



IMAGO



IMPACT  
2018/19



# IMAGO MAKES THE DIFFERENCE

“Supporting Communities: Reaching Potential”

Imago has a proud history of providing support and opportunity to vulnerable and disadvantaged people across the South East. Empowering them to gain confidence, experience life more fully, to grow, and live independently within their own communities.

Imago offers a range of services and projects designed to deliver better life outcomes for all age ranges, where support provides the chance to overcome barriers to living a fulfilling life. Imago embraces a model of co-production: working with clients, funders and partners to empower the most vulnerable and disadvantaged.

Imago aspires to a society where every individual is happy, healthy and fulfilled.

Working with children and young people to help them make a positive contribution in their lives, homes and communities

**Fun Club Short Breaks** offer after school provision, day and residential activities. These encourage independence and confidence in disabled young people by enabling them to access mainstream opportunities alongside their able-bodied peers; they also offer a much needed carer break to families. The service was inspected for the first time in 2016 by **Ofsted**; **Good** was secured in all areas.

**Youth Clubs** offer children and young people opportunities to improve their self-esteem, confidence and help them to manage their behaviour in a safe and supportive environment.

**Family Fun Days** provide activities the whole family can take part in, encouraging local residents to get to know their neighbours and building community cohesion and resilience.

**Safe** is a groundbreaking youth-led project, working in schools to raise awareness of mental health issues among students, highlighting the danger signs and challenging stigma and discrimination.

**iTalk** is an interactive programme to promote effective communication skills, and develop the emotional wellbeing and resilience of young people.

2,500+

disabled children and family members supported

424+

short break sessions delivered for disabled young people

23,760+

pupils more aware of Mental Health and Wellbeing through Safe

“The benefits of Short Breaks are outstanding. The staff and volunteers do an amazing job; my son has had a real confidence boost”

Parent





Over 20 years empowering Young Carers to increase their wellbeing and minimise the negative impact of their caring role

**Imago Young Carers** supports young people aged 5-18 who have a caring responsibility for an adult or sibling; preventing inappropriate caring, minimising the negative impact of their caring role and increasing resilience and well-being. All Young Carers are assessed to understand how best we can support them and a targeted short term intervention and support plan is agreed to ensure they are given a voice and encouraged to reach their full potential, with equal opportunity for employment and education. Imago currently supports Young Carers in **Kent, East Sussex, Medway and the London boroughs of Southwark, Havering and Bexley.**

**Workforce Development** offers free and flexible training to schools, agencies and other professionals across Kent around the identification and support of Young Carers within their line of work. Awareness raising is a crucial part in the search for and engagement of 'hidden' or 'hard to reach' Young Carers. A better understanding of "what do we mean by a Young Carer" as well as advising of legislative changes and statutory obligations in the support of Young Carers across all services is provided.

**Young Carer Festivals** organised by Imago, funded by corporate and individual donations, offer around 100 Young Carers an annual break from their caring responsibilities. A group of Young Carers also attends the National Young Carer Festival. This enables them to socialise with their peers, share experiences and build up confidence and resilience.

8,060+

Young Carers being supported in Kent, East Sussex and London

10,130+

face to face interventions with Young Carers and Professionals

£367,000+

saved on transport costs for Young Carers via Kent Young Persons Travel Pass's issued by Imago Young Carers

"I really enjoy my time with Imago Young Carers, it helps me to not feel alone and to cope with my caring responsibilities, I'd love to do more and maybe even volunteer myself in the future"

Young Carer aged 17

## Working with vulnerable and disadvantaged adults to support independence through choice and provision

**Kent Care Navigators** offer free, impartial advice and guidance on a range of issues including finance, housing, social activities and the provision of aids and equipment.

**Darent Valley, Maidstone & Tunbridge Wells Hospital Care Navigators** work as part of the Integrated Discharge Team, supporting inappropriate admissions and timely hospital discharge.

**GP Practice Istead Rise Care Co-ordinator** works as part of the GP Cluster Team and wider multi-disciplinary team providing a holistic approach to patient support.

**Medway Care Navigators** offer impartial 1:1 support to access appropriate community services thus reducing the pressure on statutory services.

**Social Prescribing** links patients in primary care with sources of support within the community. It provides GPs with a non-medical referral option that can operate alongside existing treatments to improve health and well-being, and to encourage self-management, particularly of long term health conditions.

**Patient Peer Support Groups (PPSGs)** are delivered in conjunction with GP practices. PPSGs provide the opportunity for patients living with a long term condition to meet regularly, encourage self management and improve their sense of physical, mental and social wellbeing.

98%

of patients reported improved sense of wellbeing as a result of Care Navigator intervention

92%

of hospital patients experienced a timely discharge due to Care Navigator intervention

6,000+

adults remaining independent through increased access to community services

“I got so much help from you, I cannot thank you enough. I was really isolated. Now I have a social life and I have made new friends”

Care Navigator Client





“I could have never imagined the impact the charity would have on my life; it has shown me the career path I want to take, has provided me with support and throws incredible individuals my way who inspire and amaze me. Volunteering has shaped some of my favourite memories of the past years”

Volunteer

Social action helps to create stronger, more cohesive communities

140+

organisations are members of the West Kent Volunteer Coordinators Forum

65+

apprentice / work experience placements created by Imago

12,425+

completed journeys provided through Dial 2 Drive in the last year

**Imago Volunteering** actively promotes social action; attending events, providing signposting services, publishing newsletters and developing best practice advice to local volunteer-involving organisations. Imago facilitates the West Kent Volunteer Coordinators' Network.

**Youth Volunteering** provides exciting opportunities for young people to gain valuable experience, enabling them to develop leadership, empathy and work-readiness skills.

**Dial 2 Drive** is an affordable volunteer community transport scheme for older or disabled people who are unable to easily access public transport. The service provides regular drives to medical appointments, shopping trips and social activities.

**Social Trips** are offered to older residents living in the Sevenoaks District. Social Trips are funded by Sevenoaks District Lions and delivered by Imago.

**Imago Apprenticeships** for unemployed young people, create meaningful and challenging roles introducing the work of the voluntary and community sector, providing a springboard into employment. The scheme is supported by local business, Cripps.

**Crisis Fund Management** offered by Imago, administers the emergency welfare fund on behalf of Medway City Council, providing essential grants to vulnerable people in crisis.

## Community services help local voluntary and community organisations to deliver appropriate, effective and sustainable services

**Community Development** support is provided through social media, e-bulletins and 1:1 advice. Relevant and timely information is provided on a wide range of issues such as: fundraising, governance, change management, quality, policy, merger and collaboration. Imago champions the voice of the sector across West Kent.

**Community Networks** enable voluntary and community organisations to share good practice, provide peer support and identify opportunities for collaboration. Imago runs a number of networks, bringing organisations together to identify common interests and goals, jointly tackle shared concerns, and keep abreast of new policy and legislative changes.

**Disclosure and Barring Service** checks are provided for private, public and voluntary organisations. This efficient and affordable provision offers personalised, impartial advice and support.

**Imago Retail** operates two charity shops in Tunbridge Wells raising funds to enhance projects and services. The shops facilitate supported volunteering placements, enabling the development of confidence and skills.

**Youth Voice** ensures that young people play a central role in addressing matters that affect them and in influencing policy and services. Imago supports various groups, including a Young Carers Forum and a Young People's Shadow Board.

21,250+

contacts are regularly reached through Imago's multi-media networks

158+

community organisations are members of Imago's thematic forums

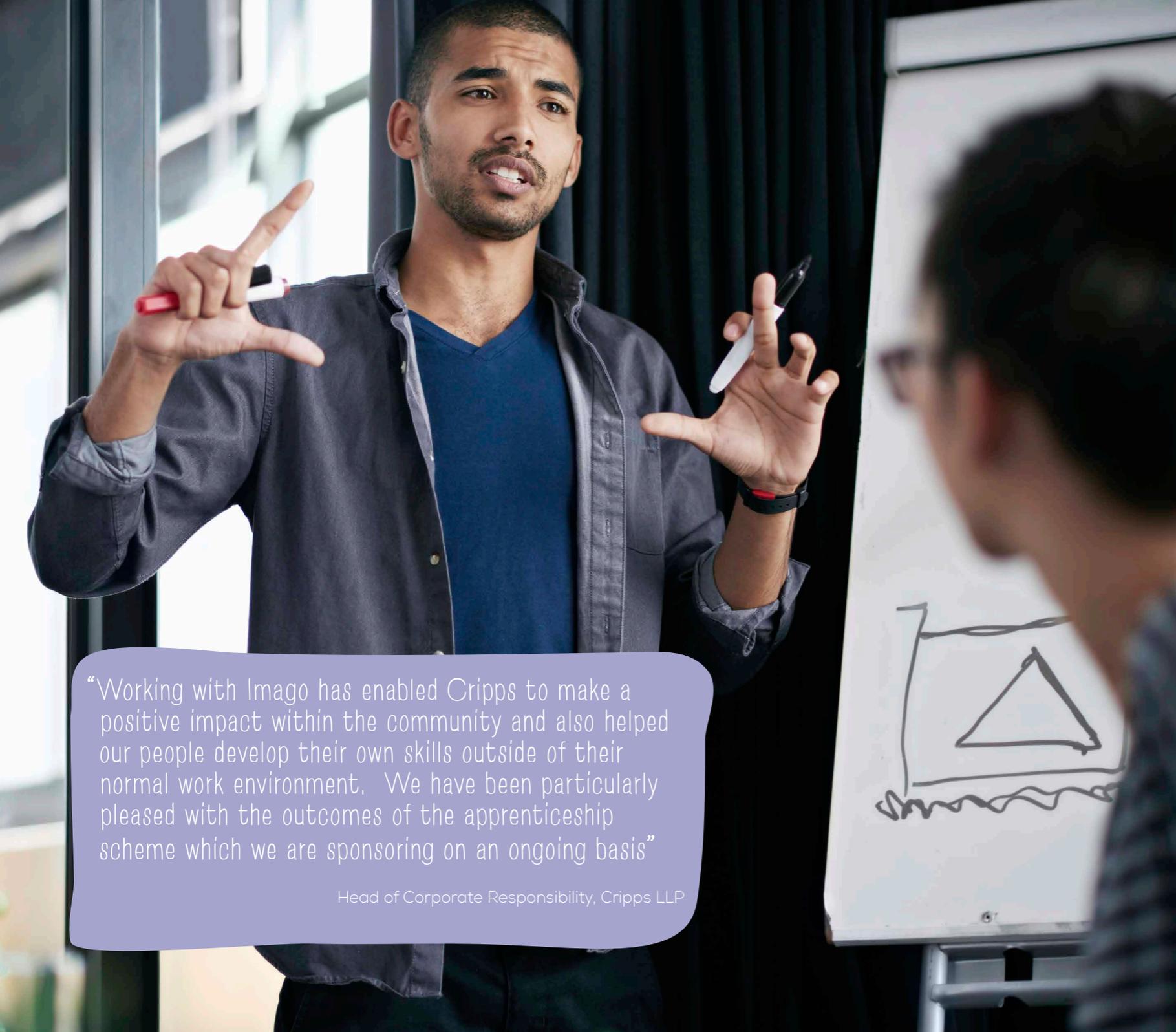
4,500+

hours of volunteer retail support

“The opportunity to network with other community organisations and to share best practice has been invaluable”

Voluntary Organisation





“Working with Imago has enabled Cripps to make a positive impact within the community and also helped our people develop their own skills outside of their normal work environment. We have been particularly pleased with the outcomes of the apprenticeship scheme which we are sponsoring on an ongoing basis”

Head of Corporate Responsibility, Cripps LLP

Adopting a social business model throughout its activities, and offering professional and business advice to others

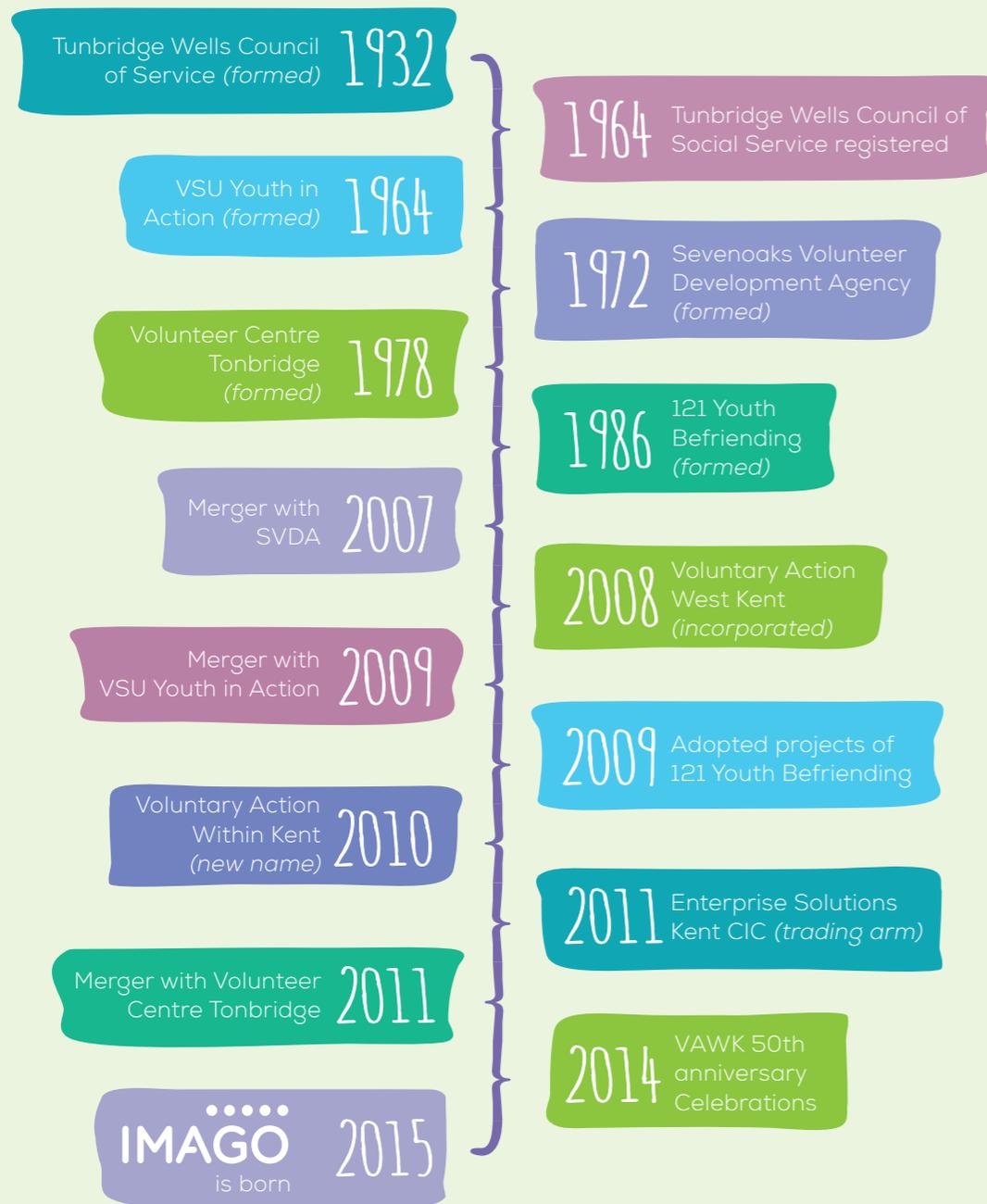
**Training** services offer professional support to voluntary and community organisations, statutory authorities and social enterprises. Imago provides a suite of 32 accredited training programmes and offers bespoke in-house training courses, including specialist Outcomes workshops and Safeguarding training.

**Consultancy** services offer bespoke provision to the sector. Assignments have included board development, organisational mergers, change management, quality systems and general management support.

**Business** services offer a framework for successful participation between the business and their community. Imago's dedicated team of consultants work with local businesses to offer information, advice and support to enable the business to develop its Corporate Social Responsibility policy. Business involvement in local communities makes a positive difference for all involved.

**Business in the Community Network** provides local businesses with the opportunity to meet and network with each other, also to develop bespoke community involvement activities in partnership with Imago.

## 8 decades of service... Imago's journey



## Quality...



**Investors in People:** demonstrates that Imago has strong leadership, a compelling vision and a culture of improvement. It recognises the commitment Imago makes to its employees



**ISO 9001:** demonstrates that Imago provides structured and efficient services and programmes ensuring consistency and quality of service delivery



**Ofsted:** Imago is a registered provider with the regulatory body that cares for children and young people. Imago's Shorts Breaks Service was inspected in 2016 by Ofsted; **Good** was secured in all areas



**The Queen's Award for Voluntary Service:** is the highest award given to volunteer groups across the UK and recognises the outstanding work Imago has achieved in the local community



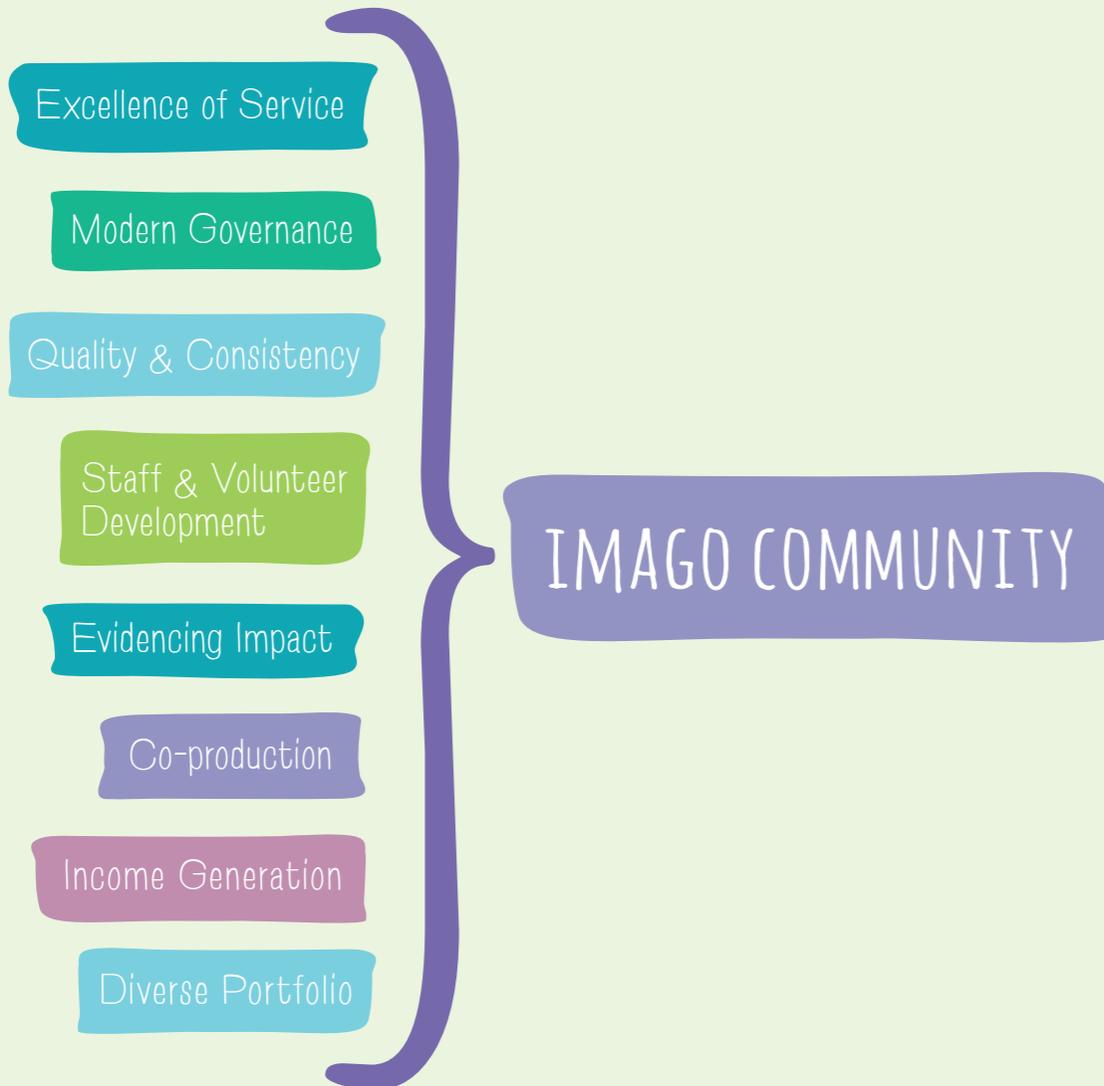
**NAVCA:** enables Imago to validate the impact of the work it delivers through this national mark of quality for local infrastructure organisations



**Volunteer Centre Quality Accreditation:** provides assurance to all stakeholders, that Imago is providing a high quality and effective service through this quality mark for Volunteer Centres

## Where next...

To continue to design, develop and deliver robust, quality services to meet local need.



## Thank you...



Thank you also to Danny Hall Foundation, Dover Grammar School for Girls, James Naylor Foundation Trust, Northfleet School for Girls, Sir Thomas Smythe Charity, The Pamela Champion Foundation and all our other funders.

If you would like a copy of Imago's latest Audited Accounts, please email [hello@imago.community](mailto:hello@imago.community)

## Contact Us

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