



WILTON HELP!

BUSINESS PLAN 2020 -2025



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EXECUTIVE SUMMARY

Wilton HELP! was established by volunteers to help those who were unable to leave their homes during the Covid-19 pandemic in 2020.

The response from the people of Wilton was overwhelming and the impact on the health and wellbeing of so many was more than important, it was vital.

As the pandemic subsided briefly in late Summer 2020, it became obvious that there was an ongoing and unmet need for support for the elderly, the vulnerable and the isolated in the local community. In response, the volunteers decided that Wilton HELP! must continue.

Work has continued to develop a not-for-profit vehicle to continue the good work. This business plan is the result of that work.

This plan sets out how Wilton HELP! Community Interest Company (Wilton HELP!) will operate, sets out its aims, objectives, values and commitments. The plan places volunteers and service users at the heart of everything, including decision making. It addresses key governance and safeguarding concerns and it sets out a sustainable financial plan for future viability.

It is a strong and sustainable plan. But, it will need supporters, partners and volunteers to bring it from paper to the streets of Wilton. It will take commitment.

And that is why Wilton HELP! is indebted to Wilton Town Council, for stepping in and helping in March 2020 when Covid-19 was at its height. Our thanks are now due again as the Council commits to fund the group's ongoing running costs. In return, the CIC will not only deliver the promises set out in this plan, but it will do much more than that, it will put health and wellbeing back where it should be - at the heart of the local agenda.

There is no limit to what is possible.

OUR LEGAL STATUS

Wilton HELP!! has been incorporated as a Community Interest Company (Registration No: AWAITED, known as Wilton HELP! Community Interest Company. During the period of this Business Plan the company will consider whether to establish a Charity to take forwards its objects.



OUR PURPOSE

Wilton HELP! exists to improve the quality of life of older, vulnerable and isolated people in Wilton and the surrounding villages.

OUR OBJECTS AND AREA OF BENEFIT

The Objects of Wilton HELP! are:

- (1) To provide direct help and support services to elderly, vulnerable and isolated members of the local community in Wilton and the surrounding parishes, through:
 - Assistance with shopping
 - Collection and delivery of prescriptions
 - Errands and transport
 - Gardening and DIY
 - Advice and advocacy
 - Dog walking
 - Financial assistance
- (2) To connect elderly, vulnerable and isolated residents with sources of health and wellbeing support and assistance services in the area
- (3) To connect people to positive social and leisure activities, resources and facilities within the area in order to sustain and improve individual social and mental wellbeing.
- (4) Speak up and provide a voice on behalf of elderly, vulnerable and isolated residents in Wilton and the surrounding area.
- (5) To identify gaps in health and welfare service provision and to promote local responses to meet identified needs.
- (6) To promote mutual support within the community through the principles of asset-based community development.
- (7) To influence the practice of other public services through lobbying and advocacy.
- (8) To involve local service users in the design and delivery of the services we offer.
- (9) To ensure that services are provided equitably to everyone in need.

The Area of Benefit of Wilton HELP! is the **Civil Parish** of Wilton in Wiltshire and the **Civil Parishes** adjoining the Town boundary.



OUR VALUES

Wilton HELP! believes strongly that the outcomes it wishes to see must be:

- Citizen-led
- Relationship oriented
- Asset-Based
- Placed-Based
- Inclusion focused

Wilton HELP! sees itself as:

- A catalyst for good
- Caring and respecting people's individuality
- Promoting people's rights
- Enabling and empowering people
- Maintaining people's confidentiality (subject to safeguarding issues)
- Valuing the **clients** and their contribution to the service
- Non-condemnatory, judging situations not people
- Independent of statutory services
- Seeking and gaining the respect of professional colleagues
- Working consultatively and collaboratively
- Open and communicative
- Knowledgeable, with a "can-do" approach to problem-solving

OUR ACHIEVEMENTS SO FAR

Wilton HELP! emerged as a result of the Covid-19 pandemic in the town in early March 2020. It started as a small band of dedicated volunteers helping out their neighbours with shopping and prescriptions, dog walking and errands. As the scale of the pandemic unfolded, the volunteers soon realised they were going to need help to scale-up the response to meet snowballing local demand as more and more elderly and vulnerable townsfolk were forced to self-isolate in their homes. At that point, at the urging of Larissa Tonkin, the Town Council stepped in with an offer to underwrite the costs of setting up a more robust response and provided the services of the Town Clerk, Steve Milton, to assist the group.

Within days of the Town Council's decision, a new call centre had been established, a dedicated Wilton HELP! task tracker system had been developed and launched by Adam Cooke, 116 volunteers had been signed up and checked and every property in Wilton had received a leaflet. The Wilton HELP! system went live on Monday 30th March 2020.



During the first wave of the epidemic between March and September 2020, Wilton HELP! handled 2,111 telephone calls, logged 1,991 tasks, volunteers collected 997 prescriptions, undertook 597 shopping trips and completed 310 errands, as well as making reassurance calls to the most isolated members of the community. Volunteers were reimbursed and service users billed by the Town Council. In total, 457 payments totaling nearly £8,000 were processed and this avoided any need for financial transactions between volunteers and residents, on the doorstep.

Towards the end of the first wave of the epidemic, volunteers were asked whether they wanted Wilton HELP! to continue after Covid-19 had passed. 90% of volunteers who responded to the survey supported setting up a non-for-profit organisation to continue the work and create a lasting legacy.

Wilton HELP! was awarded the Community Hero Award and a prize of £2,000 from the Salisbury Journal and Wessex Water Community Awards in October 2020.

The incredible goodwill that Wilton HELP! fostered in the Town and the support it was able to provide for the most vulnerable members of the community is something that will now live on through Wilton HELP! CIC.

OUR EQUALITY STATEMENT

Wilton HELP! is committed to equal opportunities in:

- designing and delivering its services;
- recruiting and developing its paid staff and volunteers;
- recruiting and developing its Board membership.

[This commitment is set out in full in our Equal Opportunities Policy]

OUR PROMISE TO INVOLVE SERVICE USERS

Wilton HELP! is committed to involving service users in all aspects of our work. We want those we work with to be the co-producers of the outcomes we all seek.



OUR COMMUNICATION STRATEGY

Wilton HELP! will target current and potential service users through:

- Leaflets delivered to every household in Wilton
- Leaflets in GP surgeries, public buildings and libraries;
- Our network of community connectors and volunteers
- Open days and other public events, publicised through press releases to local press and radio;
- Presence at major events;
- Hosting visits by medical and social care professionals;
- Collaborative working with other groups;
- Maintaining its own web-site and social media channels; and
- Developing a referrals scheme with health and social care providers
- Inter-agency meetings and networks;
- Dissemination of plans in easy-read summary form;
- Occasional news bulletins;
- Information-sharing via e-mail lists.

OUR VIEW OF CURRENT TRENDS

Wilton HELP! was formed in response to a worldwide pandemic and we may yet see further spikes or new viruses emerge in the future, but the facts are plain. Many local people are struggling; struggling because of age, isolation, loneliness, poverty, mental health issues, illness, disability, or discrimination.

We also recognise the following issues that will impact on the people we are seeking to support:

- An ageing population
 - Access to decent social care for the elderly
 - Growing problems of loneliness and isolation
 - Increasing prevalence of mental health issues
 - A growing gap between rich and poor
 - Personalisation and brokerage in health and social care – with huge pressure on funding;
 - Failure to adopt a holistic approach – seeing physical, mental and social wellbeing in separate silos.
 - Extension of formal contracting and procurement of public services;
 - Impact of public spending cuts;
 - Greater focus on complex needs within continuing health care;
 - Procurement-led rather than people-led approaches;
 - The growing administrative burden of regulation
-



OUR ANALYSIS OF NEED

Over the next ten years it's expected that the number of people in Wilton aged over 65 will increase by around a quarter and the number over 85 will increase by over a third. 3% of the local population are aged 85 years and over and it is anticipated that this will almost double over the next ten years (an increase of 47%). Whilst a large proportion of people will live full, active lives, an older population typically has more complex health and care needs. 26% of local people are aged over 65. The pressure on funding for health and social care services has been made worse by 10 years of public funding cuts at a time of growing demand. In this situation, unless local communities do more for themselves, vulnerable individuals will face real hardship and higher risks to their long-term wellbeing.

OUR BUSINESS STRATEGY

Wilton HELP! has a two-stage business strategy, to be implemented **over the 5** Years of the Plan. In years **1-2** the focus will be on establishing and developing a robust service offer to meet proven local needs. This will involve registering the CIC, recruiting volunteers, implementing and refining IT systems, accessing funding, promoting the service, forming partnerships and delivering high quality services. Priorities will be:

- Promoting the Wilton HELP! brand more widely through redesigned web-site and leaflets
- Evaluating more cost-effective call centre solutions
- Developing a sustainable payments system.
- Focusing on safeguarding and DBS checking for staff and volunteers
- Addressing data security and GDPR compliance
- Expanding volunteering and invest in volunteers through social opportunities
- Engaging service users
- Trying out new methods to achieve effective outreach across the area.
- Evaluating the option of transferring to charitable status
- Exploring extension of service to other areas.

In years 3-5 Wilton HELP! will consolidate and strengthen current services, seek opportunities for collaborative working and diversification of funding sources.



OUR FUNDING STRATEGY

Wilton HELP! remains committed to free access to its services for those in need and at its core it is and will always remain a volunteer service. However, it will need to raise funds to finance its ongoing business costs.

We know that running Wilton HELP! will cost in the region of £10,000. This will be needed to cover core costs - accountancy, audit, insurance, safeguarding, IT, printing, equipment, events and room hire, etc. Wilton Town Council has indicated that it is willing to provide core funding of £7,000 pa and this will go a great way to ensuring the sustainability of the services offered. Therefore, Wilton HELP! will be seeking to raise £3,000 in year 1 to ensure the service is provided as described in this business plan. Grants will be sought from South West Wiltshire Area Board, The Community Foundation the National Lottery and elsewhere.

Principally, the year one fund raising strategy will focus on start-up and core running costs. Beyond that, the CIC will be looking to achieve sustainable financial security by diversifying its offer and developing sustainable funding streams. This will include an external funding strategy, local activities and events, corporate donations, commissioned services, profit making ancillary activities.

OUR SERVICE PLAN

The main services offered by Wilton HELP! will continue as they have during the Covid-19 pandemic, but it is hoped that these may be supplemented by other services that our residents would welcome:

- Assistance with shopping
 - Collection and delivery of prescriptions
 - Errands and transport
 - Gardening and DIY
 - Advice and advocacy
 - Dog walking
 - Financial assistance
-



OUR APPROACH TO SERVICE DELIVERY

Wilton HELP! is a volunteer centered organisation, it aims to provide support services that are free to those in need. The services are provided by volunteers. Volunteers will log calls from those seeking help. The calls will be logged into a GDPR compliant secure portal and volunteers will select tasks to undertake and complete. Costs associated with tasks will be funded by clients, using a variety of technological solutions.

OUR COMMITMENT TO SAFEGUARDING

Wilton HELP! will be assisting some of the most vulnerable adults in the local community. For this reason, our safeguarding policies will be stringent. All volunteers will be required to have an enhanced DBS check. All data will be secured in compliance with GDPR and access will be restricted to nominated CIC members only. The CIC will develop and adopt a safeguarding policy based on national best practice in this sector.

OUR KEY OBJECTIVES 2020/21

WHAT	LEAD RESPONSIBILITY	BY WHEN
Register Wilton HELP! CIC	Steve/Larissa	Nov2020
Secure WTC Core funding	Larissa	Oct/Nov 2020
Review Call Centre IT solution	Adam	Oct 2020
Secure Server provision for Wilton HELP! CRM	Adam/Larissa	Nov 2020
Volunteer Recruitment Campaign	All	Oct/Nov 2020
New Leaflet Campaign	Larissa/Steve	Nov 2020
Safeguarding Policy	Steve	October 2020
Launch and marketing	All	Nov 2020
Fundraising plan	Steve/Larissa	Dec 2020



OUR POLICIES AND PROCEDURES

Wilton HELP! CIC Policies to be developed:

POLICY AREA	Adopted	Action / Review
Adult Safeguarding	Nov/Dec	Every year
Business Continuity	Nov/Dec	Every year
Complaints	Nov/Dec	Every year
Confidentiality	Nov/Dec	Every 3 years
Corporate Social Responsibility	Nov/Dec	Every 2 years
Equal Opportunities (see CSR)	Nov/Dec	Every year
Financial Reserves	Nov/Dec	Every year
Risk Management	Nov/Dec	Every year
Quality Assurance	Nov/Dec	Every 5 years
Training & Personal Development	Nov/Dec	Every 5 years
Volunteering	Nov/Dec	Every 3 years

OUR STAFF

Subject to funding, we anticipate recruiting a part-time coordinator within the time frame of this Business Plan

Job Title	Wilton HELP! – Community Area Network Development Officer (CAN-DO)
Post Holder(s)	TBC
Supervising	TBC
Supervised by	Company Secretary
Grade equivalent	LC1
Contract Type	3 year fixed
Hours	20
Outline Job Description	To oversee the safe and efficient operation of Wilton HELP! in accordance with the policies and procedures adopted by the Board of Directors.



OUR VOLUNTEERS

We love our volunteers. They are special people and we treasure their contribution. Without the volunteers there is no Wilton HELP!. The gifts they bring form the principal assets of the CIC.

We will develop a volunteer strategy with our volunteers. This will recognise the different capacity, skills and availability of each one. There will be a range of options available. Volunteer coordinators will oversee aspects of Wilton HELP! and then there will be a range of volunteer roles, such as shopping, transport, medicines, gardening, dog-walking, call handling, IT, marketing, etc. But of course, lines will be blurred because we all love doing a variety of tasks.

We will start with the existing database of 116 volunteers, of which 58 are known to have been active during the pandemic of 2020. We will provide training, DBS checks and social opportunities for our volunteers. They will be part of Wilton HELP! and part of its core governance – electing members to the Board.

OUR INSURANCE

Wilton HELP! will maintain insurance linked to its annual risk assessment, as follows:

- insurance covering loss of funds or damage to property and possessions
- insurance against fraud and dishonesty (known as fidelity insurance)
- cover for a service you provide, such as giving advice (professional indemnity insurance)

TYPE	LEVEL	Renewal date
Public liability	£5m	
Professional indemnity	£1m	
Fidelity Insurance	£1m	



OUR YEAR ONE BUDGET

Income	£	£
WTC Core Funding	7,000	
Other Grants	3,500	
Fundraising	2,000*	
		12,500
Expenditure		
Call Centre Software Licenses	3,000	
Web Hosting	1,000	
DBS Checks	3,000	
Printing	850	
PPE	500	
Insurance	1,200	
Audit and Professional Fees	1,500	
Contingency/Reserve	1,450	
		12,500

*£2,000 secured 1/10/20



OUR YEAR TWO BUDGET

Income	£	£
WTC Core Funding	7,000	
Other Grants	10,000	
Fundraising	8,500	
Donations and CSR support	2,000	
		27,500
Expenditure		
Call Centre Software Licenses	3,000	
Web Hosting	1,000	
DBS Checks	3,000	
Printing	850	
PPE	500	
Insurance	1,200	
Audit and Professional Fees	1,500	
Contingency/Reserve	1,450	
Administrator / Clerk	15,000	
		27, 500



Wilton HELP!

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