



# ANNUAL REVIEW 2020

Community  
Integrated  
Care





# WELCOME TO OUR ANNUAL REVIEW

## 2020. IT WAS A YEAR LIKE NO OTHER.

**The last 12 months will undoubtedly live in our memories forever. For most of us, a time of uncertainty, anguish and very sadly, loss. But also, a time when we saw the very best of each other, and what we are, too.**

Community Integrated Care set out for an exciting 2020 – planning our inaugural We Dare Day in March, delivering new projects and initiatives, and coming together for a wonderful programme of events. Little did we know that what would transpire would look so very different, but that the spirit and heart that makes our charity so special would flourish stronger than ever.

Within just a few months, Coronavirus was the only headline. We closed our doors, turned our dining rooms into home offices, and shifted our entire focus onto keeping people safe. All of our lives had changed in the blink of an eye.

This Annual Review chronicles the outstanding work of our teams in the most unprecedented of times. Not just keeping the people we support safe and well but ensuring that people continued to live the best lives possible. From staying fit and active, to maintaining links with loved ones, we describe how we made happen the things we had perhaps taken for granted before.



At a time when it would've been easy to be the opposite, the families of the people we support have been patient, understanding and incredibly appreciative to our teams for everything they've done. That support and gratitude has been an overwhelming source of motivation when it was needed most.

Our partners and communities supported us in a way we could have only imagined. They donated, delivered and devoted their time to enhance the lives of our colleagues and the people we support. They've played an immeasurable role in our response to Covid-19 and we couldn't be more grateful.

If there's a silver lining to be taken from the last 12 months, it's the fact that our social care colleagues have rightly cemented their status as the backbone of our society. Something that we, of course, already knew.

With unimaginable changes to the way they work and the immense personal sacrifices they've made, our people have adapted to everything that has been asked of them, and then some.

## THERE ARE NO WORDS TO EXPLAIN HOW PROUD I AM, AND HOW IT HAS PERSONALLY BEEN MY HONOUR TO LEAD OUR CHARITY DURING THIS CRISIS.

My commitment has always been to ensure that social care gets the respect, recognition and reward it deserves. After this last year, this commitment couldn't be stronger. We will not lose sight of what we've accomplished and will build on this to achieve much-needed reform in our sector.

Finally, please remember - this too shall pass. As the vaccine roll-out progresses and our scientists learn more about how we can live alongside Covid-19, we will all return to some sense of normality. When this time comes, I hope you're able to reflect on the most profoundly challenging year and feel proud of the immense part you've played.

Stay safe everyone.

A handwritten signature in black ink, appearing to read 'Mark Adams'. The signature is fluid and cursive.

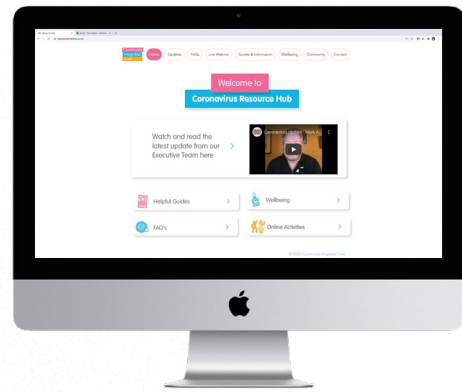
**Mark Adams,  
Chief Executive Officer**



# OUR COVID - 19 RESPONSE

With the emergence of Covid-19 in the UK fast approaching, our charity took swift and decisive action, ahead of Government advice, to prioritise the safety of our people.

In February, we formed our Coronavirus Response Team, led by our Director of Strategic Projects, Garry Leach:



“Within a matter of days, we had built and launched our own dedicated online Coronavirus Resource Hub - accessible on any device, at any time - to keep our people updated and informed. Soon after, our 24-hour Coronavirus helpline launched to make sure that advice was always on hand as people navigated a whole new world of rules, regulations and restrictions.”

“At every juncture, our teams responded quickly, flexibly and always compassionately. From quickly changing processes and systems to on-boarding thousands of new recruits; sourcing and supplying millions of pieces of PPE to fulfilling and delivering hundreds of treat boxes for our teams.”

“And throughout it all our teams have never lost sight of our commitment to above all else, keeping our people safe, happy and well.”



“Our first priority and overall commitment was to ensure that all decisions were in the best interests of our colleagues, the people we support and their loved ones.”

“Our focus was on maintaining open and honest communication with everyone involved to our charity – from our colleagues on the frontline who were dealing with changing advice on a daily basis, to the families of the people we support who were understandably anxious about the wellbeing of their loved ones.”



17,500,000  
ITEMS OF PPE



374 MEDIA  
INTERVIEWS



2324  
JOB OFFERS



76 COVID  
UPDATES AND  
VIDEOS



210K MINS OF  
LIVE COLLEAGUE  
EVENTS



52 WEBINARS  
WITH  
FAMILIES



Thank you to the National Lottery Community Fund for their investment in our Covid-19 communications and communities response.



As the impact of the pandemic was quickly felt by our teams, in March 2020, we announced our Emergency Pay Response. Our Chief People Officer, Teresa Exelby, shares more:

“The Coronavirus pandemic called on our sector to demonstrate the height of compassion and dedication. As our teams stood together, it was our duty to stand next to them.

“That’s why we launched our Emergency Pay Response, which provided support to colleagues in two key ways: an enhanced hourly pay rate for several months throughout the pandemic, and an improved sick pay offer for any colleague affected by Coronavirus.

“We knew that we wanted to make our colleagues feel reassured and relieved – as well as demonstrating our commitment to doing the right thing. This investment of over £1m really did help so many in their time of need.”



# STANDING UP FOR SOCIAL CARE

Continuing our fight for proper recognition, funding and respect for our sector, we led the way in championing social care, and the commitment and dedication of those who work within it, in the media...



## APRIL

Alongside our partners at the National Care Forum, we launched research that unearthed the true impact of Covid-19 in care. Thanks to a piece with BBC News at 10, this led to increased focus on the role of our sector throughout the pandemic.

## JULY

A big month for Community Integrated Care as Mark Adams responds to comments made by the Prime Minister about the care sector. Mark was interviewed by the nation's biggest media outlets, trended on Twitter, and was even quoted by Labour Leader, Sir Keir Starmer, in Parliament.

## JUNE

Questions were asked of the Government regarding the lack of testing for people with learning disabilities. Our colleagues in the North East did an incredible job at representing our charity, and the care sector, on BBC News.

## SEPTEMBER

Mark Adams participated in the All-Party Parliamentary Group for Coronavirus. He used the stage to highlight the need for families to see loved ones and how Supported Living Services were not being given regular testing like their care home counterparts.





## A CHARITY ON THE FRONTLINE

**The British public witnessed the realities of life on the frontline of the Coronavirus pandemic in social care for the first time, after Community Integrated Care delivered an unprecedented BBC documentary.**

As the presence of Covid-19 first became felt in the UK, we recognised that our colleagues – and hundreds of thousands of other social care workers like them – would be critical to the national response. With the focus largely on the NHS, we knew that we could not allow their contribution to this moment in history to be overlooked.

In March 2020, we approached producers for the BBC’s flagship current affairs series, Panorama, and invited them to follow our frontline heroes, as we worked through the challenges ahead. We had no idea what would unfold.

On 30th July, millions of people tuned in to see ‘The Forgotten Frontline’. This primetime BBC One documentary charted the story of four months at EachStep Blackley Care Home, and the work of our CEO, Mark Adams, in coordinating our national response. Viewers saw a united team who did everything in their power to protect the people we support.

From the gut-wrenching tragedy of an outbreak to the passing of much-loved residents; the endless love, compassion and bravery of colleagues and families to the hope of dramatic recoveries - the programme powerfully captured the light and shade of care in crisis.

The film grabbed national attention. It was the top trending topic across social media platforms, with thousands of people reaching out to share messages of thanks and support for our colleagues and their counterparts. The programme proudly won the Best Current Affairs award at the Royal Television Society Journalism Awards 2021.

Mark Adams, said: “The Forgotten Frontline was the first opportunity for the public to see, in any real detail, life on the frontline of social care during the pandemic. It brought into sharp focus the support that our sector urgently needs and the valiant efforts of social care workers in the toughest of circumstances.

This programme made a difference – changing attitudes and bringing greater focus onto care. We would like to thank our colleagues, the families of the people we support, and the team at the BBC for their trust in our charity and their unwavering understanding of the importance of this film.”



You can watch  
**'The Forgotten Frontline'**  
on BBC iPlayer here.





# KEEPING PEOPLE ACTIVE

Covid-19 impacted all aspects of our charity in a very unpredictable way, especially for the people we support. Many faced changes that meant they couldn't see their loved ones or enjoy their usual daily activities. So, we introduced a range of initiatives to help support and uplift people's mental and physical wellbeing.



## OUR VIRTUAL GET-TOGETHERS

The reality of lockdown meant that the people we support couldn't access the community groups that had become such an integral part of their personal lives, so we set out to create a virtual platform to keep people engaged and motivated.

Joining forces with our partners, we delivered over 100 exciting and accessible online activity sessions. These events were great to keep energy high amongst teams, encouraging maximum participation to combat boredom and isolation. The sessions were led by Leeds Rhinos Rugby League Foundation, Portsmouth Football Club, Liverpool's creative hub, the Bluecoat and our very own DJ Ged!

John Hughes, Director of Partnerships and Communities, said: "From chair-based exercise to live cook-along sessions, these activities have been a roaring success! They've been made possible by fundraisers who have enabled our charity to invest in exciting projects like this. A special thanks to our partners who have delivered exceptional virtual sessions and donated their time to our people."

## WE DARE RAINBOWS

Rainbows quickly became the symbol of hope throughout the pandemic with pictures springing up in windows across the country almost overnight.

To mark the sad postponement of our inaugural We Dare Day event in March, we took a moment to show our support for the wider social care sector. We asked our colleagues and the people we support to design their own We Dare Rainbows, reminding them of the values of our organisation.

Hundreds of these were displayed in the windows of our services and our colleagues' homes, showing solidarity and spreading some much-needed cheer in the darkest of times.





## CARE TO PLAY

With months of lockdown under our belts, we set out to create new, exciting and accessible activities for the people we support to enjoy from the comfort of their homes. We were proud to launch a unique table tennis training program, so that everyone in social care could learn, play and enjoy this adaptable sport.

Named Care To Play, the programme became particularly important during periods of lockdown when being socially distanced was vital. To help keep the people we support physically and mentally stimulated whilst exercise outdoors was still limited, we introduced the initiative across hundreds of our services.

Throughout the past two years, we've been piloting the use of table tennis in a range of our care settings – from delivering activity sessions in specialist dementia care homes to utilising it in mental health talking therapies - proving



the sport to be an inclusive, engaging and low-cost activity. The outcomes from these projects allowed us to proudly collaborate with Table Tennis England, who helped us to deliver almost 200 table tennis starter packs to our care services, at a time when they were needed most.

The Care To Play website provides creative bitesize training videos that, in just 13 minutes, allow people who provide care and support to learn the fundamentals of how to enable someone to enjoy table tennis.

[CLICK HERE TO VISIT THE CARE TO PLAY WEBSITE!](#)



## RUGBY LEAGUE ARTS & ACTIVITY TOOLKIT

We teamed up the Rugby Football League and the Rugby League World Cup 2021 to create a special arts and activity toolkit, designed for the people we support during lockdown as a fun and entertaining resource. With plenty of interactive features, the toolkit was shared across our charity, and special prizes were up for grabs for simply sharing artwork across social media.

## ACTIVE AT HOME

In partnership with Leeds Rhinos and the Rugby Football League, our charity proudly created the Active At Home Activity Toolkit. The resource was designed to encourage colleagues and people supported alike to get involved in easy-to-adapt exercises at home, boosting mental and physical wellbeing at a time when they mattered most.

Through a series of warm-ups, stretches and different forms of cardio, our charity was able to provide an educational source that was fun, inviting and enjoyed by many.





# KEEPING CONNECTED

Like all of us throughout the year, being separated from families, friends and loved ones was one of the most difficult challenges the people we support had to face.

To help combat this, we set about creating new and novel ways to keep people connected whilst they couldn't be together...

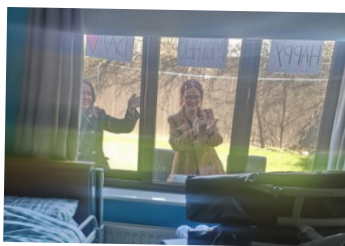
## MESSAGES OF LOVE

After weeks of limited contact, our colleagues were keen to make sure that the people we support stayed in touch with their loved ones in any ways they could. We took to social media to share special messages of love from the people we support to their families and friends.



## WINDOW VISITS

Wherever possible, our colleagues arranged socially distanced window visits, even using headphones and tablets to enable people to communicate through the glass.



**Nothing was stopping the team at our Applegarth service in Teesside making Mother's Day special, even a national pandemic!**

They made the best out of a bad situation and set up an outside visiting area, allowing the people we support and their parents to spend some time together. Hot flask of tea and chocolates included!

## VIRTUAL VISITS

Up and down the country our services embraced technology, and virtual visiting was on the rise! Using FaceTime, Zoom, and WhatsApp, our colleagues explored every avenue to keep people supported in contact with their loved ones.



## AN EMERALD ANNIVERSARY

Despite care homes being on lockdown, the team at EachStep Blackburn were determined to help resident Norma Campbell and her husband, Harry, celebrate their 55th Wedding Anniversary!

Arranging a delivery of flowers and a special FaceTime video call, the team at the home said it was an honour to help Harry and Norma celebrate their special day using modern technology.



## FAMILY WEBINARS

Within a few weeks of the first lockdown, we'd set up a schedule of weekly webinars for the families of people we support to keep them update on our response to the pandemic. Hosted by our Managing Directors via Zoom, over 500 loved ones joined in to get the information and reassurance they needed.

**"THANK YOU FOR THE MEETING - I CAN'T BELIEVE YOU GO TO THE TROUBLE TO KEEP US POSTED IN SUCH A TRANSPARENT WAY, THE CARE MY DAD RECEIVES IS SECOND TO NONE."**



# SHOWING OUR APPRECIATION

Throughout the year we took every opportunity to get one core message across to our people:

**YOU ARE INCREDIBLE AND WE ARE SO GRATEFUL.**

Here's some of the ways we showed how much we cared and how appreciative we were...



## TREAT BOXES

During the peak of the first wave, we delivered treat boxes, containing snacks, drinks and sweets to all of our services. These were just a small token of appreciation for everyone's efforts on the front line.



## THANKS E-CARDS

As we adjusted to our new ways of working, we wanted to ensure that even when we were apart, we always had ways to show colleagues some love! Special e-cards of thanks were created for people to download and send and brighten someone's day.



## SUMMER STARS

Our seasonal reward and recognition schemes have always been an important way to shine a well-deserved light on our incredible people. This year, Summer Stars took on a whole new meaning – with over 200 nominations shared and 40 winners announced.

We were also grateful to **Britvic, British Apple and Pears, Modibodi and Singa**, for making large donations to our colleagues and services.

## SPREADING CHRISTMAS CHEER

Christmas is usually such a special time for our teams. With everyone doing everything they could to create the festive magic in the most difficult circumstances, we wanted to do our bit to make our colleagues feel magical too.



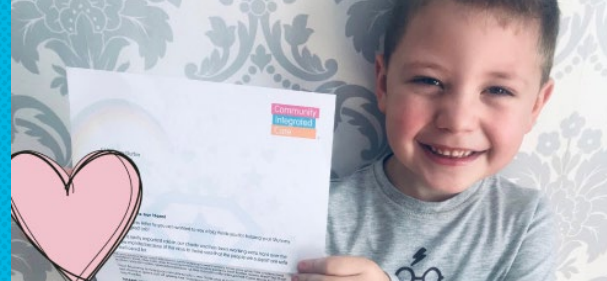
Our CEO, Mark Adams, hand-signed Christmas Cards to all 5,500 of our colleagues and enclosed a voucher as a small thank you.



We supersized our annual Christmas Crackers campaign, with double the number of winners and a special one of gift of a Christmas hamper too!



For the 24 days of December, we ran a prize-a-day raffle, with jewellery, spa days, sports memorabilia and much more up for grabs for our colleagues.



## LETTERS TO CHILDREN

We knew that it wasn't just the wellbeing of our teams that had been affected. Between home-schooling and lockdown restrictions, children were also having to adapt to lots of changes too.

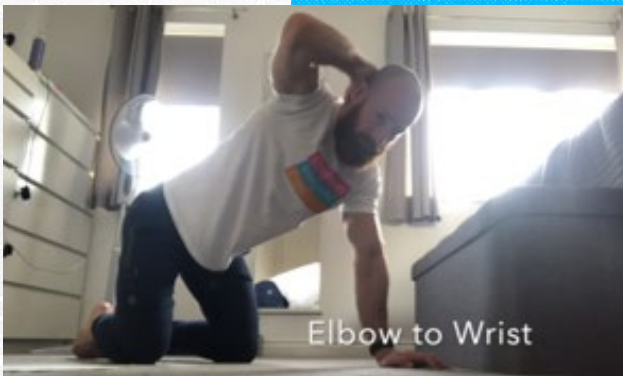
With that in mind, we sent personalised thank you letters to our smallest, honorary members of Community Integrated Care - the children of our colleagues who had done a brilliant job of cheering up their parents, grandparents, siblings, aunts & uncles throughout this crisis.



# COLLEAGUE WELLBEING

At a time when many people were unsure how to feel in themselves, our charity sought out professionals who could offer support, advice and tips for our colleagues.

Partnering with health and wellbeing experts to provide a wealth of practical and engaging resources, we hosted virtual activities amongst our teams.



## TOP TIPS FOR WELLBEING

Collaborating with Tim Holmes, an independent health and wellbeing specialist, our charity formulated an interactive resource, called Top Tips For Wellbeing. The document promoted easy-to-adopt tips on how to maintain a healthy physical and mental lifestyle, both in the workplace and at home.

Tim shared advice on creating a better environment, particularly for those working from home during the course of the pandemic. He provided information and suggestions on building positive routines to mindfulness, such as nutrition and hydration. Each written section of the resource was accompanied by a short video clip, packed with inspirational ideas.

## MINDFULNESS WITH RUSSELL TREASURE

Recognising that the impact of the pandemic was not only felt physically, but mentally too, we sought the help of mindfulness coach and expert, Russel Treasure.

Over a two-week period, Russell hosted 11 online mindfulness training sessions open to all colleagues. The sessions took place throughout the day, during evenings and weekends, to ensure all team members had the chance to take part.



Russell provided key skills to help people adopt mindfulness techniques throughout everyday life, as well as techniques to build these into the busy routines of many of our colleagues.

Through classes that taught mindfulness at home alongside mindfulness at work, around 400 people from our workforce downloaded or participated in one, or more, of the sessions. With such incredible feedback received, Russell returned to host an additional event.





**As we headed into the year we had big plans to mark our Charity Times 'Charity of the Year 2019/20'** win, by holding our very first organisation-wide celebration - We Dare Day!

Whilst Coronavirus initially put these plans on pause, by August we were thrilled to be able to return to the event, bigger and better than ever, with We Dare Day 2020 and The Big Walk & Talk Week.

## WALK

With lockdown restrictions easing across the UK, we challenged our teams to get outside and get walking! The goal was set for 1,092km – the distance between our most northerly service in Thurso, to our most southernly service in Dorset and we rose to the challenge! By the end of this incredible week, we'd collectively hit over 3,000km!

## TALK

The event also had a bigger meaning too. Like many other organisations, 2020 saw us take a moment to stop and reflect on our approach to diversity and inclusion. We asked our teams to reflect on our charity's founding principles during their walks and share their ideas on how we could make sure that equality remains at the heart of our charity.



# DIVERSITY & INCLUSION

As part of our Big Walk & Talk Week colleagues told us that they wanted us to challenge ourselves and make a clear commitment to making diversity and inclusion one of our charity's key priorities.

So we appointed The Employers Network for Equality and Inclusion – independent experts in the field - to carry out a full diversity audit for us. This has involved people from across all levels and roles within our charity, with one-to-one interviews, surveys and virtual focus groups – giving people the opportunity to share their lived experiences and tell their stories. All of this knowledge will enable us to build a clear plan for 2021 and ensure we're creating a fair and equal environment for all to thrive.



## CELEBRATING BLACK HISTORY MONTH 2020

# B:IM

DIG DEEPER, LOOK CLOSER, THINK BIGGER

In October we celebrated Black History Month, recognising the contributions and culture of our Black colleagues and people supported. From virtual movie nights honouring the seminal film Black Panther, to an online cookery session celebrating Jamaican heritage - our colleagues and teams embraced this important event.



# FANTASTIC FUNDRAISING

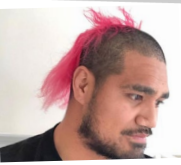
To give our organisation the boost it needed after an extremely tough few months, we made it our mission to get as many of our colleagues as possible involved in a whole host of exciting fundraising activities.

As well as generating masses of support from the public for the work of our incredible teams, we raised a huge £40,000 in donations! These important funds were used to put plenty of smiles on the faces of the people we support; giving them opportunities to stay active, have fun and keep in touch with their loved ones.

## CARE WITH HAIR



The hairdressers might have been closed, but our imaginations were wide open!



We proudly launched our 'Care With Hair' fundraising appeal, where we asked people to become DIY stylists, creating their very own 'lockdown looks' and donating what they would have paid at the salon.



The response was incredible – with rugby stars, footballers and our very own colleagues taking on the challenge. We saw everything from rainbow mohawks to multi-coloured beards, raising an incredible £22,000!

£40,000

£32,000

£22,000

**IN 2020, WE'RE PROUD TO HAVE RAISED OVER £40,000!**

**Thanks to the monumental support from our colleagues, communities and partners.**

## CARE-ISTMAS JUMPERS

The run up to Christmas saw our charity launch our £10k for Christmas Day campaign, which aimed to purchase gifts and create special seasonal moments for the people we support. For the very first time, we created special edition Christmas Jumpers & T-shirts, which quickly became the must have fashion item of the festive season!



Inspiration for the festive design came from Carol Maher, a lady we support in the North West and her Support Worker, Jennifer Wallace. The pair submitted the winning entry in our annual internal Christmas Card Competition, beating 100's of brilliant designs to the top spot!



## OUR 'NO SECRET SANTA' SECRET SANTA

In December we launched our 'No Secret Santa' Secret Santa campaign, allowing the public to donate the money they would have usually spent on a Secret Santa gift to our charity instead.

Mark Adams, CEO of Community Integrated Care, said: "We wanted to give people the opportunity to make a Christmas wish come true for someone supported in social care, whilst also allowing people to make a gesture on behalf of their loved ones that would be remembered forever.

"With our 'No Secret Santa, Secret Santa' campaign, we gave people the chance to make a real difference. With lockdown and restrictions meaning that the people we support had far less access to enjoy a normal Christmas in their community, this seasonal support was never more vital."





# SPORTING VISITS

**Manchester City star, Ilkay Gündoğan, enjoyed a 30th birthday with a difference when he celebrated his big day with people supported by our charity.**

The midfielder selflessly marked his milestone birthday by making special socially distanced visits to EachStep Blackley and St Annes House in Tameside. After what has been a challenging few months for both services, seeing the star arrive with generous gifts for everyone certainly lifted spirits and brought lots of smiles!

Samantha Brennan, Community Integrated Care’s Managing Director for the North West, said: “We were absolutely blown away when Ilkay approached us to celebrate his 30th birthday with our charity. The impact of Coronavirus and lockdown on the social care sector has been very tough, so this incredible gesture provided a real boost. In these services, football is an absolute passion, so it was a dream come true for many to spend time with their football hero.”

[Click here to watch the moment when Ilkay surprised the people we support](#)



“It was amazing to meet the teams at Community Integrated Care and to hear about their hard work during the pandemic. I had such a great time meet the people living at EachStep and St Annes House, having a chat and sharing some gifts. They told me that it was a special day for them, but it was even more special for me! It’s a birthday I’ll always remember.”

- Ilkay Gündoğan



**St Helens RFC legend, Paul Sculthorpe, Rugby League World Cup 2021 (RLWC2021) and Rhino Rugby League teamed up to bring a special surprise marking National Learning Disability Week in June.**

The Saints and Great Britain star visited one of our Supported Living services, Mill Point, in St Helens, generously gifting the people we support and our colleagues an exciting range of Rugby League activity equipment, helping them stay active throughout the pandemic.

Paul Sculthorpe said: “It was brilliant to see everyone’s faces light up when I arrived. You could see how much it meant to them, being such massive fans. For me, it was important to show them some support at a tough time and to celebrate National Learning Disability Week.

“This visit shows how important the RLWC2021 partnership with Community Integrated Care is.”

[Relive the special surprise visit here](#)





# SPORTING PARTNERSHIPS: LOOKING TO 2021

## SUPER LEAGUE SUPPORTS COMMUNITY INTEGRATED CARE FROM THE STANDS

**Betfred Super League paid tribute to key workers at our charity by prominently featuring our logo in the stands at its behind-closed-doors games.**

Robert Elstone, CEO of Super League, said: "Since the return to action, Betfred Super League has been proud to recognise our partnership with Community Integrated Care and celebrate the invaluable support provided by them within our communities.

"We have always been inspired by our partnership but in these turbulent times, we can only imagine the scale of the daily challenge faced by their teams across our communities.

**WE ARE IMMENSELY PROUD TO BE ASSOCIATED WITH SUCH LIFE CHANGING AND MUCH - NEEDED INTERVENTIONS.**

"The social care sector, alongside the NHS, has been on the frontline of the Coronavirus pandemic and our sport is unique in supporting an Official Social Care Partner. So it is our privilege to highlight Community Integrated Care in our stadiums and allow the time to reflect on our gratitude for every member of the organisation."

**THE RUGBY LEAGUE COUNCIL HAS RECOGNISED THE ROLE PLAYED IN THE PANDEMIC BY COMMUNITY INTEGRATED CARE, REWARDING OUR CHIEF EXECUTIVE OFFICER, MARK ADAMS, THE RFL PRESIDENT'S AWARD FROM CLARE BALDING OBE.**

## RLWC2021 AND COMMUNITY INTEGRATED CARE LAUNCH GROUND - BREAKING INCLUSIVE VOLUNTEER PROGRAMME!

**This world-first project, supported by Sport England's Major Events Fund, will see our charity create a range of accessible and aspirational volunteering opportunities for hundreds of people who have care and support needs, running throughout 2021 and continuing in the months following the tournament.**

Early plans include the recruitment of experts by experience to advise tournament organisers, the creation of school assemblies to educate young people on inclusion, and opportunities to volunteer with the RLWC2021 team.

We're looking forward to sharing our plans with the wider sector throughout 2021. If you would like to learn more about this project please contact [RLWC@c-i-c.co.uk](mailto:RLWC@c-i-c.co.uk)





# CARING IN COVID



**The National Care Forum's 'Caring in Covid' project documented the heroic efforts of social care throughout the crisis. Together, everyone in our sector faced one universal challenge: to keep society's most vulnerable safe. We were proud to have three of our charity's stories featured in the prestigious publication, highlighting the remarkable work of our colleagues and partners.**

Our incredible community partners also received a tribute for lightening the load in the most difficult of times. Partners, including the sporting giants Leeds Rhinos (pictured left), Widnes Vikings, Liverpool FC, Middlesbrough FC and Portsmouth FC all gave thousands of hours of support to our charity, and we share more about this in the piece.

**The book will be included in the British Library, allowing future generations to read about the sacrifices made by care workers throughout the crisis.**

Mark Adams, CEO of Community Integrated Care and Non-Executive Director for the National Care Forum, said: "Throughout the pandemic, care workers have been the backbone of society, many making huge personal sacrifices to ensure they continue to deliver world-class care and support to the most vulnerable. All of these stories highlight the huge challenges many have faced, and I hope this book will raise the profile of the incredible work our frontline carers do for society every day."

In the eBook, you can read about our charity's key role in BBC Panorama's 'The Forgotten Frontline'. The piece documented the many challenges that our organisation, and the wider care sector faced, in the early stages of the battle against Covid-19.

The story of our colleague, David Young, Support Worker from Caithness in Scotland (pictured top), is also highlighted. The article spotlights David's own personal sacrifices, explaining why he made the extraordinary decision to move into his greenhouse for the majority of the pandemic – to protect those around him.

**You can read the NCF's Caring in Covid Ebook by clicking here**





# AWARD SUCCESS

COMMUNITY INTEGRATED CARE WAS PROUD TO HAVE WON OR BEEN SHORTLISTED IN 21 NATIONAL AWARDS.

A whole host of our charity's people, teams, partnerships and projects were recognised across six different events.

## National Care Awards

- 🏆 🌟 Outstanding Care in a Crisis - EachStep Blackley (**Winner**)
- 🌟 Best Care Manager - Michelle Phillips
- 🌟 Best Dementia Care Manager - Michelle Phillips
- 🏆 🌟 Care Personality - Mark Adams (**Winner**)

## Great British Care Awards

- 🌟 Care Employer – Community Integrated Care
- 🌟 The Care Innovator Award - Community Integrated Care Learning Disability Super League
- 🌟 Care Home Worker Award - Catherine Khan, Priors Court, Scotland (Highly Commended)
- 🌟 Care Team Award - School Close
- 🌟 The Putting People First Award – Pineview
- 🌟 The Care Innovator Award - Tees Alive & Middlesbrough
- 🌟 The Housing with Care Award - Audomar Bracho, Cherry Tree House
- 🌟 Care Innovator – Community Integrated Care with Portsmouth FC
- 🌟 Frontline Leaders Award - James Sainsbury

## Skills For Care Accolades

- 🌟 Best Employer
- 🏆 🌟 Most effective collaborative approach to new models of care for the Learning Disability Super League (**Winner**)

## Digital Technology Awards

- 🌟 Best Non-For-Profit Digital Project

## Internal Communication National Awards

- 🌟 Best Crisis Response - Coronavirus (Award of Excellence)
- 🌟 Best Team (Award of Excellence)

## Internal Communications North Awards

- 🌟 Best Campaign for #DareToShare (Commendation)
- 🌟 Best video for our We Dare strategy launch (Commendation)
- 🌟 Best In-House Team (Winner)



## DOUBLE WIN AT THE NATIONAL CARE AWARDS

Community Integrated Care was honoured with not one, but two prestigious accolades at the 22nd National Care Awards.

After a year of championing the social care sector in the national media, we were proud to see our CEO, Mark Adams, crowned as 'Care Personality' - the hallmark honour of the event.

The award, which was selected by an independent panel, is given to the individual that the judges believe has made the biggest contribution to the care sector within the past 12 months.

The team at EachStep Blackley Care Home in Manchester were also recognised, winning the 'Outstanding Care in a Crisis' accolade, recognising the extraordinary efforts of everyone at the care home.

## QUALITY

Whilst we're usually extremely proud to celebrate and showcase our Care Quality Commission and Care Inspectorate successes, this year they are not featured in our Annual Review. Due to Covid-19 restrictions, both of our regulators have been unable to undertake their normal inspection routines and there has therefore been very little change to results across the board. We look forward to celebrating our continued progress in quality excellence again in 2021.



# OUR SUPPORT CONTINUES TO REACH NEW PEOPLE

**COMMUNITY INTEGRATED CARE WAS DELIGHTED TO ARRIVE IN EAST SUSSEX FOR THE FIRST TIME, WITH THE OPENING OF THE NEWLY REDESIGNED SUPPORTED LIVING SERVICE, GREENACRES.**

The collaboration between East Sussex County Council, NHS England and Inclusion Housing will support people who have for decades lived out of the county in institutionalised settings, back to their homes of East Sussex.



Karen Sheridan, Chief Operating Officer at Community Integrated Care said: "Our charity was founded in 1988 as one of the pioneers of the 'Care in the Community' agenda, with the continued aim of supporting people to

leaving long-stay institutionalised settings to lead fuller, better lives in the community – and over 30 years on, we're honoured to continue doing that here at Greenacres.

"We exist to deliver world class support to people with care needs so they can live the best lives possible. That's why we're delighted to have worked so positively with our commissioning and housing partners, enabling people to move back to their home county alongside their family, friends and local community."

**Nestled in the leafy suburb of South Chailey, the purpose-built service includes six one-bedroom apartments with outdoor space, offering independent community living for people with learning disabilities and autism.**

Having undergone a huge re-development as part of the Transforming Care agenda, the service includes a number of bespoke elements aimed at delivering the most therapeutic living environment to those living there. Curved walls and modular furniture all feature in the bespoke apartments, aligning with the Positive Behavioural Model of Support.



## DID YOU KNOW?

In the past **12 MONTHS**, we've opened **31 NEW SERVICES** for **162 PEOPLE SUPPORTED!**



# INNOVATIONS IN CARE

For many, the events of 2020 understandably meant that opportunities for innovation had to stand still. At Community Integrated Care, we didn't rest on our laurels. Instead, we continued to implement life-changing technology, forged new partnerships, and met the demands of the pandemic with new ways of working.



In March, we found ourselves a third of the way through the roll-out of our digital care planning system, Nourish. After an initial hiatus to deal with the immediate task in front of us, we quickly turned our attention back to introducing the system – with so many teams raring to go!



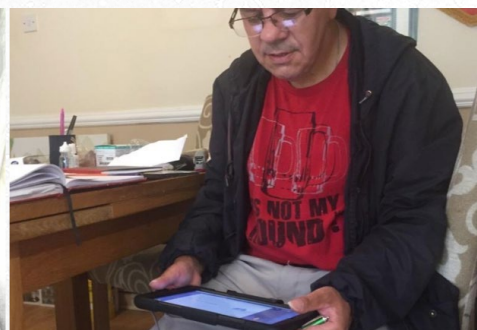
By the end of the year, we'd completed the launch of Nourish in all of our Independent Living services, with just our Extra Care and EachStep Care teams still to reap the benefits of this transformative platform in 2021.



We know that in order to do their best work, our colleagues need to feel listened to, informed and valued. Feedback is essential to making this happen, so we've always considered our Engagement Surveys a vital tool.

By partnering with engagement experts Hive, we took our approach a step further. Hive's survey platform helps us to unlock the voice of our colleagues, by putting engagement data in the hands of our leaders throughout the organisation. This means that at a local level, colleagues can truly feel the impact of their feedback by playing an active role in action planning.

In 2021, we'll truly see the power of Hive come to life for our teams.



## TECHNOLOGY ENABLED CARE

Over the last decade, there have been massive developments in the specialist assistive technologies available to social care providers. These are now so sophisticated in their capability that they allow organisations like ours to completely transform our product and create new models of care that are flexible, tailored to the person supported and sustainable in the future.

Pre-Covid, we'd intended for this to be a two-year project, but as a result of the pandemic's first wave, we were approached by one of our

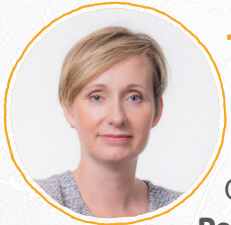
commissioning partners in the North West to introduce a range of technology-based innovations to the way we work. This included the creation of a virtual care centre for the people we support, which was on-hand to provide both planned and ad-hoc video support when needed.

Throughout 2021, we aim to introduce Technology Enabled Care approaches throughout the organisation, so that we can meet the needs of the sector as an innovative, modern and responsive care provider.



# BRINGING NEW EXPERIENCE TO OUR TEAM

We welcomed new names and familiar faces to our organisation to help continue driving our charity towards a better and brighter future...



**TERESA  
EXELBY**

Our **Chief  
People**

**Officer**, Teresa, joined us from Morrisons Supermarkets where she held the role of People Director for Manufacturing, Logistics and Head Office, where she was responsible for talent, workforce planning, and all people-related activities. With a workforce of 15,000 colleagues, Teresa joined us with a wealth of experience in leading People functions for large and complex teams.



**JIM  
KANE**

Joining as  
**Chief Financial**

**Officer**, Jim, a Chartered Accountant, previously worked at Interserve Healthcare. Prior to this Jim held a number of senior roles at Virgin Care as Head of Finance, Director of Business Development and Commercial Director. Jim is also a Trustee at Home-Start, a charity which provides support to families with young children during challenging times.



**JOHN  
HUGHES**

John joined  
our organisation

as **Director of Partnerships and Communities** after having previously worked within our Marketing and Communications function for a decade. In his new role, John leads the development and promotion of our charity's national corporate partnerships, including major sporting, arts, cultural and academic institutions.



**KEITH RHODES**

We welcomed Keith Rhodes **to our Board of Trustees**. Keith has held a number of roles throughout his career in financial services primarily focussed on treasury activities, risk management, oversight and prudential regulation. This has included establishing appropriate frameworks and policies for the management and oversight of risks.

A SPECIAL THANK YOU TO GREG BEALES, MARIA DA CUNHA, BRIAN LOGAN AND LUCY BUTLER WHO WE SAY GOODBYE AND THANK YOU TO AFTER SEVERAL YEARS AS MEMBERS OF OUR BOARD OF TRUSTEES. OUR CHARITY IS GRATEFUL FOR THE WEALTH OF KNOWLEDGE, EXPERIENCE AND NEW IDEAS THEY EACH SHARED WITH OUR CHARITY.



# REMEMBERING THOSE WE'VE LOST



**The tragic impact of Covid-19 has been felt far and wide. Despite seeing the very best of our charity and what it stands for throughout the crisis, the loss of life has been devastating.**

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Throughout the pandemic, Community Integrated Care has sadly lost 115\* much-loved people from our family – 112 people we support, and 3 colleagues. Mothers, fathers, brothers, sisters, aunties, uncles and friends. Each person who has passed away from our charity made a special contribution to the lives of everyone around them and are missed every day.

In these most difficult of times, our teams have pulled together to be there for each other and for loved ones, as well as continuing to provide the very best care to the people we support, whilst grieving themselves.

*\*This number is correct as of 22nd February 2021*

## PAYING TRIBUTE

**Whilst everyone who has lost someone special will grieve in their own way, we want to come together, as a family, to remember those we've lost, celebrate their lives and comfort the people who meant the most to them.**

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When the time is right in 2021, we will unveil a permanent memorial for those who have passed away at our Head Office in Widnes and in our regional offices where possible. We'll open a permanent Book of Memoriam as a safe space to share your feelings and memories, or to simply leave a message of condolence.

**FINALLY, WE'LL BE ARRANGING A CELEBRATION OF LIFE EVENT, SO THAT EVEN THOUGH WE'RE APART, WE CAN BE TOGETHER IN OUR THOUGHTS.**



# LOOKING AHEAD TO 2021...

**Echoing the sentiments of Mark in his opening address, I'd like to extend my endless gratitude to everyone who has given everything to keep themselves and those around them safe and well over the last year.**

Social care is not a 9-5 job. The people we support are often described as our second families, and I can only imagine the sense of responsibility that our people have felt as they have coped in providing them with care as well as looking after families at home.

In 2021, as we continue to navigate our way through the Covid-19 pandemic, we can also look forward to picking up speed on many of the exciting areas of development for our charity.

Later this year we'll be unveiling our strategy refresh, which will breath fresh life into We Dare. A number of ground-breaking projects will help us fast-forward our commitment to deliver the best life possible for our colleagues and the people we support.

We've made great strides in recent years in our participation in sporting, artistic and cultural initiatives, and we are honoured to be the official social care partner for the Rugby League World Cup 2021. This is a significant moment for our charity and is one that creates a wealth of exciting opportunities for our communities.



We want to become a truly great place to work and many of our colleagues are actively involved in shaping this, most recently though our Engagement & Diversity Survey. We are doing more to understand how we can address the issue of diversity in our communities and have teamed up with the Employers Network for Equality & Inclusion to better understand how we can improve.

Keeping our charity fit for the future means that we need to be responsive to the changing needs of our sector. In 2021 we will continue to enhance our use of technology, with a clear ambition to be viewed as innovators in social care.

**SEEING MARGARET RENNIE AT CARLINGWARK HOUSE CARE HOME IN DUMFRIES BE THE FIRST PERSON SUPPORTED BY OUR CHARITY TO RECEIVE HER VACCINE BROUGHT A REAL SENSE OF RELIEF.**



Whilst the challenges of the pandemic are by no means over, the momentum around the vaccine roll-out means that we can look forward with optimism and hope.

On behalf of the Board of Trustees let me offer a huge thank you to all for your support. I hope that you are as excited as we are about the future of our charity in the post Covid world.

*Libby Raper*

**Libby Raper,  
Chair of the Board of Trustees.**



# GET INVOLVED

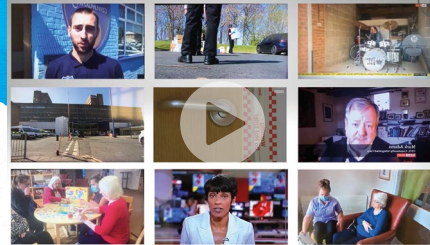
Community Integrated Care is looking to connect with forward-thinking individuals and organisations who share our vision and passion for the social care sector.

We are seeking inspirational people who can help us to achieve our ambitious aims – and even take them to a new level to ensure the people we support live the best possible lives.

**You can get involved in a range of ways:**

- Be supported by us
- Build your career with us
- Collaborate on a project
- Fundraise for us

**CLICK HERE**  
to watch our special video showcasing the very best of our charity in 2020



## Community Integrated Care

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