

# **ANNUAL PLAN 2022/23 – V1 - Dated 1 May 22**

## **Overview**

1. This plan provides the direction from the Board to the Executive Director on the objectives to be achieved with the allocated resources and finances during Financial Year (FY) 22/23. 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 22/23 Befriending Service Delivery Objectives**

5. Sustain 127 (+/-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. (This includes 35 x NHH funded friendships / Lottery Community Fund / HTSI ).
6. Introduce Face to Face (F2F) befriending in the Tain, Drumnadrochit and Fort William areas, with a target of training 3 x volunteers and the set up 2 x friendships within each area. (Lottery)
7. Sustain 18 Memory Loss friendships (+/- 10%) throughout the FY. With a target of up to 5 friendships being F2F (Robertson Trust funding ends Dec 22)

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8. By the end of the FY, increase the number of carer friendships to 18 (+/- 10%) with all new friendship adopting the Carers Outcome Star Evaluation tool and processes. (Current baseline 8 as of Jan 22) (Robertson Trust / NHHSH Carer Fund)
9. Sustain a weekly walking group for up to 8 friends and volunteers throughout the FY where there is demand.
10. 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. (NHHSH MH Funding / Lottery)
11. 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 22/23 total by 10%. (Jan baseline - 1049 Facebook followers).
  - c. Ensure BHL maintains its attendance at identified key mental health, memory loss, carers and third sector forums.
  - d. Set-up and regularly maintain a LinkedIn account, to enable BHL to network socially with local businesses and charities, in order to increase our profile and fundraising activities.
12. Offer in person or online ‘Conversation Cafes’ at least once every 6 months to get feedback and hear suggestions from volunteers and friends about our services.
13. Offer in person or online training / personal development sessions to all volunteers, at least once every 6 months, on subjects that are identified by friends and volunteers during reviews (and or Conversation Cafes). Record attendance and conduct evaluations on each of the sessions.

### **Key 2022/23 Supporting Objectives – In priority order**

14. Successfully relocate to the new Inverness BHL office accommodation and adopt a blended working pattern for BHL staff.
15. Update and implement a refreshed BHL fundraising strategy. This is to include ethical considerations.
16. Successfully raise £30K from donations, in line with the 22/23 budget.

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17. The Board is to allocate BHL Board Roles, elect a new convenor and advertise for a replacement director.
18. Maintain our Excellence in Befriending Award status.
19. Review the BHL Articles and making any recommendations for amendments to the AGM.
20. Prepare for the BHL 30<sup>th</sup> Anniversary in 2023.

### **Key Identified Risks and Assumptions**

21. Key risk details for FY 22/23 are:

- a. Lack of future funding particularly for Memory Loss Services - High
- b. Loss of key personnel – Medium
- c. Handover of Convenor - Medium

22. This plan is based on the following assumptions:

- a. That all of the above risks are effectively mitigated.
- b. The fundraising target of £145K (Grants 115K and Donation 30K) as part of the budget for 22/23 is achieved.

### **Budget**

23. The budget allocation for FY 22/23 is £302,750. A detailed budget is attached.
24. Budget Objectives – Maintaining a set Budgetary Reserve of between 6 and 9 months of operational costs, in line with the Reserves Policy.

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David Stallard, Convenor