Care Week. Working with 14 organisations, including charities, BTSE Associate Members, the NHS and pan-London organisations, we pulled together a programme of 22 self care events over five days. The campaign period drove website traffic up by 21% and increased our social media reach.



GOVERNANCE

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

Over the last year, we strengthened our governance and appointed **two new independent trustees**, bringing in new skills and increasing our diversity.

Rachel Moriarty has a strong background in impact evaluation and stakeholder engagement and is an independent strategic consultant, advising The Prince and Princess of Wales as well as working on other large-scale global social and environmental initiatives. She formerly led the mental health work at The Royal Foundation of The Prince and Princess of Wales.

Eliana (Nana) Kingnuthia is a former banker with significant experience of risk and policy, experience of volunteering and an ordained minister.

They joined **Gavin Simpson**, who became treasurer in March 2022.

We conducted a thorough retendering process for our audit and accounts. We are pleased to have appointed Goldwins* for the next 3 years.

We have also reviewed and revised our committee structures and aligned Board and committee meetings to reflect operational and strategic priorities. We believe these changes will help to make BTSE more robust in identifying issues so it can strengthen services and improve reporting and data to better demonstrate the impact of Bromley Well on those it serves and supports.

*charity auditors of the year 2022



Rachel Moriarty



Eliana (Nana) Kingnuthia

BTSE is delighted to have been awarded the Primary and Secondary Intervention Services Contract by the London Borough of Bromley and the NHS South East London Integrated Care Board to deliver Bromley Well services for a further five years, from Autumn 2022.

We believe this success is due to the depth of the partnerships created, proven track record of successfully delivering the contract and a shared approach and vision for delivering services. BTSE now has six years' experience in developing and

running a successful operational partnership model, shared partnership governance, shared service delivery, shared data and communications, including the widely recognised Bromley Well brand. We want to build on these strengths and work towards generating new revenue for BTSE by sharing our expertise.

BTSE Trustees held a Board Strategy Day in February 2023, where we discussed a new three-year strategy aligning the Bromley Well contract, reviewing and reinforcing our vision, mission and values.

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

VALUES

Our values include collaboration, openness, responsiveness and inclusivity.

- **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**

FUTURE DIRECTION & STRATEGY

This strategy is in three main sections – to improve and anchor the **Sustainability, Reach and Impact** of BTSE/Bromley Well.



SUSTAINABILITY

OPERATIONS,
GOVERNANCE,
HUMAN RESOURCES,
QUALITY ASSURANCE

Secure long-term
viability of BTSE

Demonstrate value

Support staff and
volunteers in the
delivery of quality
services

Develop our
approach to equity
and inclusion for all
staff, volunteers
and service users



REACH

MARKETING,
COMMUNICATIONS,
STAKEHOLDER
RELATIONS

Raise profile and
show our ambition
to make a
difference

Influence and
engage
stakeholders on
behalf of service
users to achieve
our mission

Share trusted
information and
raise awareness



IMPACT

DATA/REPORTING
AND SHOWCASING
GOOD PRACTICE

Demonstrate a
clear story of
success

Demonstrate and
deliver impact,
using data to
improve and
shape service
delivery and
support reach and
sustainability

Identify, collect
and interpret
reliable and
accessible data

STAFF AND TRUSTEES

OUR STAFF



David Walker
CEO



Sue Potter
Communications, IT &
Projects Manager



John Bidemi Ayeni
Data Manager



Debbie Miles
Finance
Manager



Rebecca Davies
Communications &
Administrative Officer

OUR TRUSTEES



Left to Right: David Walker, Gavin Simpson, Rachel Moriarty, Ben Taylor, Colin Allies, Eddie Lynch, Mark Ellison, Loraine Whittaker, Aneeta Williams, Eliana (Nana) Kingnuthia

Colin Allies - Independent Chair

Mark Ellison - CEO, Age UK Bromley and Greenwich

Christopher Evans - CEO, Community Links Bromley

Eliana (Nana) Kingnuthia - Independent Trustee

Eddie Lynch MBE - CEO, Bromley Mencap

Rachel Moriarty - Independent Trustee

Gavin Simpson - Independent Treasurer

Ben Taylor - CEO, Bromley, Lewisham and Greenwich Mind

Loraine Whittaker - CEO, Citizens Advice Bromley

Aneeta Williams - Independent Trustee

CONTACT US



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📷 @BromleyWellService

✕ @BTSEorg
in BTSE Bromley Third
Sector Enterprise

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