From Service User to a Valued Customer
Welkəm

- Michael – Area Manager
- Adam – Enterprise Manager
We Promise To Not Mention...........

United Response | www.unitedresponse.org.uk
United Response

United Response’s mission is to ensure that individuals with learning disabilities, mental or physical support needs have the opportunity to live their lives to the full.

This workshop will explore new models of support whilst continuing to develop its workforce and service structures, to maintain high levels of service delivery and ensure a person can choose a life that is their own.
The Historical Model of Support Within the Uk

- The Service format – ‘One Size Fits All’
- Ridged Staff structure and rota bound support
- Night Shift Staff
- Lack of Community presence and Wellbeing
- Nothing ever Happens
- Nothing Ever Changes
- Staff driven agenda
- Financial Implications
- Delivering staff training
- Documentation and Support Planning
The Journey - The need for Change

• **Staffing roles** – What is the actual role of our staff? How do we promote staff skills?

• **The financial climate and budget cuts** – How can we deliver a service with less money?

• **The time for change** – People are buying a service within a consumer market and are valuable customers. How are we competitive? How do we deliver on what we advertise?
Making the Service User a Customer

• Make Sure the Person is at the Centre of the Support Package
• What does the person require?
• How can we meet the persons needs?
• What makes our organisation stand out?
• How can we improve a persons life?
• How can we deliver on a persons life goals/outcomes?

Does the cost of the support reflect the service we provide?
Aspirations

When aspirations are not in place:

Individual plans are limited to ‘here and now’, ‘one-off activities/events’ or ‘continuing care’ goals

Team members believe that people’s lives will never be substantially different and continue to do only what they have always done.

When aspirations are in place:

The package of support will be person centred

Future Goals

A persons Aspirations

Life achievements

Outcomes being achieved

Package of support created for the individual
How We Achieved This

*Listen to the Target Market*

• Researched the interests of each person within the disability community
• Created focus and research groups
• Invested in a community space
• Changed our local offer to match the market
• Built new service models into local funding
• Researched Competitors and their local offer
• Using all mediums of technology to gain service related feedback
The Internal Change

• Changing mind sets in historical services – What requires change? How are other providers delivering services? What are we doing right?

• Review of procedures, documentation and training – How do we ensure that all services are working in the same way? How do we train staff and give them the tools they need?

• Service users to customers – The need for looking at the organisation as a viable business and to be competitive
How does this work in Practice?

*Changing of staff descriptions – split in roles*

**Home Support**

- Personal care
- Communication experts
- Skilled in managing challenging behaviours
- Planning a person's life/ weekly plans
- Health support
- Day to Day support
How does this work in Practice?

**Community support**

- Promoting wellbeing
- Creating activities and work placement based on peoples interests
- Creative and skilled in seizing opportunity
- Confident in running sessions
- Business minded
- Working with other companies
Change in Management role

• Specializations according to management skills – Each manager has a different role and leads in the field such as lifestyle lead, health and safety lead etc.

• Enhanced team leader role – Team leaders now manage 2/3 services which decreases service cost and develops team leaders skills
Technology in Services

• Alexia - to remind people to take medication, attend appointments etc.
• Apps – disability friendly attractions, Toilet stops
• Night support technology – epilepsy matts/ Alarms, moving mattress's etc.
• Computerised rotas- Rolling rotas reduce management hours
• Social media – Staff Spotlight of the month
• Wiki’s – Interactive support plans, designed in a social media format to highlight support and outcomes

This has reduced a minimum of £30,000 a year in staffing costs
The Enterprise

*The Enterprise, is a community hub that offers a wide range of classes and activities facilitated by trained professionals.*

Increase your social, emotional and physical well-being by joining a class at The Enterprise. We are open to the public and have regular classes in activities such as yoga and karate.

Our classes are aimed at all abilities and inclusion is what our charity thrives on.
The Enterprise Weekly Activities

<table>
<thead>
<tr>
<th>Every Monday</th>
<th>Every Tuesday</th>
<th>Every Wednesday</th>
<th>Every Thursday</th>
<th>Every Friday</th>
<th>Every Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ready Steady Move</strong></td>
<td><strong>Indoor Rowing</strong></td>
<td><strong>Karate</strong></td>
<td><strong>Evolve</strong></td>
<td><strong>Art 4 All</strong></td>
<td><strong>Drop In</strong></td>
</tr>
<tr>
<td>10:30am-12pm</td>
<td>11am-12pm</td>
<td>9:45am-10:30am</td>
<td>10am-1pm</td>
<td>10am-12pm (Woodlawn)</td>
<td>10:30am-12:30pm</td>
</tr>
<tr>
<td>£10</td>
<td>£10</td>
<td>£10</td>
<td>£10</td>
<td>£10</td>
<td></td>
</tr>
<tr>
<td><strong>Drop In</strong></td>
<td><strong>Pass Go</strong></td>
<td><strong>Speak as 1 Politics group</strong></td>
<td><strong>Cake afternoons</strong></td>
<td><strong>Community Engagement</strong></td>
<td></td>
</tr>
<tr>
<td>10:30am-12:30pm</td>
<td>2pm-3pm (Mayfair)</td>
<td>(1st Friday of every month)</td>
<td>1-4pm (Mayfair)</td>
<td>1pm-3pm (Every other Saturday)</td>
<td></td>
</tr>
<tr>
<td><strong>Cha Cha Chair</strong></td>
<td><strong>Team Building</strong></td>
<td><strong>Circuit Squad</strong></td>
<td><strong>Yoga</strong></td>
<td><strong>Warehouse Wok</strong></td>
<td></td>
</tr>
<tr>
<td>2:00pm-3:00pm</td>
<td>1pm-2:30pm</td>
<td>2pm-3pm (Registration at 1:40pm)</td>
<td>1pm-3pm</td>
<td>12:30pm-3pm</td>
<td></td>
</tr>
<tr>
<td>£10</td>
<td>£10</td>
<td>£10</td>
<td>£10</td>
<td>£10</td>
<td></td>
</tr>
<tr>
<td><strong>Studio Sessions</strong></td>
<td><strong>Tuesday Group</strong></td>
<td><strong>Wednesday Club</strong></td>
<td><strong>Drink and Draw</strong></td>
<td><strong>Warehouse Wok</strong></td>
<td></td>
</tr>
<tr>
<td>4pm-6pm</td>
<td>6pm-8pm</td>
<td>(Wrestling, Comics, Games and trips)</td>
<td>7pm-9pm</td>
<td>12:30pm-3pm</td>
<td></td>
</tr>
<tr>
<td>£10</td>
<td>£5</td>
<td>4-6pm</td>
<td>£10</td>
<td>£10</td>
<td></td>
</tr>
</tbody>
</table>

United Response | www.unitedresponse.org.uk
Enterprise Events Examples

*To Ensure Stability we hold Regular Fundraising Events*

- **Christmas Lights event** – Yearly calendars, Mulled Wine, Jams, Children's prizes
- **Enterprise live** - Live Music, DJ’s and drinks
- **Stalls and cake sales** - Selling produce made in the activity sessions
- **Hiring of our spare space** – hourly rate per room
- **Pram Race** – Managing a local race for the community
- **Golf Events** – Hire a hole, becoming the charity of the year
Top Tips

• Keep the Person in the centre of everything
• Use Technology to develop and maintain support packages
• Review services and packages
• Celebrate success and individual staff performance
• Research your target market
• Listen to the people you support
• Use Staff skills to their advantage
• Be different
Any Questions
Thank You

Michael – Michael.Condon@unitedresponse.org.uk
Adam – Adam.Sutherland@unitedresponse.org.uk

www.facebook.com/URrichmondkingston
https://www.unitedresponse.org.uk/