

ANNUAL PLAN 2023/24 – V4 - Dated 06/08/2023

Overview

1. This plan provides the direction from the Board to the Convenor and Senior Coordinators on the objectives to be achieved with the allocated resources and finances during Financial Year (FY) 23/24. The objectives set out in this plan are in line with the overall articles of Befrienders Highland.

Vision and Mission

2. Our Vision is of a world where we all use our natural capacity for friendship to break down barriers which isolate and limit us.
3. Our Mission is to make befriending an indispensable and growing part of health care in the Highlands and adjacent areas, supporting and improving mental wellbeing through:
 - a. Providing and developing a range of befriending services
 - b. Raising awareness of the power of supported friendships

Strategic Plan

4. The long-term objectives of BHL are:
 - a. To expand our mental health befriending services throughout Highland and adjacent areas where there is an identified need.
 - b. To develop new befriending services to meet the needs of a wider range of friends with mental health wellbeing requirements.
 - c. To increase our funding sustainability.
 - d. To expand awareness of mental health and social isolation issues within Highland as well as promoting the valuable work we do.

Key 23/24 Befriending Service Delivery Objectives

5. Manage 90¹ (+/-10%) mental health friendship throughout the year. At least 50% of these MH friends will self-report an improvement in mental health wellbeing (Inspire scores) or the achievement of personal recovery goals. (NHS 35 funded friendships / Lottery / Community Regeneration Fund/ HTSI Health & Wellbeing Fund for Caithness).
6. Introduce at least 2 x MH Friendship within the Tain, Drumnadrochit and Fort William areas. (Lottery and Community Regeneration Fund for Tain)

¹ 90 mental health friendships is based upon 2 FTE of coordinators managing up to 70 friendships. The Senior Coordinator (1 FTE) managing up to 20.

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7. Manage 30/35² Memory Loss / Carer managed friendships (+/- 10%) throughout the FY. With a target of up to 5 friendships being F2F (NHS Carer's Fund). All new friendships participate in the Carers Outcome Star Evaluation tool and processes.
8. 15 members of BHL involved in peer to peer volunteering roles. (Volunteer Support Fund, HTSI Peer Befriending Group funding)
9. Continue to collaborate with other organisations to increase the opportunities for group activities for our friends and volunteers. A target of greater than 50 friends / volunteers participating in group activities over the FY. (NHS MH Funding / Lottery)
10. Increase the awareness of mental health issues, to influencers and the general public, by increasing BHLs own communications activities and by supporting wider mental health activities, events and initiatives. (BHL)
 - a. Produce an BHL article on mental health / memory loss / carer friendships for the local press or participate in a mental health /memory loss / carers media event once every 3 months.
 - b. Increase the number of followers on BHL social media platforms from the end of FY 23/24 total by 10%. (As at 31 Mar 23 baseline - 1361 Facebook followers).
 - c. Ensure BHL maintains its attendance at identified key mental health, memory loss, carers and third sector forums.
11. *Take over delivery of the Sutherland Friends Call service from Voluntary Groups Sutherland. Manage 7 (+/-1) friendships for this service throughout the year.* ³

Key 2023/24 Supporting Objectives – In priority order

12. Conduct up to 6 group support activities for staff and volunteers per year in order to maintain mental health within the organisation.
13. Produce an option appraisal for potential future BHL operating models with a target date of Aug 23.
14. Successfully raise £30K from donations, in line with the 23/24 budget.
15. Review the BHL articles and status (i.e. Ltd Company / SCIO etc) with a view to making recommendations to the AGM in Autumn 23.

² 35 friendship based on 0.6 ML & Carer Coordinator managing 20 friendships and the Senior ML & Carer Coordinator (0.8 FTE) managing up to 15 friendships.

³ Added 06/08/23

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16. Review the BHL website with a view to highlighting the positive impact and outcomes that our services provide to our friends and volunteers as well as to and market BHL services to potential friends, volunteers and funders.
17. Maintain our BHL's Excellence in Befriending status.
18. Recruit a Board Director with marketing experience.
19. Prepare for the BHL 30th Anniversary in 2023.

Key Identified Risks and Assumptions

20. Key risk details for FY 23/24 are:

- a. Lack of future funding - High
- b. Loss of key personnel – Medium

21. This plan is based on the following assumptions:

- a. That all of the above risks are effectively mitigated.
- b. The fundraising target of 30K as part of the budget for 23/24 is achieved.

Budget

22. The budget allocation for FY 23/24 is £230,785. A detailed budget is attached.
23. Budget Objectives – Maintaining a set Budgetary Reserve of between 6 and 9 months of operational costs, in line with the Reserves Policy.

Keith Walker, Convener