

# REFLECTIONS

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# Business Plan 2023-25



Arrive as strangers, leave as friends

January 2023

Registered Charity 1190466

# Table of Contents



<u>Executive Summary</u>	3
<u>The Organization</u>	4
<u>Business Description</u>	5
<u>Services</u>	6
<u>Background</u>	7
<u>Sector Analysis</u>	8
<u>Market Analysis</u>	9
<u>Marketing Plan</u>	10
<u>Financial Plan</u>	11
<u>The Future</u>	12

# Executive Summary



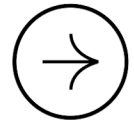
**Mission:** Provide stimulating social based activities, education and signposting to other local services and sources of information for people with dementia and their carers.

**Vision:** To grow the services while maintaining quality and accountability.

Services	We offer two groups. A Friendship Group for people with dementia and their carers and a Carers Support Group just for carers.
The Leadership	Janet leads both of our groups. Peter is the Chair of trustees.
The Sector	The local area does not have other comparable groups.
The Sector	In this area BLG Mind are the support service for people with dementia and the Carers Centre provide advice for local carers.
The Financial Status	Our funding remains secure for our current services.
Future Plans	We aim to start a Singing Group in 2023, subject to sufficient demand.



# The Organisation



Who we are



**Janet Ley**  
Goup leader

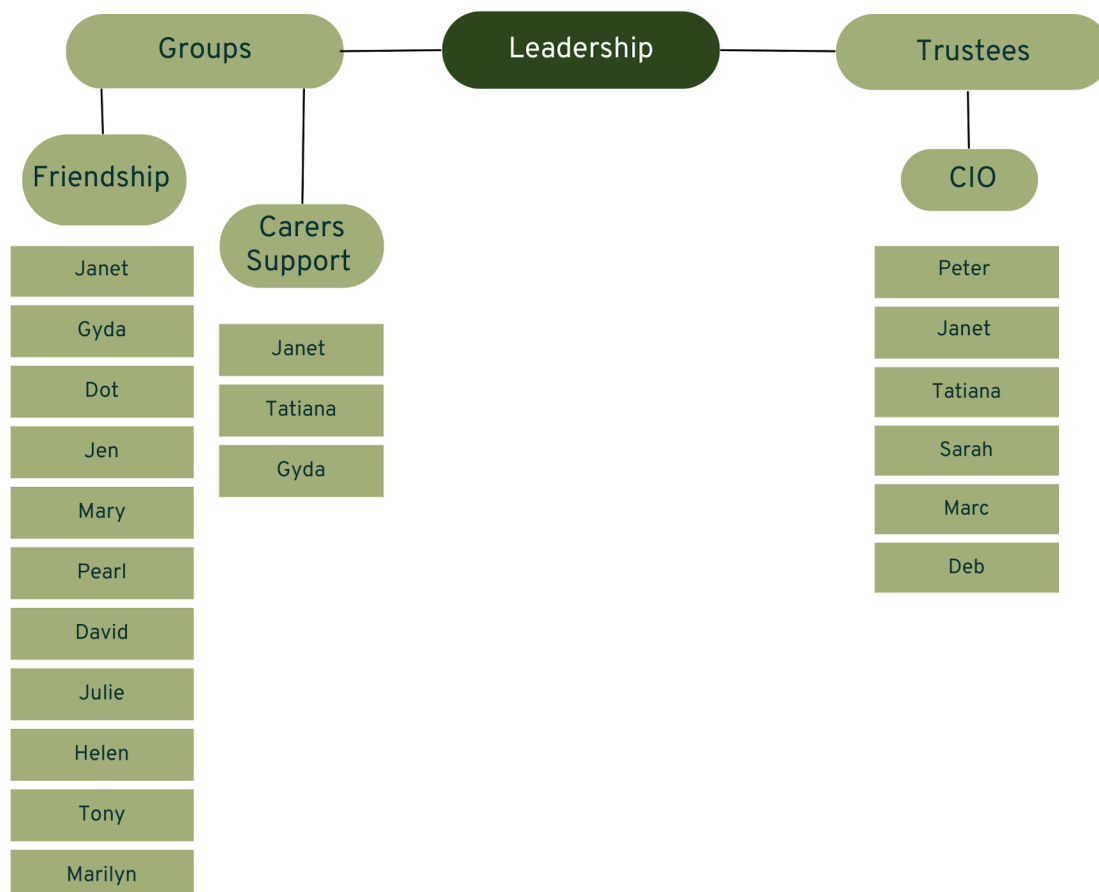
Janet runs our groups. She develops the provision and works with other local groups and health professionals.



**Peter Ley**  
Chair of trustees

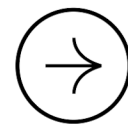
Peter works with the organisation to develop our policies and procedures. He also maintains the website.

## Map of the Organization





# Business Description



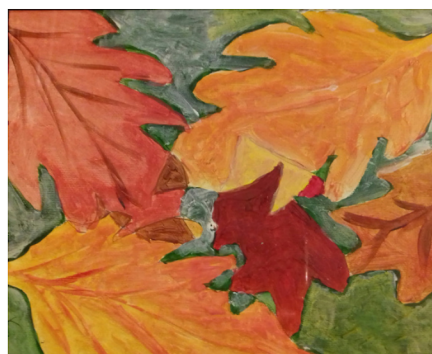
What we are about

## Reflections Charitable Incorporated Organisation (CIO)

The purposes of the charity are:

- To support people with dementia to remain in their own home for as long as possible;
- To reduce social isolation and promote equality and wellbeing for people with dementia and their carers.

We aim to achieve this by providing stimulating social based activities, education and signposting to other local services and sources of information.



Larger organisations are needed to carry out research, to find a cure and campaign for change. However, these things will come in the future. In the meantime, there are people living with dementia now. We do what we can and share knowledge we did not have when we were carers, that we believe can make a difference.

Reflections was established to be a small, local, professionally run charity. Its staff, trustees and advisors are volunteers. Money raised is used for the benefit of local people with dementia and their carers. The service provision is informed by the charity's users and is person centred. Reflection networks actively with other relevant providers and services in the area. Volunteers are encouraged to develop their knowledge, skills and experience. The charity draws upon the strengths of its diverse mix of volunteers and members.





# Services

## **Friendship Group**

Fortnightly 1-3pm  
at Shrewsbury House SE18

The group runs in 3 rooms. In the first hour we have activities including dominoes, quizzes, word searches, colouring and more. Two of the team members devise and run crafts. There is a lot of social interaction. In the second hour a singer entertains the group providing the opportunity for members to join-in singing and dancing. The team actively encourages members to participate.

## **Carers Support Group**

Monthly 7:30-9pm  
on Zoom

This is a mutual support group facilitated by Janet and Tatiana. Janet also provides relevant information. Gyda reads an inspirational text at the end.

## **Specials**

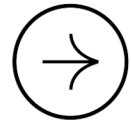
Periodically  
on Zoom

We will run occasional special events, such as Self Care Workshops





# Background



How we got here

## A local service

Reflections was set up as an unregistered charity by Janet and Peter in July 2016. The initial aim was to provide a fortnightly Tuesday afternoon group for people with dementia and their carers. The group would complement the Alzheimer's Society fortnightly Tuesday group at the same venue, thus ensuring a weekly provision.

Janet and Peter have personal experience of dementia, as they supported and cared for Peter's father, for almost 12 years, when he had vascular dementia. Janet joined the Alzheimer's Society in October 2007, initially as the Lewisham and Greenwich branch manager. Then, wanting to be more directly involved with people with dementia, in 2009 she became one of the first Dementia Advisors in the country. She left the Society in July 2016. Peter was a volunteer for the Alzheimer's Society Friends Together Cafe from its launch in September 2015. He is a former Alzheimer's Society Dementia Friends Champion.

Janet and Peter work as volunteers for the charity. They established a board of trustees and a growing cohort of volunteers, with experience as carers and/or relevant specialist knowledge.

The provision of the initial fortnightly "Friendship Group" was added to with a monthly evening "Carers Group". A "Reminiscence Group" was started following Peter completing a four-month training scheme, run by The European Reminiscence Network, for people who wished to become accredited facilitators of reminiscence groups for people with dementia and their carers. Reflections developed its role within the local community, specifically with organisations supporting people with dementia and their carers. Reflections is a member of RBG Dementia Action Group, which brings together all groups working in the field of dementia.



# Sector Analysis



How we are placed

## Reflections

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"><li>• Relatively large number of volunteers</li><li>• Diverse skilled volunteer group</li><li>• Innovative &amp; Resilient</li><li>• Effective networking</li><li>• Strong brand, good track record.</li><li>• Strong leadership</li><li>• Open and inclusive</li></ul>	<ul style="list-style-type: none"><li>• Work mainly falls on the two leads</li><li>• Ageing volunteers</li><li>• Time management</li></ul>	<ul style="list-style-type: none"><li>• To build from a strong established base</li></ul>	<ul style="list-style-type: none"><li>• Difficulty in recruiting new members</li><li>• Lack of funding in future years</li></ul>

## What We Offer

Within the local dementia services network, we consider that every participant organisation can achieve the best outcome to themselves by acting according to their own preferences; our incentives are compatible. We believe our close working arrangements with the Greenwich Carers Centre and BLG Mind indicate a common view of the mutual benefits of working together.



# Market Analysis



Who are our customers

## Our Target Customers

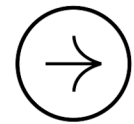
In Royal Greenwich, there are an estimated 1,887 people living with dementia. 1,127 have a formal diagnosis. 52% of people in the UK know someone who has been diagnosed with a form of dementia. 1 in 3 people born in the UK this year will develop dementia in their lifetime. There is little support for people with dementia and their carers, living in their own homes, in the borough. Support groups and initiatives in the borough have a low membership. Reflections Carers Support Group is the only evening group for working carers of people with dementia in the borough.

## Issues affecting our work

Political	Economic	Social	Technological	Environment	Legal
Changes in Council priorities. More action, less scrutiny, easing of regulations?	Rise in poverty Alternative models for delivering public services. Drop in funding available.	Local differences in the impact of ageing. A multi-generational workforce. Increasing social isolation. How younger people get involved.	Updating systems and tools. Improving digital skills. Using technology to distribute power.	Companies getting more involved in practices such as corporate social responsibility (CSR) and sustainability.	Discrimination Employment Copyright Health and safety laws



# Marketing Plan



Maintaining and growing the charity

## Achieving Our Targets

Our beneficiaries are people with dementia and their carers predominantly in the Royal borough of Greenwich. These people are often isolated and highly stressed.

At the Friendship Group everyone has the opportunity to relax and chat, plus join in with a variety of activities, if they wish. We ensure that when there is a lively, often loud and interactive activity, there is also a quite space. This is true for our face-to-face and online provision.

Our Carers Group allow carers to open-up in a confidential and mutually supportive space. We are encouraged that many of our carers have stayed with the group for several years, some have moved on and new members have joined us.

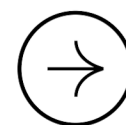
Such is the strength of feeling for the groups that one of our team is a former carer who used to attend a group before their loved one passed away.

We work with other providers to ensure our services are complementary and not in competition. We have advisors from BLG Mind or the Greenwich Carers Centre at every Friendship Group session.

<b>Product</b> <ul style="list-style-type: none"><li>• Our groups aim to provide an inclusive, supportive environment, where everyone is treated as a valuable member of the group.</li><li>• Our Groups are welcoming and friendly. People feel at ease from when they first arrive.</li></ul>	<b>Price</b> <ul style="list-style-type: none"><li>• The Groups are free to the users</li><li>• Feedback indicates the Groups are invaluable to our members.</li></ul>
<b>Promotion</b> <p>We use</p> <ul style="list-style-type: none"><li>• Networking with key organisations</li><li>• Attending relevant events</li></ul>	<b>Place</b> <ul style="list-style-type: none"><li>• Shrewsbury House</li><li>• Zoom</li><li>• Our website</li></ul>



# Financial Plan



Income and expenditure estimates

## Annual requirements

	FY 23-24	FY 24-25
Operations	£4500	£4900
Administration	£300	£350
Online	£200	£250
TOTAL	£5000	£5500

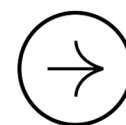
## Financial Outlook

£	FY 23-24	FY 24-25
Funds	£9000+£2000 donations	£6000+£2000 donations
Costs	£5000	£5500
Balance	£6000	£2500





# Future Plans & Milestones



Our upcoming plans

## Expand membership

We will attend relevant events to attract and retain members, plus a working relationship with BLG Mind and The Carers Centre

## Seek funding for future period

Review funding sources and apply for support when needed, as there is demand in the sector.

## Continue to offer the best groups

We will maintain our brand of good offerings and impeccable service.

## Expand our offer

Review the demand for a singing group.



## Elevating Our Business

Review our groups. Identify options for improvements and growth. Maximise the use of volunteer skills. Develop contingency plans.





Contact us for  
further inquiries

If you have met  
**ONE PERSON WITH  
DEMENTIA**, you've only  
met one person. That is,  
**EACH INDIVIDUAL WILL  
TALK, ACT, REMEMBER,  
& BEHAVE DIFFERENTLY,**  
not simply because  
of what stage of  
dementia they are in, but  
**BECAUSE THEY ARE  
WHO THEY ARE.**

