

Bryson

Charitable Group
Building Better Futures

Northern Ireland's
Leading Social Enterprise



Annual Review
2014-2015

Vision: Our vision is to be a leader in creating a just and sustainable society.

Mission: We are committed to identifying and developing sustainable responses to existing and emerging social needs.

We believe in Building Better Futures through our values; they shape how we act as individuals, in teams and as a group.



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Foreword

I am delighted to provide a foreword to Bryson's latest annual review.

Having worked with Bryson in an advisory role for many years it is clear that they have fully embraced the concept and values of creating just and sustainable communities. This is reflected in many ways – not least in how they have addressed the challenges of measuring their social impacts, by developing the social value measurement framework with Ulster University; engaging and influencing other partners and commissioning bodies to do the same and, above all, recognised the importance of focusing all their services in generating lasting and beneficial change to their customers.

In many ways Bryson is an exemplar, however, their commitment to social value goes beyond their own operations – they see and live the benefits of social enterprise and want others to adopt and develop the ethos of ensuring that social purpose is part of 'business as usual'.

Whatever business or organisation you belong to or run you will – like it or not – generate economic, social and environmental impacts both good and sometimes bad. Recognising this is the first step to taking social responsibility and action. The second and more difficult step that Bryson has taken is to focus on how best to deliver and maximise the benefits of such actions.

We, at PwC, look forward to the opportunity of engaging with and supporting the work of Bryson in the future and commend the extent to which they continue to champion the role of social value both internally and across sectors in Northern Ireland.

Mark Graham
Director
PwC, Social Investment and Enterprise Team



Chair's Report

For over 100 years, creating social impact has been at the very heart of Bryson's vision and business mission.

This is my third year as Chair of the Bryson Group and now more than ever we need, in Bryson and, as a society, to take tough decisions to protect the most vulnerable in our communities. **Business as usual is no longer an option for Northern Ireland.**

Change is never easy, but the time for change has come. We have developed our manifesto, which sets out the social policy areas that we in Bryson are committed to. We want to challenge the status quo by shining a light on new ways of delivering services to provide the greatest social impact. We believe there are a number of areas where better outcomes could be achieved for the people we serve, which would not cost more and in many ways would make significant savings.

The key areas include:

- Eradicating fuel poverty
- Moving to zero waste
- Tackling long-term and youth unemployment
- Creating an economy for social impact
- Caring for our ageing population

A summary of our manifesto is on pages 12 and 13 of this annual review.

Our annual review reflects the innovations and social impact that we are delivering in a range of areas. We remain focused on using our social business model to address many major social issues, for example: supporting our ageing population by delivering over 201,700 hours of care during the year; creatively challenging under-employment and unemployment, with 48 per cent of our clients who participated in

pre-employment programmes moving into sustained employment; helping build sustainable lifestyles through our award-winning recycling and energy services, while working hard to eradicate fuel poverty, which affects so many individuals and families throughout Northern Ireland.

I want to pay tribute to those who make this happen - our wonderful volunteers; in particular those who give their time to be directors on our Group Company Boards and, of course, our dedicated staff teams. Their enthusiasm and professionalism have made Bryson one of Northern Ireland's and the UK's most successful social enterprises.

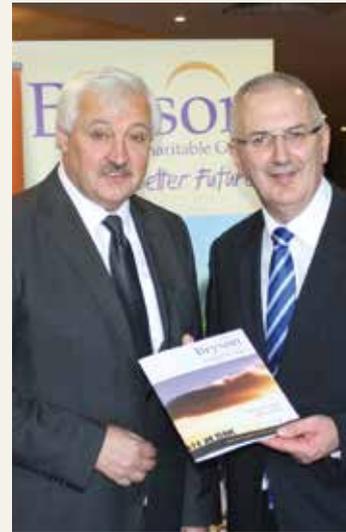
Despite changes in public policy, challenging economic conditions and a highly competitive marketplace we have achieved operational turnover of **£34.1million** across the Group.

Other strong headline figures include:

- **92 per cent** of income came from service contracts held by the Group;
- **91 pence** out of every pound spent by Bryson Charitable Group is used for service delivery and development.

The **£1million** development fund that we created last year is being used to drive growth and create greater social impact. Our annual review provides an opportunity to showcase our work and the impact that we have been delivering to local people right across these Islands helping to **build better futures** for all.

Hugh Crossey
Chair



Over the last year, Bryson has been actively promoting the social enterprise model. We have been engaging with local politicians, private businesses and other 3rd sector organisations with the aim of creating awareness, debate and partnerships that deliver increased social impact for the people on these islands.



Chief Executive's Report

Our Chair has commented on some of the highlights of our work during the year and I would recommend this review to you, certain that it provides an insight into the important work that Bryson is delivering through our social enterprise model.

We now employ **613** people with over **110** volunteers delivering over **23,360** service episodes each day from Letterkenny to Enniskillen and from Downpatrick to Conwy in Wales.

Our vision drives us to focus on *building better futures*, not only for our service users but also for staff and volunteers. Last year, we held a big conversation event internally to revisit and refresh our values. Following our event we selected five key values that reflect the culture of Bryson in 2015 and beyond – they are **Respect, Empowering, Collaboration, Innovation and Excellence**. Our values shape how we act as individuals, in teams and as a group. To view our values, please see page 2 of this annual review.

Over the last 12 months, we have developed our 3-year strategic plan for 2015 to 2018. To view our Strategic Priorities please see page 10. Embedded in our plan is the desire to increase and grow our social impact. As mentioned by our Chair – *business as usual is no longer an option* and our strategic plan is focused on delivering innovative ways to achieve the greatest social impact when tackling key social issues such as our aging population, supporting young people, tackling fuel poverty to protecting our environment.

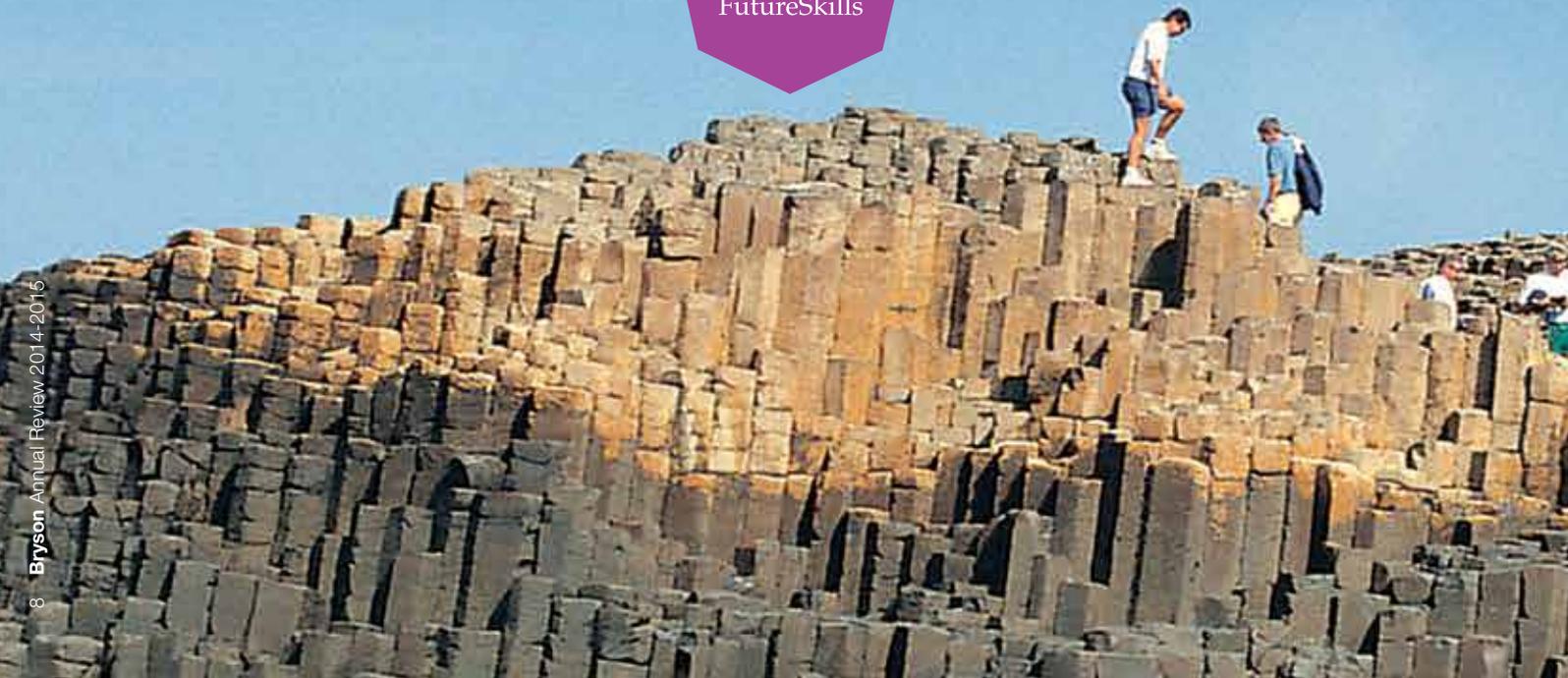
In this review, we have provided an update on our Social Value Framework (page 11) which defines what we believe creates social value. The six key pillars are **Social Inclusion, Wellbeing, Stakeholder Involvement, Sustainability, Social Innovation/Entrepreneurship** and **Reinvestment**. For the first time we are demonstrating our social impact using our social value framework. You will be able to read throughout the annual review about real people's experiences and the social impact that our services has had on their lives and those of their families and communities.

Looking to 2016 we have many challenges and opportunities to face but we are committed to developing and growing our **social enterprise** and **social impact** across these islands.

A handwritten signature in black ink, appearing to read 'John McMullan', written in a cursive style.

John McMullan
Chief Executive

who we



are

Bryson Charitable Group is Northern Ireland's leading social enterprise tackling major social and economic challenges. The Group operates through seven companies all with the aim of *Building Better Futures*.



Bryson
Charitable Group
Building Better Futures

Bryson Care

We are a leading provider of a number of important and innovative social services that help the youngest to the oldest people in our community.

Bryson CareWest

We are a leading provider of a number of important and innovative social services in the North West helping the youngest to the oldest people in our community.

Bryson Energy

We provide leadership, advice, support and installation of energy-saving measures in homes, tackling fuel poverty and helping to reduce energy costs for householders.

Bryson FutureSkills

We are a leading provider of a range of employment and training initiatives designed for school leavers, young adults and those living with long-term unemployment.

Bryson Intercultural and Bryson An Munia Tober

Through leadership, we make a positive impact on the lives of black and minority ethnic people and their families including the Traveller community, helping them to adjust and cope with their lives in Northern Ireland.

Bryson LaganSports

We are an outdoor activity centre which offers a range of innovative outdoor learning experiences designed to build confidence, improve health and wellbeing and help individuals realise their full potential.

Bryson Recycling

We are a leading provider of recycling services. We are Northern Ireland's largest provider of kerbside recycling services and we work with local authorities, schools, and businesses.



Photo: Northern Ireland Tourist Board



Strategic Priorities 2015-2018

1. Service Growth

- 1.1 To grow existing services by 30 per cent through extending use and access in Northern Ireland in the first instance, recognising the opportunities for growth through mergers or acquisitions, joint ventures and entering external markets.
- 1.2 To pilot innovative new services to meet existing and emerging societal needs.
- 1.3 To establish two new pilot services, one each with young people and elderly people drawing on the skills and experience across the Group companies.
- 1.4 To clearly demonstrate our commitment to social justice, sustainability and service excellence and, to measure the positive impact of services through use of the social value framework.

2. Diversify Financial Structure

- 2.1 To diversify revenue streams by ensuring 20 per cent of income comes from sources other than Northern Ireland public sector contracts.
- 2.2 To diversify revenue streams by ensuring at least 10 per cent of income comes from external markets.
- 2.3 To improve Group profitability by 1 per cent per annum over the next 3 years.
- 2.4 To explore emerging financial instruments for social enterprise and pilot the use of at least one.

3. Strengthen Communications and Marketing

- 3.1 To strengthen research capacity to inform the public policy debate, focus service delivery, assist in the development of new services and in the evaluation of existing services.
- 3.2 To enhance the media presence across the Group, become an opinion leader on priority societal issues and recognised as an informed spokesperson in our targeted service areas.
- 3.3 To proactively manage and strengthen key stakeholder relationships particularly with existing clients, target clients and influencers.

4. Strengthen Efficiency and Effectiveness

- 4.1 To ensure that central shared services meet the needs of the Group companies through the establishment and measurement of customer service standards.
- 4.2 To enhance and exploit the use of IT across the Group both in terms of administration and service delivery.
- 4.3 To invest in staff development and talent management so as to strengthen and fully utilise the latent knowledge and expertise at all levels within the Bryson Charitable Group.



Our Social Impact

Stakeholder
Involvement



Social
Inclusion



Wellbeing



Sustainability



Social Innovation/
Entrepreneurship



Reinvestment



In our last Annual Review, we outlined how Bryson partnered with Ulster University to develop a pioneering framework to measure social value and to build a strong evidence base to demonstrate the social impact of the work of the social economy. This was followed by independent research to test the robustness and validity of the framework.

Since then, we have piloted the use of the framework across Bryson, supported by PwC (shown through case studies and impact statements throughout this Review). We did this by planning for social outcomes and by developing Social Impact Pathways for each Group company. This involved training our senior managers and their representatives, working with PwC to refine the pathways and carry out an independent review. The next challenge will be to ensure that monitoring and measurement of our social impact is implemented consistently and is grounded in robust methodology.

External to Bryson, pilots have been taking place with Invest NI and a leading Housing Association, enabling us to share the learnings in the ongoing development of this conceptual framework. We have also had discussions with a range of Government departments to highlight the need for social outcomes-based contracting and co-design to promote value for money and stakeholder involvement.

Social impact should be a priority in the new Programme for Government and Government should legislate to include a social-value framework for public procurement.

We need, as a society, to take tough decisions to *protect the most vulnerable* in our communities.

Social Enterprise – a new way of working with Government

Policy makers and politicians are continually lobbied by charities and other bodies looking for extra funding. We believe that times have changed; deep public spending cuts have seen to that. Of course we would like more funding, just like everyone else. However, difficult economic circumstances demand a different approach and we believe that there are a number of areas where better outcomes could be achieved for the people we serve, which would not cost more and in many cases would make significant savings.



To view our full
Manifesto online:



www.brysongroup.org



Eradicating fuel poverty

Government needs to:

1. Shift intervention to a “Whole House” approach – this involves a range of activities including providing advice; installation of energy-saving measures such as loft insulation; energy-buying clubs; fuel switching; benefits entitlement checks; and home repairs. This approach focuses on tackling all the factors that create fuel poverty and has the benefit of creating employment.



Moving to Zero Waste

Government needs to:

1. Implement a “blueprint” recycling collection model that encourages householders to recycle and ensures the collection of high-quality materials.
2. Promote and support a circular economy approach to recycling to create local jobs and economic growth opportunities for Northern Ireland.



Tackling Unemployment

Government needs to:

1. Create “waged” work opportunities for those furthest from the labour market by engaging them in work of public benefit to make the transition from benefits to the world of work. The rewards of tackling the hard-to-reach, long-term unemployed will be felt through the reduction of the burden on other departments, such as Health and Justice.



Creating an Economy for Social Impact

Government needs to:

1. Ensure social impact is a priority in the new Programme for Government and legislate to include a social value framework for public procurement.
2. Create new finance models and partnerships to deliver public services, which include social investment and joint ventures.



Caring for our Ageing Population

Government needs to:

1. Support individuals to live in their own homes for as long as possible. To do this we need to fund the service appropriately. Key to this is to implement the TYC (Transforming your Care) and Donaldson recommendations to reorganise acute care provision, using some of the savings achieved to invest in an expanded range of homecare services and incorporate housing plus.
2. Review the value of domiciliary care contracts. The contracts need to be set at a realistic level to allow investment in the development of skilled care workers. We need to develop a clear career path for skilled care workers delivering the expanded range of homecare service. As demand increases, there is a great opportunity to create thousands of new jobs and careers in this area of work.

Where we work

We operate out of **32** locations across Northern Ireland, Co. Donegal and Wales.

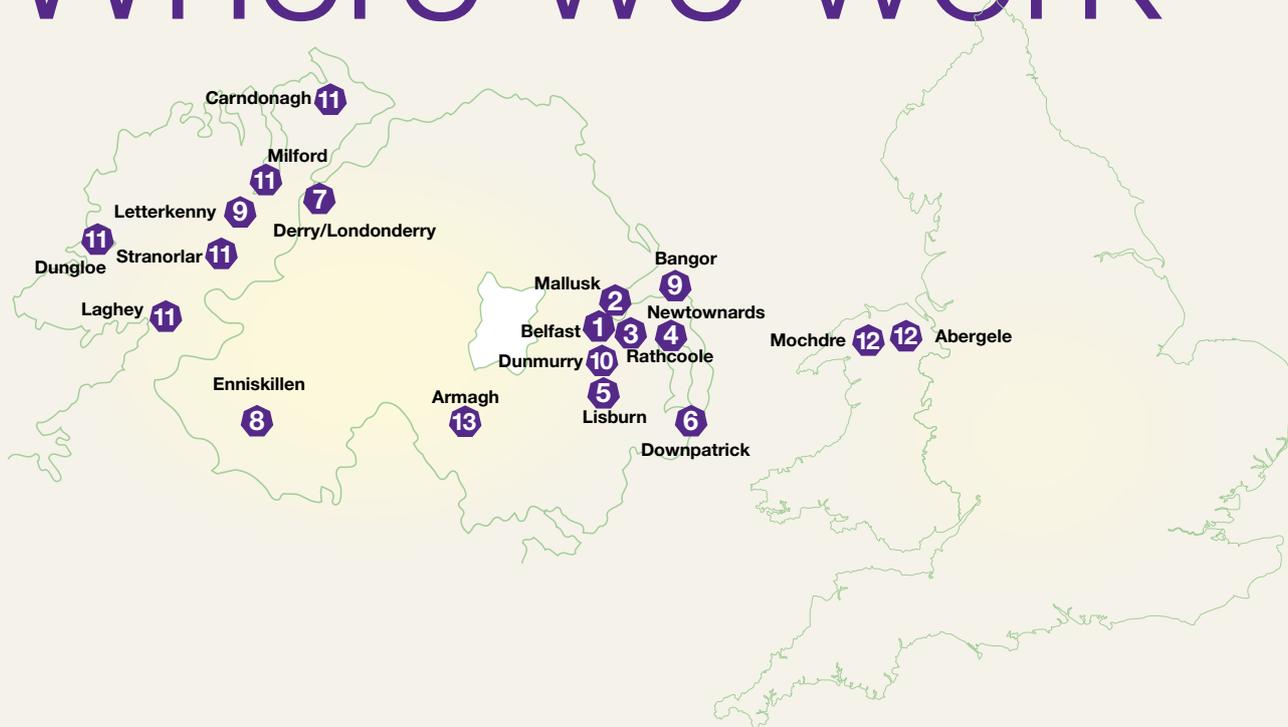
We employ **613** staff and have **110** volunteers.

In the last year, we delivered **23,367** services per day to families and individuals.

Our services included:

- training young people
- supporting children and families
- recycling
- water sport activities
- energy advice
- caring for older people
- installing loft insulation

Where we work



1 Offices located in Belfast (11 offices)

- 1 An Munia Tober – Springfield Road
- 1 Bryson Headquarters
- 1 Bryson Care – Ravenhill Road
- 1 Bryson Energy – Rivers Edge – Ravenhill Road
- 1 Bryson FutureSkills – Bedford Street, Antrim Road, Spectrum Centre – Shankill Road, Stockman House – Bedford Street, Hollywood Road.
- 1 Bryson LaganSports – Rivers Edge – Ravenhill Road
- 1 Bryson Intercultural – Ormeau Road

x Outside Belfast (21 offices)

- 4 Bryson Care – Sketrick House, Newtownards
- 6 Bryson Care – Surestart – Downpatrick
- 6 Bryson Care – Innovation House – Downpatrick
- 10 Bryson Care – Dunmurry
- 5 Bryson Care – Lisburn
- 9 Bryson Care – Bangor
- 7 Bryson CareWest – Derry/Londonderry
- 8 Bryson Energy – Fermanagh House – Enniskillen
- 7 Bryson Energy – Derry/Londonderry
- 3 Bryson FutureSkills – Rathcoole
- 7 Bryson FutureSkills – Derry/Londonderry
- 2 Bryson Recycling – Mallusk
- 11 Bryson Recycling – Donegal (6 locations)
- 12 Bryson Recycling – Wales (2 locations)
- 13 Bryson Recycling – Armagh

Making it work



Financial Review 2015

Bryson Group has consolidated its position during the year and despite prevailing difficult economic conditions, has reported a near breakeven financial return (surplus £4k) before provisions. Group turnover was £34.1 million, a reduction of 7 per cent from last year, however with strong growth plans in place we aim to again expand our services in line with the strategic plan.

During the year, all our charitable companies were accepted by the Charity Commission for Northern Ireland, however, Bryson CareWest was not registered as we aim to merge this Charitable Company into Bryson Care during 2015/16. We continue to prepare and present our Annual Report and Financial Statements in accordance with the Commission's directive and the charity Statement of Recommended Practice. We also include an Income and Expenditure Account within our Annual Report to provide a clear understanding of the year-on-year operational performance of the Group.

A high proportion of our revenue continues to come from contracts, reinforcing our independence, while enabling us to continue to meet social need. It is therefore satisfying to report **92 per cent of our income** was derived from contracts with the remaining **8 per cent** coming from grants, donations and legacies with all revenues received supporting our charitable activities. During the year, **91p in every £1** spent was expended on the delivery of our social objectives.

Results from the Charity

Within the parent, Charity turnover reduced by **3 per cent to £9M**. This reduction in turnover reflects the level of our **energy efficiency programme** contracts at £8.2M (91 per cent of the Charity total) with the remaining £800k (9 per cent) expended on other charitable activities including; training, service development, facilities management and corporate services. The operational surplus (equivalent to net unrestricted incoming resources) for the Charity was £102k. In addition to this, £27k gift aid was received from Bryson FutureSkills and together with agreed expenditure of £223k from designated funds, total net outgoing resources were reported as £121k.

Results from the Trading Subsidiaries

Bryson Recycling, our largest subsidiary company recorded trading turnover of £11.8M, a 7 per cent decrease due to the closure of the white goods refurbishment programme and the decrease in global commodity prices. During the year an operational surplus of £102k was incurred, however, due to a provision made for potential future contract liabilities of £250k, a total deficit of £148k was reported.

Our second trading subsidiary, **Bryson FutureSkills**, recorded turnover of £7.7M (a decrease of 19 per cent). This decrease derived from the end of the Steps to Work contract in October 2014. An operational profit of £27k was reported; enabling gift aid to be paid to the parent Charity of £27k and with taxation of £7k paid, a deficit of £7k was reported.

Charitable Subsidiaries

The Charitable Subsidiaries have had a very challenging financial year. We continue to reorganise and prepare for future growth and further tendering opportunities across the sector.

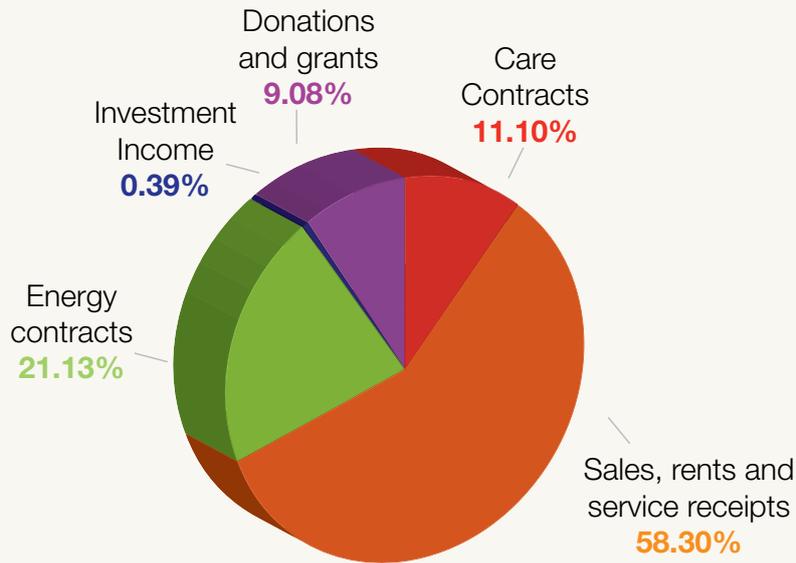
Bryson Care, the largest charitable subsidiary with stable turnover of £3.6M, recorded an operational deficit of £250k due to the reorganisation of Domiciliary Care. **Bryson CareWest** recorded turnover of £1.1M (1 per cent decrease) with an operational deficit of £26k. Turnover for **Bryson Intercultural** was £238k, an increase of 37 per cent, returning to levels of 2013 with a near break-even position. **Bryson An Munia Tober** recorded turnover of £350k (13 per cent growth) with an operational deficit of £10k, again showing our investment in unfunded but much-needed programmes. Finally, **Bryson LaganSports** reported operational turnover of £188k (13 per cent growth) with an operational deficit of £3k, however after accounting for restricted fund movements and the receipt of a development grant of £150k from the parent Charity, total net incoming resources were £149k.

Bryson Charitable Group

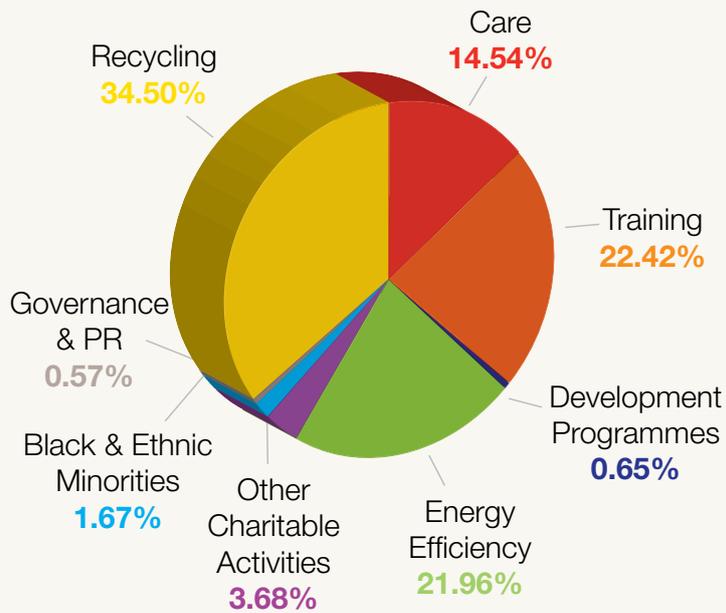
With all Group companies consolidated, net outgoing resources for the year were £385k and with realised and unrealised gains on investments of £84k and £55k respectively, total funds/reserves decreased by £247k to £11.7M. Unrestricted funds (including general unrestricted and designated funds) now total £8.1M, equating to 2.8 months of total expenditure - close to our strategic target of 3 months' turnover. It is important to note that the Group has set challenging three-year growth targets, in line with the strategic plan, in order to strive to meet unmet need and expand the provision of our quality services.

For further information, the full Annual Report and Financial Statement for the year ended 31st March 2015 are available on request.

Funding sources



Where our money goes

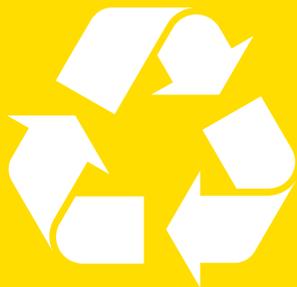


Bryson Recycling

Building Better Futures

In the last year, we recycled over **64,000 tonnes** of material. We processed recyclables collected from **60 per cent** of Northern Ireland's households.

We are the UK's largest social enterprise recycler and Northern Ireland's largest provider of kerbside recycling services.



Our recycling social enterprise is committed to creating social value and social impact through the work that we do. This is demonstrated through our award-winning innovative collection model.

One of our key customers, Huhtamaki, a global food and drink packaging giant, explains why, as a local business, they need to source high-quality materials that can be recycled locally. Philip Woolsey from Huhtamaki, said:

"It is crucial for companies like ourselves, for which reprocessing is a key element of the production process, to acquire domestic recycled paper with the lowest contamination levels."



“Collecting paper in mixed recycling bins can make the material unusable, as it is contaminated. Separating the material into Bryson kerbside boxes, or utilising the new Bryson ‘Wheelie Box’ system, will deliver a much higher-quality material.”

“The ‘Wheelie Box’ is an entirely novel system, and a simple one that very successfully separates recycling materials in the home, ensuring that the materials remain of the highest possible quality throughout the entire process.”

“This is a great example of how two local companies can work together to generate solutions that support their operations, and which are of benefit not only to customers but also support the environment and promote sustainability.”



Stakeholder Involvement

Through our partnerships with local companies, such as Huhtamaki, we support **1,100** jobs in the recycling sector in Northern Ireland; this provides a real boost to our economy.



Sustainability

In last year, we recycled over **64,000 tonnes** of materials across all of our services, 2 per cent more than the previous year.



Social Inclusion

558,000 households across Northern Ireland, Donegal and Conwy have access to high-quality recycling, thanks to the services we provide.



Social Innovation/ Entrepreneurship

Our award-winning collection model was rolled out to a further 4,000 homes this year, helping councils achieve **60 per cent recycling rates**.



Wellbeing

We prioritise the health and safety of our staff and have been recognised for best practice within the Northern Ireland waste management industry.



Reinvestment

We raised **£6,482** for the NI Hospice through our £1-a-tonne campaign which enabled us to donate over 215 bricks towards the Hospice rebuild in Belfast, where care will be provided for thousands of people.

Bryson Recycling

Bryson Recycling has been delivering recycling services for over 22 years and has seen the market conditions fluctuate many times during this period. The future for recycling is rooted in the quality of the materials collected. This is what drives our social enterprise ambition.

During the last year, we have had the opportunity to fully test our innovative award-winning recycling model. We are delighted with the initial results from the pilots in Northern Ireland and the fact that other parts of the UK are adopting the model, in particular Wales, where the government is using our model as their blueprint for local authority recycling collections. The impressive results of the innovative Wheelie Box trials were announced at an event held during Recycling Week in June 2014. As a result of introducing our new model, kerbside recycling rates increased by 30 per cent, and participation by 15 per cent. We also rolled out our new Wheelie Box service to a further 4,000 homes in the Newtownabbey Council area in October 2014, bringing the total number of homes to 9,000.

The future of recycling needs to focus heavily on the quality of the materials collected at source and on finding local markets for these materials. Our approach takes this to the next level and we are focused on educating and informing the decision makers about the benefits and merits of our innovative recycling collection model.

We want to make Northern Ireland a leading example in the area of recycling, with a demonstrable positive social impact, and our model to become the blueprint for recycling going forward.

In the last year, we have continued to improve the quality of the materials we collect and process. We sell up to **35 per cent** to Northern Ireland companies, to produce new products such as bottles, egg boxes and plastic piping. Ninety per cent of the materials collected by us is recycled within the UK, benefiting the local economy and supporting 1,100 local jobs.

In Northern Ireland, we collected materials from **170,000** homes through our kerbside service and processed recyclables from a further **278,000** homes through our materials recovery facility. We now operate 8 Recycling

Centres - two in Wales and six in Donegal, recycling **9,344** tonnes of materials.

In Wales, we have made improvements to our sites to help make it quicker and easier for visitors to recycle. In Donegal, our 6 Recycling Centres experienced increased visitor numbers with sales up by 10 per cent. We have improved opening hours, extended the range of materials accepted, including household and garden waste, and have made a tangible contribution to the effort to reduce illegal dumping in Donegal.

During the year, we were awarded a one-year contract with Lisburn and Castlereagh City Council to continue to provide a weekly kerbside box recycling service to 14,800 households.

We support the wider work of Bryson Charitable Group. Our social enterprise model is driven by this approach and our message is that recycling with Bryson is not only good for the environment but benefits wider social issues, from helping our older people, local children and families to supporting people seeking asylum.

KEY FACTS

- We collected materials from **170,000** homes through our kerbside service and processed materials from a further **278,000** homes through our materials recovery facility.
- In the last 12 months, we recycled **over 64,000** tonnes of materials.
- We provided a commercial recycling collection service to **440** businesses and schools.
- We employed **223** staff across our 10 sites.
- We achieved satisfaction levels of **98** per cent and **100** per cent from our household and commercial customers for our recycling service.
- We were awarded the Sustainable Ireland Award in 2014 for our new kerbside recycling model.
- We are committed to quality assurance and have ISO accreditations for our environment, quality, and health and safety management systems.



1. Wheelie Box Event: The impressive results of the innovative Wheelie Box trials were announced at an event held during Recycling Week at Mossley Mill in June 2014. Pictured (L-R): Willie Francie, Chair of Bryson Recycling; Hugh Kelly, Newtownabbey Borough Council; Mayor of Newtownabbey, Alderman Thomas Hogg; Eric Randall, Bryson Recycling and Ray Georgeson, Bryson Recycling Board member.
2. Sustainable Ireland Award: Eric Randall and Aileen Callaghan being presented with the Recycling Industry Award by Adrian Logan and Dr Ian Garner (WRAP) for their ground-breaking recycling model at the Sustainable Ireland Awards held in the Ramada Hotel, Belfast on 3rd September.
3. Newtownabbey Wheelie Box: Eric Randall, Bryson Recycling and Hugh Kelly, Newtownabbey Borough Council, at the launch of a Wheelie Box roll out to a further 4000 homes in the Newtownabbey Council area in October 2014.
4. Resource Association Visit: Members of the Resource Association, a professional advocacy body for the recycling industry, visited a Wheelie Box collection round in March 2015.
5. WISHNI Award: Bryson Recycling's Fiona McKilligan and Danielle Crockford being presented with WISHNI Award by Minister for Enterprise, Trade and Investment, Arlene Foster MLA, and Professor Alan Woodside OBE, Chair of WISHNI.
6. £1 a tonne: Bryson Recycling raised £6,482 for the NI Hospice through their annual campaign where £1 is donated to a local charity for every tonne recycled through our kerbside box service from December to March. Pictured are Declan Reynolds, Bryson Recycling, and Eva Toil (NI Hospice).

Bryson LaganSports

Building Better Futures

We are an outdoor activity centre which offers a range of innovative outdoor learning experiences to build confidence, improve health and wellbeing and help individuals realise their full potential. We work with people from all backgrounds, but our core work is with those considered most disadvantaged - socially and economically.

During the last year, **7,506** people enjoyed time on the River Lagan or participated in our range of off-water programmes including Water Safety Talks.



Bryson LaganSports and Cancer Focus NI recently formed an innovative partnership to enable breast cancer survivors to avail of the opportunity to experience dragon boat paddling on the River Lagan.

Research has demonstrated that people who participate in dragon boat paddling after breast cancer surgery feel stronger and have more energy.

"Bryson LaganSports has given us the opportunity to avail of their expertise and impressive facilities to establish one of our fastest-growing services, which aims to have 40 paddlers on the River Lagan each week. Dragon boat paddling for women who are affected by breast cancer is well known



around the world but our team is a first for Northern Ireland. Dragon boat paddling helps women get fitter after breast cancer treatment, makes them feel better emotionally, and is a great way to make new friends. It's a fun way to get your life back on track. We already have a regular turnout of around 20 women, mainly from the Greater Belfast area".

Liz Atkinson, Head of Care Services, Cancer Focus NI

Due to the success of the project, Cancer Focus NI and Bryson LaganSports are planning to extend the service beyond breast cancer survivors to ensure that anyone with a cancer diagnosis has the opportunity to avail of this hugely beneficial service.



Stakeholder Involvement

We established a partnership with Cancer Focus NI to enable breast cancer survivors to participate in dragon boat paddling on the River Lagan.



Sustainability

We invested in development plans for innovative 'Fit for Life' programmes. These programmes are designed for women, older people and people with learning disabilities who don't normally get the opportunity to take part in activities. We aim to deliver these programmes in 2015 – 2016.



Social Inclusion

In the last year, **53 per cent** of the activities we delivered were to individuals and communities who are considered 'hard-to-reach' and from disadvantaged areas.



Social Innovation/ Entrepreneurship

We rent out 100 per cent of our leasable office space and **invest any profits** into our facilities, programmes and activities on the River Lagan, breathing new life into the river and the local community.



Wellbeing

Almost **1,000** school children participated in our Water Safety Education Programme.



Reinvestment

We expanded our premises during the year, through purchasing the adjoining building, to enable us to deliver more activities.

Bryson LaganSports

Now in the second year of our five-year development plan, we continued to grow our service user numbers, engaging with **7,506** during the year. This is the highest level of participation we have ever achieved and represents a growth rate of 88 per cent in two years.

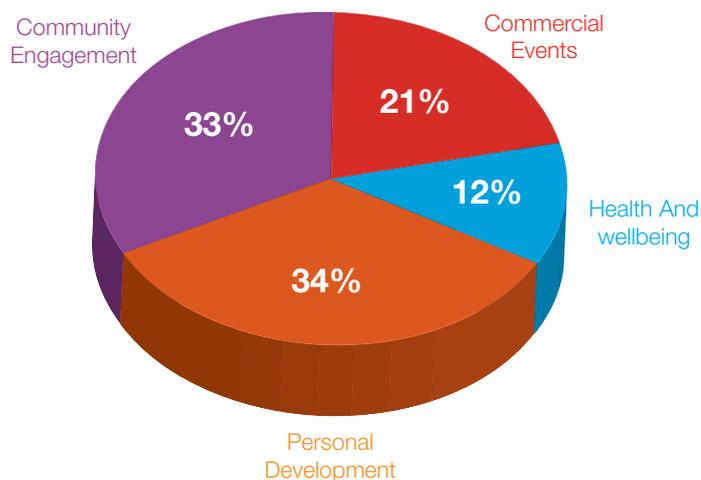
At Bryson LaganSports, we are committed to addressing some of the major social issues affecting Northern Ireland and the Greater Belfast area.

In particular, we will continue to focus our activities on:

- unemployment and disaffected youth – through sports-led personal development
- ageing population and increasing obesity – through promoting active living and 'Fit for Life' programmes
- sectarianism – through community engagement and diversionary sports programmes

Over 53 per cent of those individuals we engaged with during the year were from the most disadvantaged areas in Belfast.

We delivered **214** activity sessions spread across four strategic theme areas as follows:



By continuing to invest in our operation we were able to expand our premises at Ravenhill Road through purchasing the adjoining building. This increase in space enabled the creation of a customer reception area and provided much-needed storage space. It also enabled us to increase the total leasable office space to almost 3,800 sq. ft., all of which is currently occupied.

With support from Ulster Garden Villages and Lloyds Bank Foundation for Northern Ireland, we were able to purchase a fleet of new canoes, kayaks, and a new rescue boat and canoe trailer, which enabled us to provide paddle sport activity sessions to a much wider audience across Northern Ireland.

In order to achieve our vision, we invest profits from commercial activities into facilities, programmes and activities. This year, we delivered a range of very successful events in partnership with major charities and corporate sector organisations in Belfast, Lisburn and Antrim.

KEY FACTS

- Organised **214** water sports and land-based sessions for over **6,000** people.
- Supported **28** local events and corporate team-building sessions, including charity dragon boat racing and abseils, and safety cover to zip line events over the Lagan.
- Almost **1,000** school children participated in the Water Safety Talks funded by the Department for Social Development.
- Over **2,600** young people took part in a range of activities through our Youth Engagement schemes.



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1. Young people enjoying our off-site archery activity.
2. Young people enjoying the Bryson summer scheme, which included developing their outdoor cooking skills.
3. Children developing their water skills on the River Lagan during a birthday party.
4. Barra Best (local BBC weather presenter) and friends enjoying the Water Rollers on a sunny afternoon on the Lagan.
5. Summer scheme activities – young people learning camping skills.
6. Bryson LaganSports team getting ready to deliver a Zorbing activity at the Ardglass festival in Co Down.
7. Charity Dragon Boat event delivered by Bryson LaganSports.

Our Conference 2014



Building Better Futures



Bryson

Intercultural

Building Better Futures

Through leadership and practical professional assistance, we aim to make a positive impact on the lives of individuals and families from marginalised groups. Our aim is to help them build better futures here in Northern Ireland.

In the last year, we have supported **1,550** individuals, families and children from the Roma community, Irish Travellers and those people seeking asylum from across the world.



We have been working with and supporting the Roma community here in Northern Ireland for over 10 years. Our work has involved providing a voice for this community and helping to ensure that they have access to services, including healthcare and education.

The Roma community come from a nomadic tradition and maintaining access to education can be a significant barrier to social and economic development. We continue to demonstrate the positive value of education to Roma parents so that we have their support and co-operation in our Roma Education Programme. In the last year, we worked with and supported over 20 pre and after-school children from this community.



Our work with the pre-school children is designed to improve their developmental outcomes through structured playtime. Our after-school programme, targeting the 5 to 11 year-olds, is designed to enhance individual children's attendance and performance at mainstream school through English language classes, basic literacy and numeracy skills and an understanding of school culture and routines. We have also facilitated interaction between Roma children and the wider community through creative and fun-summer activities.

"Education is the most powerful weapon which you can use to change the world." Nelson Mandela



Stakeholder Involvement

Working alongside our key stakeholder, the Belfast Health and Social Care Trust, we were invited to attend the All-Party Parliamentary Group and recognised by the British/Irish Parliamentary Assembly for the work we are doing to support the health and wellbeing of the Traveller and Roma communities. The Parliamentary Assembly recommended that the model be shared across the UK and Ireland as a model of best practice.



Sustainability

To help support the Roma community we developed our own in-house capacity-building programme. **12** Roma women participated in the programme to help them become community mentors.



Social Inclusion

In the last year, we supported **1,550** people who find themselves on the margins of our society. These include people from the Roma community, Irish Travellers and those seeking asylum from across the world.



Social Innovation/ Entrepreneurship

This year, we developed our own in-house accredited entrepreneurship programme with **12** people from the Traveller community participating and gaining their OCN qualification in small business start-up.



Wellbeing

Over **860** Irish Travellers and people from the Roma community benefited from our health programmes. These programmes are designed to educate, build confidence and support mental health.



Reinvestment

We invested in new premises for our services targeted at the Roma community and people seeking asylum. The location of the premises is closer to the community we serve.

Making a real difference to people's lives is central to what we do. We deliver our wide range of services to those people and communities who find themselves on the margins of our society. These include the Traveller community, the Roma community and those newly arriving minority ethnic people and their families wishing to make new lives for themselves here in Northern Ireland.

The common denominator among each of these groups is that they suffer serious social, health and economic challenges and often face prejudice. We work to support them in overcoming these inequalities and this year, we helped over **1,550** people across our core programmes of work.

Reaching out

In our third year of managing Bryson An Munia Tober we have continued to grow and expand our services supporting the large number of Irish Traveller families based in the Greater Belfast area. The success of the work to re-engage with Travellers is reflected in the significant increase in people attending the services across our four programme areas on a regular basis. In the last year, we supported over **190** people.

Health	Education, Enterprise and Training
Housing	Youth

We aim to deliver programmes and services that directly benefit the physical and mental wellbeing of our service users. Our health programme has proven to be very popular and includes themed health checks such as cholesterol testing and blood pressure as well as therapeutic activities ranging from group singing to flower arranging.

Lack of educational qualifications with consequential poor employment prospects are often contributory factors to health issues; that's why we encourage and support young Travellers to enrol in training courses, mainstream education, training placements, essential skills and employability initiatives. During the year, we developed our own in-house accredited entrepreneurship programme with 12 people gaining an OCN qualification in small business start-up.

We also support Travellers in housing-related issues such as dealing with accommodation needs, debt management and personal budgeting as poor housing can contribute negatively on health and wellbeing. Our youth work involves after-school clubs and activities that increase contact and participation between young Travellers and young people from the settled community.

A helping hand

During the year, we moved into new premises on the Ormeau Road in Belfast to allow us to be nearer the community we serve. Our staff continued to provide the welcoming support to people arriving in Northern Ireland seeking asylum. Despite reductions in the level of funding, demand for our service continued to grow, with **500** people from across the world seeking asylum or hoping to voluntarily return to their countries of origin. We continued to work with Migrant Help, a UK-wide body working with those seeking asylum and local organisations and charities working in this area.

The local Roma community have continued to engage with us through our health and education programmes. In the last year, we supported **770** people from this community through a range of services. Twelve Roma women participated in and completed our in-house capacity-building programme to help them become community mentors within their community. We continue to build good relations in South Belfast; this helps to reduce tension between Roma and the local community.

KEY FACTS

- We employed **19** staff across 2 locations in West Belfast and South Belfast and hosted two volunteers from mainland Europe under the European Volunteer Scheme.
- We delivered over **12,000** support and advice sessions to people seeking asylum and to Traveller families and children.
- **770** Roma men and women benefitted from the Roma Health programme.
- We supported in excess of **500** people seeking advice on asylum support and voluntary return; this represents an increase of **11** per cent over the previous year.



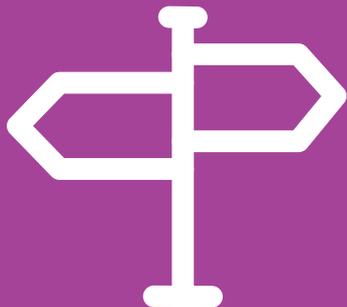
1. Staff members from across Bryson Intercultural and Bryson An Munia Tober meeting the Lord Mayor of Belfast, Nicola Mallon at a memorial event for Margaret Donaghy during September 2014.
2. Traveller Women Singing Group performing at the Bryson Group Annual Conference at Titanic Belfast during October 2014.
- 3, 5, & 6. Roma and Irish Traveller children taking part in after-school activities.
4. The Chief Medical Officer, Dr Michael McBride attending the Bryson An Munia Tober Health Event during December 2014.
7. Bryson Intercultural hosted members of the Nigerian Delegation who visited Belfast and met with local Nigerian people who have made Northern Ireland their home.
8. Sorina Toma and Barbara Purcell from Bryson Intercultural and Bryson An Munia Tober presented at the All Party Parliamentary Assembly in the House of Commons along with Stephen Long, Belfast Health and Social Care Trust and Siobhan Spencer from the National Gypsy and Traveller Federation.

Bryson FutureSkills

Building Better Futures

We are a leading provider of a range of employment and training initiatives, designed for school leavers, young adults and those living with long-term unemployment.

In the last year, we supported and worked with over **1,000** clients per day on a range of employment and learning programmes.



For the last 25 years, we in Bryson FutureSkills have been committed to tackling unemployment. Our approach is focused on the development of skills and creating employment opportunities for the clients we work with. Lynsey Stewart's story is a great example of how this works in practice.

Lynsey was unemployed and wanted to pursue a career in childcare. She enrolled on the Steps to Work Programme with us to follow this chosen vocational route. This was the first step in building her skills, confidence and wellbeing. Lynsey was supported by our staff in Bryson during the 26-week programme and as a result achieved OCN Level 2 Certificate in Progression (Childcare). To bridge that



gap to employment we ensured that Lynsey had the opportunity to work in a real-life situation linked to her career choice. We are delighted that following her work placement with Greenways Women's Centre in Belfast she was successful in securing full-time sustainable employment with the Centre.

Her success is due to her hard work and commitment and the ongoing support from staff at Bryson FutureSkills. She is developing her employment skills with the support of her employers.

Lynsey is enjoying her job. She is currently undertaking Level 2/3 City & Guilds Diploma in Children's Care, Learning & Development and Level 2 Essential Skills Literacy & Numeracy through the Apprenticeship-NI programme with Bryson FutureSkills.



Stakeholder Involvement

To do our job, we need to develop strong relationships with both our clients and stakeholders. In the last year, we achieved a **90 per cent** satisfaction level in terms of our work with clients and a **100 per cent** level with our employer partners.



Sustainability

A key outcome for Bryson is to help our clients gain employment so that they can become active members of society. In the last year, **48 per cent** of our clients, who participated on the Young Person's Employment Initiative, secured and sustained employment.



Social Inclusion

In the last year, **93 per cent** of our young people achieved their vocational qualifications helping them to progress to employment.



Social Innovation/ Entrepreneurship

Developing strong employer partnerships is the key to supporting young people to find their career paths. We have developed an **innovative employment programme** with 3 major public sector bodies leading to sustainable employment for our young people.



Wellbeing

Following participation on our Young Person's Employment Initiative, **97 per cent** of people felt that they had more confidence and had improved their work skills.



Reinvestment

Over the last 15 years, we have re-invested circa **£2 million** to support the wider work of the Bryson Group.

Bryson FutureSkills has continued to provide high-quality training and employment programmes to young people and the long-term unemployed, which has enhanced each participant's ability to find and sustain employment.

In the last year, we have supported a total of **4,450** clients on a range of programmes including 4,100 adults on the Department for Employment and Learning Steps to Work and employment support programmes; 250 young people on Training for Success; 40 people on Apprenticeships-NI; and 60 people on European Social Fund programmes.

93 per cent of our clients achieved NVQ levels 1 to 3 and all of our clients who completed the Apprenticeships-NI programme achieved their full framework of qualifications at level 2 and level 3.

48 per cent of our clients who participated in pre-employment programmes have moved into sustainable employment. These are success stories that have made a real social impact on the lives of people, not only financially but also in their wellbeing, social inclusion, confidence and self-esteem.

Our social enterprise business model is driven by creating partnerships and collaboration. This is clearly demonstrated in the strong employer partnerships that we have built to provide our clients with the opportunity for real-life work experience and apprenticeships. Our employer partners include organisations from the community, voluntary, social enterprise, public and private sectors.

We continued to deliver three key contracts for the Department for Employment and Learning's (DEL) flagship adult training programme - Steps to Work - in North Belfast and Newtownabbey, South and East Belfast and Foyle.

During Improving Quality Raising Standards (IQRS) inspections we received the 'Highest Level of Confidence' for Training for Success / Apprenticeships-NI and Steps to Work in all three contract areas. We were proactive and used our experience in making a real difference in the Foyle area by helping more people to find employment. This has increased the into-employment rate from 13 per cent to a high of 18 per cent, with sustainable job outcomes increasing from 83 to 87 per cent.

Going forward into 2015 - 2016

The marketplace for the delivery of Government-funded programmes for the long-term unemployed has changed with the cessation of the Steps to Work Programme and the introduction of Steps to Success in 2015.

Despite the many challenges we face, our major strength continues to be our ability to work with young people with significant barriers to employment and learning and those with behavioural, social and life skills issues. We are committed to helping those who are marginalised and furthest from the labour market.

Even in these difficult economic times, there are job opportunities and our staff work with commitment and determination to bridge the gap between our unemployed clients and our employer partners to connect them in a way that results in a win-win for both parties.

We have plans in place to proactively secure funding from a range of sources including the Social Investment Fund, European Social Fund, United Youth and Enabling Success initiatives. Collaborative approaches to contracting and delivery will be consistent with the Bryson Group's social enterprise model.

The shape of programme delivery and demand for services on the youth training front are also changing. There will be a revised Apprenticeship and Youth Training offer in place by September 2016. In preparation for this, we are redesigning and developing our offer to young people and will continue to invest in premises, resources and staff.

KEY FACTS

- Employed **40** staff across **7** offices.
- **48 per cent** of our clients who participated on the Young Persons Employment Initiative progressed to full-time employment.
- Provided employment and learning opportunities to **4,450** clients.
- Supported **1,036** clients each day.



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1. Kevin McNally, Essential Skills Tutor supporting a young person through our employability programme.
2. Young people finding out about the programmes on offer at Bryson FutureSkills.
3. One of our refurbished rooms in Stockman House.
4. Sonya Millar, Childcare Tutor delivering hands-on experience to a young person.
5. A number of young people who took part in a paintballing experience as part of the extra curriculum enrichment programme.
6. A group of young people and tutors at our Stockman House location on Bedford Street, in Belfast
7. Young people taking part in a practical bricklaying class included in our construction programme.

Bryson Energy

Building Better Futures

We are the regional energy agency for Northern Ireland. We support and motivate energy users to reduce their costs and greenhouse emissions. Our mission is to energy-proof homes across Northern Ireland.

In the last year, we supported **34,488** householders to reduce their energy costs and saved **26,285** tonnes of carbon dioxide (CO₂) – the main cause of climate change.



CASE STUDY

Northern Ireland has the highest level of fuel poverty (42 per cent) in the UK. The main reason for this is a combination of lower incomes, higher fuel prices and a high dependence on oil, electric and solid fuel for heating.

Through our work and commitment to providing social impact we have identified a gap in how fuel poverty is tackled and have developed and piloted an innovative 'Whole House' approach.

One family's experience of our 'Whole House' approach: The O'Brien family (not their real name) received insulation in their home through the Warm Homes scheme but were not entitled to any support for a new boiler. Their boiler was over 20 years old and



in need of replacement. Even though they had a well-insulated home, they had problems heating their home. Through our pilot and support from Oak Foundation, and the boiler replacement scheme, we arranged for a free oil condensing boiler to be installed. As a result the house now requires half the amount of heating oil and instead of ordering oil four times a year they only need to order every six months.

Following in-depth and personalised advice about energy saving and budgeting, the family are able to save even more money by shopping around for the cheapest oil price and encouraged to implement simple energy-saving techniques in the home. A member of the family suffers from depression and having the new heating system has helped alleviate the anxiety of not being able to afford to adequately heat the home.



Stakeholder Involvement

We made a successful partnership bid with Keep Northern Ireland Beautiful to the Rethink Waste Fund. The approach involved a fun way to educate the local communities in Belfast and Derry on reducing their energy usage and waste, **illustrating the value of stakeholders working together.**



Sustainability

Householders helped by Bryson Energy through the Warm Homes Scheme had an overall energy improvement of almost **30 per cent** in the efficiency of their homes. It is easier and cheaper to heat their homes and they have reduced their carbon footprint.



Social Inclusion

We helped over **360** vulnerable householders with minor home repairs through our Handyperson scheme, making them **feel safer and more content** in their homes.



Social Innovation/ Entrepreneurship

Our 'Whole House' approach to tackling fuel poverty was piloted in 102 homes in Omagh and Strabane with initial estimated savings of £2 for every £1 spent. This project highlighted a different and **unique approach to tackling fuel poverty in Northern Ireland.**



Wellbeing

We carried out **4,788** benefit entitlement checks in vulnerable households. Forty-seven per cent of these customers were found to be entitled to an average of £38.24 more income per week. This is worth over £4.47 million per annum to these householders – **a significant contribution to their income and wellbeing.**



Reinvestment

We installed 12kW of Solar Electric Panels on St George's Church in Belfast which will return the initial investment over 20 years through Renewable Obligation Certificate payments and electricity exported. It also reduces their carbon footprint.

We used our role as advocates for households in fuel poverty to respond to a number of consultations including 'From Fuel Poverty to Affordable Warmth', launched in February 2014; this proposed the biggest change for assistance to fuel poverty households in Northern Ireland since 2001. The result of the consultation was a scheme - Affordable Warmth - launched in September 2014, which is an area-based approach to fuel poverty delivered through Councils and the NIHE.

We took an active role in The Fuel Poverty Coalition, chaired by NEA, and supported their Energy Justice Campaign to influence the eventual successor to NI Sustainable Energy Programme (NISEP), supporting the view that the proposed Energy Efficiency Obligation (EEO) will prioritise assisting those in fuel poverty.

Despite the challenging times we are experiencing through reduced government contracts and less focus and funding for providing advice and home visiting to support individuals and families, we have continued to develop and pilot new ways of tackling fuel poverty. Our **'Whole House'** approach is making a real difference, as demonstrated by our pilot project involving 102 properties in Omagh and Strabane. We will be using the findings from our pilot during 2015 – 2016 to showcase a new way of tackling fuel poverty making a real social impact. Our initial estimated savings from the pilot are in the region of **£2 saved for every £1 spent**.

We want the Government to shift intervention to a 'Whole House' approach. This involves the installation of energy-saving measures, IT solutions and wrap-around support including advice, installation, support in setting up energy buying clubs, fuel switching and benefit entitlement checks. This approach focuses on tackling all the factors that create fuel poverty and is also beneficial to creating local employment. We must move away from the existing piecemeal approach for addressing fuel poverty.

During 2014, we secured a three-year contract from NIHE to set up and support **27** oil buying clubs across Northern Ireland. This initiative resulted from a feasibility study carried out by Bryson Energy (2013) that identified a key way of helping people budget and save costs in heating their homes – the Oil Buying Clubs. We are delighted that this approach is gathering momentum and making a real impact in local communities. A family has the potential to save up to £270 per year based on using 3,000 litres of oil.

Our long-term sustainability and future growth will be delivered by diversifying our customer base beyond the existing public and private sectors and embracing the end user as a core part of our customer base.

KEY FACTS

During the last year, through our social enterprise approach, we have continued to assist households on an individual level to tackle fuel poverty.

- Advised **34,488** households across Northern Ireland on saving energy.
- Advised **7,535** Housing Executive tenants in their homes on budgeting and energy efficiency.
- Carried out energy lessons in association with NIHE to **12,636** school children.
- Directly employed **45** staff working across Northern Ireland while indirectly supporting an additional **50** jobs through our subcontracting model.
- Upgraded heating systems through Warm Homes in **286** households.
- Improved insulation through Warm Homes in **3,964** homes across Northern Ireland, including **361** solid-wall properties.
- Managed the Cosy Homes Schemes for Power NI which provided **255** heating grants and **779** insulation grants for Housing Association properties.



1. Staff from Bryson Energy enjoying a team-building event.
2. Bryson Energy, Director Nigel Brady, pictured with a range of partners promoting Energy Awareness Week to householders across Northern Ireland.
3. Rethink Waste education programme delivered by Bryson Energy.
4. Bryson Energy staff delivering the handy person service in Belfast.
5. A happy householder who has just received a new boiler under our 'Whole House' approach to tackling fuel poverty.
6. Mervyn Storey, Minister for the Department for Social Development visited Bryson Energy and met with Nigel Brady and David Crothers for an update on our work.
7. Local events held in Derry and Belfast with the help of David Meade. The events were aimed at educating the local communities on saving energy and reducing waste and where in conjunction with Bryson Energy and Keep NI Beautiful.

Bryson CareWest

Building Better Futures

We are a leading provider of quality-assured homecare and social work practice learning in the North West. We provide assistance from the youngest to the oldest people in our community.

In the last year, we delivered **81,406** hours of care and support to **344** individuals and their families.



A key role of Bryson CareWest is providing home support and care to people who wish to maintain their independence for as long as possible. Joe has suffered from lower body paraplegia for almost 20 years. We have supported Joe and his wife for the last 2 ½ years, as they have suffered a number of health-related issues and have found it more difficult to cope on their own.



The delivery of quality-assured domiciliary care can transform people's lives. Individual care needs can be more easily met in the familiar surroundings of a person's own home.

Joe explains: "The staff from Bryson makes my life easier to live. If I have a problem I can talk to them about it. They are a great help to my wife and have taken a lot of pressure off her. Our quality of family life is so much better because of their support, care and help. Thank you."



Stakeholder Involvement

By being continually in touch with our commissioners, service users and staff we know that 100 per cent of commissioners believe we make a positive difference to peoples' lives; **99 per cent** of our service users tell us our service is good/ excellent and **97 per cent** of our staff is satisfied at work.



Sustainability

We employed **84** people in the North West area. These jobs not only support local families but also, the wider local economy.



Social Inclusion

People wish to remain independent for as long as possible; our services help them to achieve this goal. During the year, we supported **344** people in the North West area.



Social Innovation/ Entrepreneurship

We expanded our care services in the North West and moved into the Limavady area, employing **7** new staff, and supporting **15** people to remain in their own home.



Wellbeing

We provided over **81,400** hours of care to support people who make the choice to remain living in their own homes.



Reinvestment

We provided over **700** hours of training and development to our staff to enhance their skills and knowledge and develop their career paths.

Goal of independent living

Over the last year, we provided care and support to **344** people in the North West delivering over **81,400** hours of care. This is an increase of 3 per cent from the previous year.

Service Users and their families' lives are transformed by remaining at home and through the availability of good-quality care. Care plans are more easily delivered to individuals in familiar surroundings. Our goal is to help people remain in their own homes for as long as possible. Our staff are highly motivated and enthusiastic and make a real difference to people's lives.

We are committed to excellence and our domiciliary care services were independently accredited and maintained the Customer Service Excellence standard and the annual RQIA inspection.

We expanded our services during the year and moved into the Limavady area supporting **15 new service users** and employing 7 new staff. Each week, we deliver over 70 hours of care to our new service users.

With the growth of our aging population, more and more people require help and support to remain in their own homes. There are many changes proposed through the Transforming Your Care (TYC) agenda and it is a priority for our health service in Northern Ireland that the home is seen as the hub of service delivery. This presents opportunities for us to develop our role in the planning and delivery of services for older people in the West.

We value and invest in staff training. In the last year, we delivered over 700 hours of training to our staff. The training included: Administration of Medication, Manual Handling, Infection Control, Basic Food Hygiene, Pressure Sore Awareness, Parkinson's Awareness, and Data Protection. We also continue to support staff through their QCF Level 2 Diploma in Health & Social Care. During the year, one member of staff successfully completed and gained this qualification. We want to see Government create a clear career path for skilled care workers, who can deliver an expanded range of home care services.

As demand increases, there is a great opportunity to create thousands of new jobs and careers in this area of work.

Excellence in social work

Our regional Practice Learning Centre continued to establish itself as the Centre of Excellence for Social Work Learning and Development. We supported **12** new social work students in the last year ensuring that they received relevant experience in a range of placements, from working with those who are homeless to supporting people subjected to domestic violence. One of our newest placement providers is the Simon Community, based in Derry/Londonderry.

Along with our colleagues in Bryson Care we have continued to showcase our approach to *relationship-based social work* through our workshops and DVD. We attended a number of high-profile events, including the Queen's University Symposium and the Journal of Social Work and Education Conference in London. We were delighted to be re-accredited with the Customer Service Excellence Award for our approach to practice learning and continue to develop and enhance our services.

We continue to work in delivering post qualifying assessment and support to qualified and employed social workers and during the year, we re-launched our Practice Learning Centre Handbook with our colleagues in Bryson Care. This handbook is a key resource for our stakeholders and students.

KEY FACTS

- Employed **84** staff in the North West.
- Delivered **81,406** hours of care and support to both families and older people in the North West.
- On an average day, we deliver services to **207** people.
- Achieved the Customer Service Excellence (CSE) standard for both our domiciliary care work and Practice Learning Centre.
- Supported **12** new social work students through our Practice Learning Centre.



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1. Domiciliary Care staff member delivering care to an older person in her own home.
2. A client of Bryson CareWest at her home.
3. Cheryl McMullin, Practice Learning Centre manager and students at Bryson CareWest training.
4. Bryson CareWest staff at the Bryson Group Annual Conference at Titanic Belfast 2014.
5. Bryson CareWest staff during a team meeting.
6. A client of Bryson CareWest at his home.
7. Liz Logan, Care Services manager during a staff briefing at Gortfoyle House in Derry/Londonderry.

Bryson Care

Building Better Futures

We are a leading provider of care services. We enable individuals, families, young people and children to live their lives to the optimum, while maintaining their independence.

In the last year, we provided **150,362** hours of support to **3,965** adults and children.



We have continued to develop our work with young people, particularly those furthest from the labour market through the 'In Need of Education, Employment or Training' NEET Strategy Forum.

The Forum was set up in 2010 with the shared vision of 'working together so that every young person in Northern Ireland is in meaningful education, training and employment', and provides collaborative and innovative thinking for the Government's 'Pathways to Success' strategy.

The NEET Strategy Forum has over **90** voluntary and community sector and affiliated statutory member organisations. Our role in Bryson is to lead, manage and



co-ordinate the forum. A key element is the NEET Youth Forum – a regional network of 20 young people selected from 5 youth reference hubs across Northern Ireland. This network enables young people to proffer their opinions and ideas, which then feed into the development, implementation and critique of policy and politics aimed at helping them enter the labour market.

Maria (22 year-old) is part of the Youth Forum and has experienced unemployment and difficulties in securing a permanent post. Involvement in the Youth Forum has given Maria a voice. She has grown in confidence and has now spoken and presented at key youth conferences, engaged with senior department officials and decision makers, sharing her views and the views of other young people.



Stakeholder Involvement

The NEET Strategy Forum has brought over **90** organisations together, focused on gathering their collective experience and voice to inform the development and implementation of policy for young people.



Sustainability

We supported **1,625** people to remain in their own homes by providing help and care to them, enhancing their independent living skills.



Social Inclusion

The NEET Youth Forum is a key vehicle in helping young people who are furthest removed from the labour market. We held **80** youth forum hub meetings during the year, hearing directly from young people, giving them a voice and active role in their futures.



Social Innovation/ Entrepreneurship

Our social-work Practice Learning Centre presented and shared its innovative approach to 'relationship-based social work' at **2** major European conferences during the year.



Wellbeing

Our Children Services supported **245** families in the last year in registering their children with a local dentist to assist in the reduction of issues, such as dental hygiene, tooth decay and obesity.



Reinvestment

We raised over **£3,900** for our family appeal. This funding was used to support vulnerable families throughout the year, particularly at Christmas time, to help reduce stress and debt. We distributed toys, food hampers and gifts to 353 children and their families.

Supporting children and families

During the year, we supported **1,327** children and **924** families through our services, which include the Sure Start projects in the Lisburn and Bangor areas of the South Eastern Health and Social Care Trust.

Through our social enterprise model, we are working with local communities to create the best early-years support that meets local needs and provides the very best start for children. Our services, through Sure Start, include programmes such as 'Cook It', 'Stay & Play', '2 Rhymes by 2' and the 'Programme for Two-Year-Olds', and outreach services for parents.

We are also part of a unique Early Intervention Transformation Project, to support young parents aged between 18 to 25 years who have been through the justice system. This project is aimed at breaking an intergenerational cycle of offending behaviour by supporting young parents in desisting from offending. The overall objective is to change the life of the young child by supporting the young parent through appropriate interventions such as parenting support and routines, counselling and training, which includes employment for one year with a local social enterprise book shop (The Book Reserve) and café (The Thinking Cup).

Working with young people

This year, our work has gone from strength to strength in supporting those young people furthest removed from the labour market. Their confidence and experience is increasing as they gain exposure to politicians, public sector executives and civil servants engaged in these issues. These young people have also been leading the consultation and discussion regarding how they should be described by government, media and the public at large, aimed at changing the negative stereotype typically attributed to them.

Person-centred approach to adult care

In the last year, **1,625** people benefited from our person-centred services. We delivered over **114,300** hours of care and support in the Belfast and South Eastern Health and Social Care Trust areas. Our adult-care services are here to address issues, such as loneliness, coping with dementia and loss of independence. We have developed our services for people diagnosed with dementia, with a focus on an activity model of respite. This is designed to help them maintain their independent living skills and provide a break for their carers.

We provide an independent advocacy service, helping adults with a learning disability to have their voices heard and understood within institutional and legal arenas. During the year, we secured additional funding from the Health Trusts to carry out 'Quality of Life' assessments, following people's journey from living in hospital to a new life in the community. We completed **26** assessments and captured the difference the transition made to people's lives as they resettled into an alternative home.

We also continued to deliver a volunteer befriending service as part of a 'safe and well' re-ablement approach to support older people who are geographically and/or socially isolated throughout the Down and Lisburn areas. Our volunteer service in North Down & Ards provided longer-term support to 23 service users. In association with Bryson Care; **43** people volunteered their time to support vulnerable adults.

Our Practice Learning Centre team supported **12** social work students during the year ensuring that they received relevant work experience in a range of placements. We were delighted, along with our colleagues in Bryson CareWest, to be re-accredited with the Customer Service Excellence Award. We continued, along with our colleagues, to showcase our approach to *relationship-based social work* at a range of events and conferences. We also re-launched our Practice Learning Handbook, which is designed to support our stakeholders and students.

KEY FACTS

- Employed over **190** staff.
- Staff and volunteers provided over **150,362** hours of care and support to children, families and older people.
- Bryson European Voluntary Service provided stimulating and challenging volunteering opportunities to **22** people.
- The Bryson Family Appeal supported **139** families and **353** children.
- Our Children's Service and Practice Learning Centre again achieved the Customer Service Excellence Award.



1. In February, Jeffrey Donaldson MP visited our Sure Start service based in Lisburn.
2. Jo Marley and Lorraine Boyd from Bryson Care at the CBI annual dinner with Samuel Hillerby from the NEET Youth Forum meeting with the US Consul-General Greg Burton.
3. Siobhan Whyllie and Cherly McMullin at the launch of their new Practice Learning Handbook for students and stakeholders.
4. M&S staff who supported the family appeal organised by Bryson Care Children's Services.
5. Staff from Bryson Care Sure Start Lisburn at the launch of the public health agency '2 Rhymes by 2' initiative.
6. Staff and volunteers get together to celebrate volunteer week 2015.
7. Jo Marley, Director of Bryson Care meeting with Brian Barry from the Belfast Health and Social Care Trust and the Chief Medical Office, Dr Michael McBride.

Bryson Charitable Group Board

Mr H Crossey (Chair)
Mr S Curragh (Hon Treasurer) – appointed April 2014
Mr B Mullan (Company Secretary)
Mrs B Boal
Mrs G Cameron
Mr D Crothers
Mr E Joudeh
Mr D McIlDoon
Mr J Mills
Mr D Torrens
Prof C Connolly
Mr W Francey
Prof N Gibson
Mrs L Brown appointed Sept 2014

Bryson Care Board

Mr D Torrens (Chair)
Dr J Wilde
Mrs P McKeown
Mr M Potter
Prof M Durkin
Prof C Connolly appointed September 2014
Mr P Brennan appointed April 2014
Mr B Johnston appointed April 2014
Mrs M Harte appointed April 2014
resigned September 2014
Miss E Simpson - resigned September 2014
Mr R Holmes resigned August 2014

Intercultural & AMT Board

Mr E Joudeh (Chair)
Mrs S Bryson
Mrs C Hanna
Mrs J Robinson
Mrs H Francey appointed June 2014
Mrs M Bunting resigned August 2014
Mr R Wilson resigned August 2014

Bryson CareWest Board

Mr D Torrens (Chair)
Miss E Simpson appointed April 2014
resigned September 2014
Mr R Holmes appointed April 2014
resigned August 2014
Dr J Wilde appointed April 2014
Mrs P McKeown appointed April 2014 -
Mr M Potter appointed April 2014
Prof M Durkin appointed April 2014
Prof C Connolly appointed September 2014
Mr P Brennan appointed April 2014
Mr B Johnston appointed April 2014
Mrs M Harte resigned September 2014

Mrs M Moore resigned April 2014
Mr F Lawrance resigned April 2014
Prof M McColgan resigned September 2013
Mrs M Harte resigned September 2014

Bryson FutureSkills

Mrs G Cameron (Chair)
Mr M Copeland
Mr T Hinds
Ms K McManus
Mr S Murtland
Mrs E Sung
Ms C Gordon

Bryson Recycling

Mr W Francey (Chair from March 2014)
Mr T Reid
Mr A Wilson
Mr R Georgeson
Mr C Quigley
Ms O O'Reilly

Bryson Energy (Shadow Board)

Mr D Crothers (Chair)
Mr D McIlDoon
Mr L Foy
Mr A Cole
Dr J Stuart
Mr J McMullan
Mr B McGinn
Ms K Phillips appointed October 2014
Cllr R Lynch resigned March 2015
Cllr M Reilly resigned March 2015
Cllr R Barton resigned March 2015
Mr P O'Doherty resigned April 2014
Mrs M McCloskey resigned Sept 2014

Bryson LaganSports

Mrs L Brown (Chair) appointed July 2014
Mr T Dean
Mrs P McKeown
Mr G Bell
Ms A Clarke
Mrs C Passmore
Mrs S Russam
Mr P Connolly
Mr J McMullan resigned March 2014
Mr B Mullan resigned July 2014

Contact List

- Accounts Department
- Business Improvement Unit
- Chief Executive's Office
- European Voluntary Service
- Family Support Service (Belfast FS & Intensive Belfast FS)
- Family Contact Service / Family Support BME
- Human Resources Department
- Independent Advocacy Service
- Information Communication Technology Unit
- Intensive Family Support Service (North & West Belfast locality)
- Laundry Service
- Premises Department
- Practice Learning Centre
- Safe & Well Volunteer Befriending Project
- Volunteer Service – North Down and Ards
- Neighbourly Care Support Service
- Regional Collaboration & Innovation Project - NEET

Can be contacted through:
Reception

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Belfast BT2 7FE
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f: 028 9043 9156
info@brysongroup.org
www.brysongroup.org

BRYSON CARE

Adult Services:

- Domiciliary Care Service for (North & West Belfast and Eastern Region)
- Belfast Home from Hospital Service
- Dementia Respite Service

2 Rivers Edge
13-15 Ravenhill Road
Belfast
BT6 8DN
t: 028 9045 2136

Children's Services

North Down & Ards Family Support

Sketrick House
Jubilee Road
Newtownards BT23 4YH
t: 028 9182 3688

Down Family Support

Innovation House
Down Business Park
46 Belfast Road
Downpatrick BT30 9UP
t: 028 4461 5240

Dunmurry Family Support

Colin Family Centre,
Pembroke Loop Road
Belfast BT17 0PH
t: 028 9061 4433

Down Sure Start

5-7 Mount Crescent
Downpatrick
BT30 6AF
t: 028 4461 3630

Lisburn Sure Start

(Hillhall, Tonagh, Knockmore & Old Warren)
Sure Start Office
Old Warren Primary School
147 Drumbeg Drive,
Lisburn BT28 1QP
t: 028 9267 2292

Bangor Sure Start

(Dufferin, Whitehill, Conlig 3 & Harbour 1)
Sure Start Office
30 Hamilton Road
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BRYSON FUTURESKILLS

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Rathcoole
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t: 028 9036 9808

Spectrum Centre
333 Shankill Road
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BRYSON CAREWEST

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22a Clarendon Street
L'Derry BT48 7ET
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BRYSON LAGANSPORTS

1 River's Edge
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Belfast BT6 8DN
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BRYSON RECYCLING

Central Park
Belfast Road
Mallusk
Newtownabbey
BT36 4FS
t:028 9084 8494

Armagh Business Park
41 Hamiltonsbawn Road
Armagh
BT60 1HW

Letterkenny Recycling Centre
Carnamuggagh
Letterkenny
Co. Donegal
t: +353 (0) 749125822

Milford Recycling Centre
Moyle Road
Milford
Co Donegal

Stranorlar Recycling Centre
Railway Road
Stranorlar
Co Donegal

Carndonagh Recycling Centre
Station Road
Carndonagh
Co Donegal

Laghey Recycling Centre
Laghey
Co Donegal

Dungloe Recycling Centre
Údarás na Gaeltachta
Industrial Estate
Dungloe
Co Donegal

Mochdre Recycling Centre
Bron-y-Nant Road
Mochdre,
Colwyn Bay
Wales
LL28 4YL

Abergele Recycling Centre
Rhuddlan Road
St George
Abergele
Wales
LL22 9SE

BRYSON INTERCULTURAL

Bryson Intercultural

123 Ormeau Road
Belfast
BT7 1SH

For Migrant Help
t: 028 9031 5744
For Roma Education Project
t: 028 9072 7924

An Munia Tober

12 / 2 Blackstaff Complex
77 Springfield Road
Belfast
BT12 7AE
t: 028 9043 8265

Our People - staff, board members and volunteers



Building Better Futures



Bryson
Charitable Group
Building Better Futures

Bryson Care Bryson CareWest Bryson Energy Bryson FutureSkills Bryson Intercultural Bryson LaganSports Bryson Recycling

find us online @
www.brysongroup.org



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