

# FitzRoy

transforming lives

IMPACT REPORT  
2016 / 2017

SEE THE PERSON  
NOT THE DISABILITY

# CONTENTS

The heart of FitzRoy	3
Letter from Anna	4

## IMPROVING LIFE CHANCES

Social inclusion	6
Lifelong learning	7
Better health	8
Independence and growing confidence	8
See the person not the disability – true story	10

## EXPERTS WITH A VISION

Support more people	12
Empowering people to achieve their goals	12

Be the best for the people we support	14
Engaged and motivated staff	16
See the person not the disability – true story	18

## EXCEPTIONAL RELATIONSHIPS

Communities and partnerships	20
Don't take our word for it	21
FitzRoy in numbers	22
Values-driven	24
See the person not the disability – true story	26
Thank you	28
Financial performance	30
FitzRoy Trustees and Directors	31



# THE HEART OF FITZROY

We are a dynamic, forward-thinking, person-centred organisation committed to transforming lives for people with learning disabilities and autism.

We run 77 services – registered care, supported living, and community services – where we push beyond traditional care provision and help people live a life not defined by their disability. We are driven by seeing people flourish when they learn skills, work, volunteer, connect with their communities, and enjoy relationships. As a values-driven organisation we put the people we support at the heart of everything we do, and this ensures we transform lives.

## AWARDS

We won a silver award for 'Best Not-For-Profit Training Programme' at the Training Journal Awards.

Our campaign, "Who will care after I've gone?", highlighting the concerns parents have about their children, won a Third Sector Award.

We were the chosen charity for the National Learning Disabilities & Autism Awards.

CREATIVE  
LOVE MY LIFE

SHINE  
PEOPLE

RELATIONSHIPS

ambitious ☆

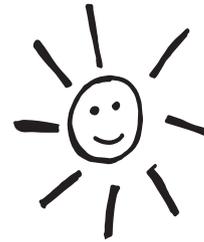
CONNECTING

flourish

GROW

community

DYNAMIC



# MESSAGE FROM ANNA FITZROY CHIEF EXECUTIVE

In the face of many challenges I'm delighted to report we have had another successful year at FitzRoy. The whole team is proud of providing exceptional support to more and more people with learning disabilities and autism.

Anyone who knows FitzRoy, knows we are driven by our values. They underpin our decisions, our work, and the culture of our organisation. All three of our values; We are Brave; We are Creative; and We See the Person, drive our success. Their power lies in a simplicity which keeps us focused on what is best for each person we support. The stories show how our values paved the way to a successful year for FitzRoy, and for each person we support.

Highlights include: a growth in services; strengthening relationships with families of the people we support; successful fundraising campaigns; and an unprecedented reach to new audiences. We continued to respond to a challenging environment and remained in a strong financial position, despite little or no fee increases, and a downward pressure on costs.

We were thrilled to take over a grass-roots organisation providing a vital service helping people with learning disabilities stay safe when finding friends and looking for love. As a fully fundraised project, Love4Life has added to our diverse portfolio mix, helping us reach people with less complex needs but who are at risk of isolation and abuse.

A personal sadness for many was the loss of one of our founders. In Feb 2017, John Williams died, aged 91. He was a giant in stature, and in all that he achieved in his life. He remains an inspiration to us and this quote from John guides us: "Every man, woman and child has a responsibility to their fellow human beings, otherwise we'll go back to a time when people with learning disabilities will be ignored."

With very best wishes,

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

Anna Galliford, Chief Executive

WE ARE BRAVE

*we are creative*

WE SEE THE  
PERSON



SUPPORT

HELP

EMPOWER



TRUE

STORIES

*relationships*

FAMILY

*friends*

*impact*



LIFE





# IMPROVING LIFE CHANCES

## SOCIAL INCLUSION

We are proud Love4Life, FitzRoy's friendship project, reduced loneliness, social isolation and potential exploitation of more people than ever before. Through this project, many people formed nourishing friendships and relationships in a safe and supportive environment.

Our events – from one-off talks to workshops on topics such as relationships and sex education, social skills, cooking, self-esteem, personal finance and benefits, safety and bullying - provided tailored support to many. Our members, some of whom have been quite isolated, developed confidence and self-esteem. Many started using public transport, and others secured first-time employment.

They told us:

- **93%** of respondents had 'made friends as a result of the project'.
- **100%** would recommend Love4Life to someone else.
- We asked, "What would your life be like without Love4Life?"
- They said, "I would be alone, miserable and depressed", "stuck indoors, not exploring much" and "dull and boring."

# LIFELONG LEARNING

Through our day and community services, many people set and achieved goals that helped them find work, develop independence, and grow in confidence. They also passed ASDAN Accredited courses in horticulture at our Rural Skills project.

"These training courses not only increase opportunities for employment and a greater quality of life, they prove that having a learning disability isn't a barrier to achieving your goals. Working through these courses has been challenging and demanded commitment from the people we support. They've proved themselves and taken enormous pride in their work.

It is wonderful to see them learn and develop skills that will be useful throughout their lives."

Louise Clarke,  
Service Manager,  
Hampshire  
Day Services

"I wanted to teach people with learning disabilities life skills. Each person needs a different level of support. If someone is just starting out, we will hold our hand over theirs while they are learning how to cut wood. Eventually they gain the skills and the confidence for us to take our hand away and do it themselves. It's so rewarding to see people achieve things and have pride in what they do."

Nic, Support Worker



## INDEPENDENCE AND GROWING CONFIDENCE

FitzRoy is committed to supporting people to be as independent as possible. Through learning new skills, people became more confident, and benefited from our skills-based approach. They achieved greater independence in many areas of their lives, such as cooking, IT, budgeting and finance, literacy and numeracy, communication, travel, and sporting activities.

## BETTER HEALTH

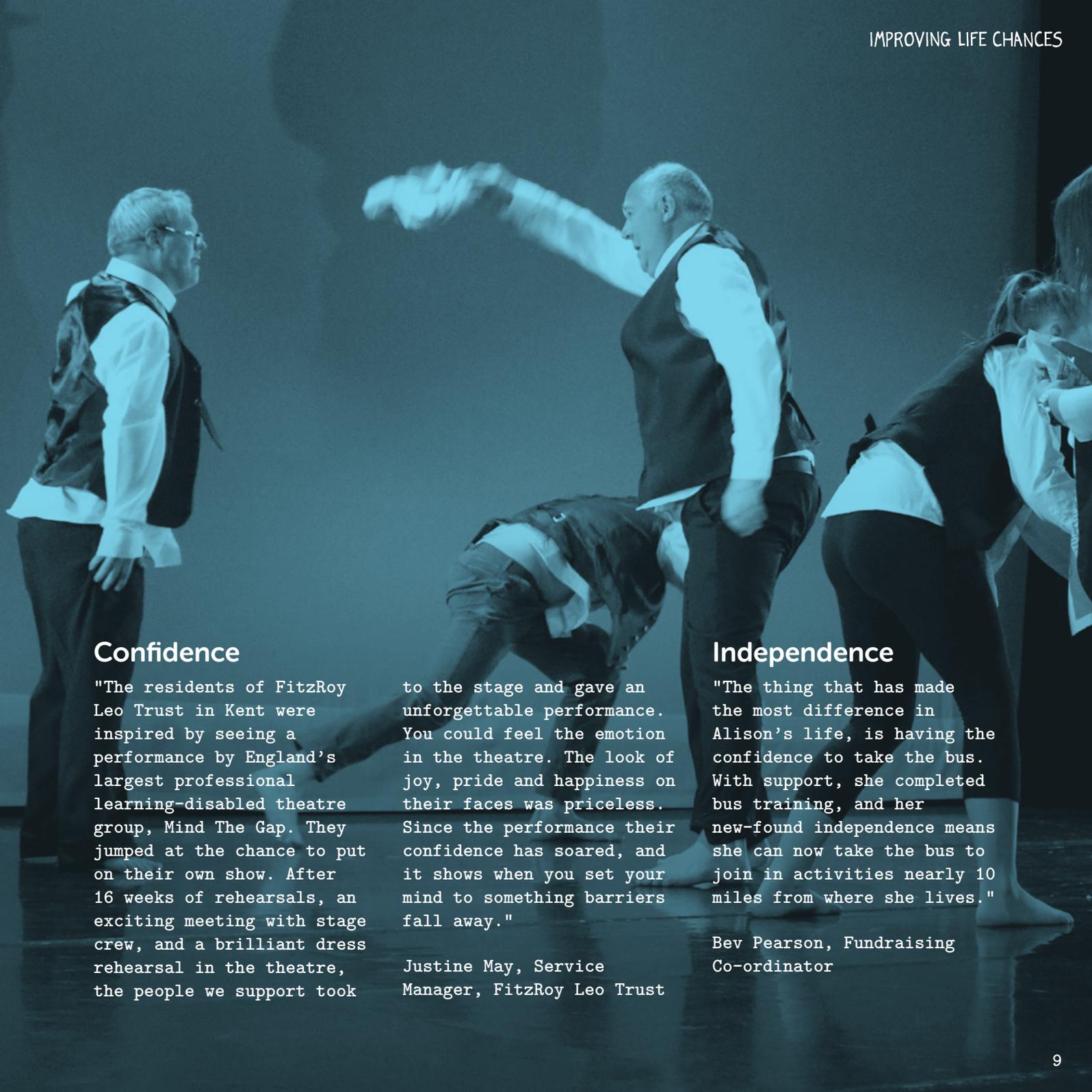
Good health is key to a happy fulfilled life, and it is important the people we support have tailored health plans. This is why we have signed up to the Health Charter by Public Health England, and we asked staff and the people we support to set a health challenge for one week.



"For FitzRoy's Health Challenge Week we focused on the benefits of fruit and vegetables. It's amazing what exotic fruit you can buy these days. We had dragon fruit, greengages, plumogranets, papaya and figs, plus the usual

fruit such as strawberries, grapes, oranges, and kiwi. We supported people to make smoothies, with mixed reactions to some of the flavours - the vegetable one didn't go down well! The favourite was blueberry, raspberry, plum and pear. Alice, one of the ladies we support, is not usually very good at drinking. However, she tried all of them and really enjoyed them."

Judy Goodchild, Service Manager, FitzRoy Huws, Nottingham

A group of people in a theatre rehearsal. In the center, a man in a white shirt and dark vest is performing a dramatic pose, leaning forward with one arm raised. To his left, another man in a white shirt and dark vest stands watching. To his right, a woman in a white shirt and dark vest is also in a similar pose. The background is dark and out of focus.

## Confidence

"The residents of FitzRoy Leo Trust in Kent were inspired by seeing a performance by England's largest professional learning-disabled theatre group, Mind The Gap. They jumped at the chance to put on their own show. After 16 weeks of rehearsals, an exciting meeting with stage crew, and a brilliant dress rehearsal in the theatre, the people we support took

to the stage and gave an unforgettable performance. You could feel the emotion in the theatre. The look of joy, pride and happiness on their faces was priceless. Since the performance their confidence has soared, and it shows when you set your mind to something barriers fall away."

Justine May, Service Manager, FitzRoy Leo Trust

## Independence

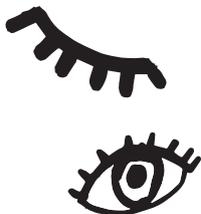
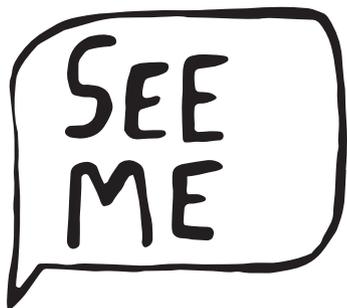
"The thing that has made the most difference in Alison's life, is having the confidence to take the bus. With support, she completed bus training, and her new-found independence means she can now take the bus to join in activities nearly 10 miles from where she lives."

Bev Pearson, Fundraising Co-ordinator

# SEE THE PERSON NOT THE DISABILITY

**From lonely, to in love, with FitzRoy!**

**Matthew, 23, who has autism, has been going to Love4Life for just over a year and has met Grace, his girlfriend. Matthew's parents told us about his journey.**



## Lonely and vulnerable

Before Love4Life Matthew was reclusive. He was close to his family, but at college he was alienated because people didn't understand him, and he didn't understand the things he needed to do socially. He was therefore very happy when he met some new people. They befriended him and he trusted them. But all was not right. When they had no money to pay for their outings, Matthew would happily pay. It turned out they were pretending to be his friend for his money. It was abuse and as his parents, we were desperately worried.

## Gaining confidence

Finding Love4Life was a good way for us to get Matthew away from these people, and broaden his horizons. His world was too small, and we wanted to open opportunities up for him. The change in him since has been phenomenal. He used to find holding conversations difficult. He would enter a room with people in and say 'hi' and then leave. Now he's learning how to read body language and situations.

## Finding love

Matthew has always wanted a girlfriend, a job, a place of his own, and one day marriage and children. He says, 'Why should I be different from anybody else?'. Meeting Grace has been a huge turning point. They bring the best out in each other, and they are learning how to be caring which is so important in life.

## A life transformed

Without Love4Life Matthew would not have had the opportunity to have a girlfriend, and meet a group of people, many who have become true friends. It's given him a new lease of life. Matthew now copes with change better; he thinks more before he reacts. He used to get into a bit of a panic if plans changed at the last minute but he has learnt to weigh up a situation.

Love4Life has been amazing. He's taken on new challenges and is looking forward to a future of independence.



feelings & change

MATTHEW & grace

true friends

LOVE Life

LOVE see





# EXPERTS WITH A VISION

## SUPPORT MORE PEOPLE

We have continued to invest in staff with specialist skills, and we have won £4.6m worth of new business, including growth in new areas; Coventry and Herefordshire. Two of our new services in Hampshire specialise in autism, reflecting our growing reputation as an outstanding provider for people with autism.

## EMPOWERING PEOPLE TO ACHIEVE THEIR GOALS

We embedded our person-centred model of support to ensure everyone can live the life they choose. This is an organisation-wide approach and has helped us achieve a culture of high quality, active support and delivery throughout FitzRoy. We implemented a new tool, Love My Life, created by the people we support around the five life outcomes that matter most to them.

- 
1. My independence and skills
  2. How I spend my time
  3. My communication
  4. People important to me
  5. My health, safety and wellbeing

This tool empowers people to work towards their goals, review their progress, and celebrate their successes. It has an impact on everyday things like going out, making friends, budgeting, shopping, cooking a meal or making a snack, and maintaining their home. It also helps people focus on bigger goals such as learning new skills, finding work, becoming a volunteer, and moving home.

We asked the people we support what this tool means to them

"Learning to do online shopping."

"Taking more trips on public transport."

"Gained more confidence."

"Feel like I have more freedom."

"Support staff helped me with my garden so looking forward to the spring when the bulbs come up."

"I feel more confident."

"Better at cooking and cleaning."

"I'm glad that I live here I feel good being here."

CREATIVE  
LOVE MY LIFE  
 SHINE  
PEOPLE



## BE THE BEST FOR THE PEOPLE WE SUPPORT

We encouraged the people we support to have an active say in the services they receive. To do this we train people who use our services to become FitzRoy Quality Advisors. They visit services across the country and interview people that use them to find out what they think about the support they receive from FitzRoy. They report their findings to our Quality Managers, giving them a valuable and independent insight into the quality of our services.

Malcolm, a FitzRoy Quality Advisor, told us more:

"I have a question sheet that I take and I ask people what they think about their service and write down their answers. I'm enjoying the travelling and going to different places and

seeing how they are run. In the training, I learnt the correct way to ask questions and the different situations we could face, for instance what to do when someone doesn't understand you. The

best thing I have learnt is ways to communicate with different people who have different needs. One person might be able to talk and some people might use sign language."



"Malcolm has visited a few FitzRoy locations as have other Quality Advisors. His contribution to FitzRoy through his Quality Advisor role has meant that the FitzRoy services have celebrated successes and worked on areas of improvement identified by his visit. For some people having someone who's not a staff member to listen to their views has been invaluable and they have opened up with their feedback." Kirsty Millward, FitzRoy Quality Manager

CONNECTING  
*flowish*  
GROW  
★



## ENGAGED AND MOTIVATED STAFF

People are at the heart of FitzRoy, and staff form the backbone of our success. Through our award-winning training scheme, we gave staff the opportunity to become specialists in learning disabilities, physical disabilities, autism, Asperger's, dementia, long-term health, sensory impairments, mental health, communication, epilepsy, and behaviours that challenge.

With a new recruitment team in place, and three senior HR business partners improving all our HR systems and practices, we made excellent headway in recruiting and nurturing a talented workforce equipped to provide the best support to everyone relying on a FitzRoy service. Our revamped training modules won a silver award for 'Best Not-For-Profit Training Programme' at the prestigious Training Journal Awards.

"Training never stands still. We are always growing at FitzRoy, so support needs along with training needs continue to change and develop. Receiving this award has been wonderful and so

heartening because the team have put in a lot of hard work for the right reasons and the right people."

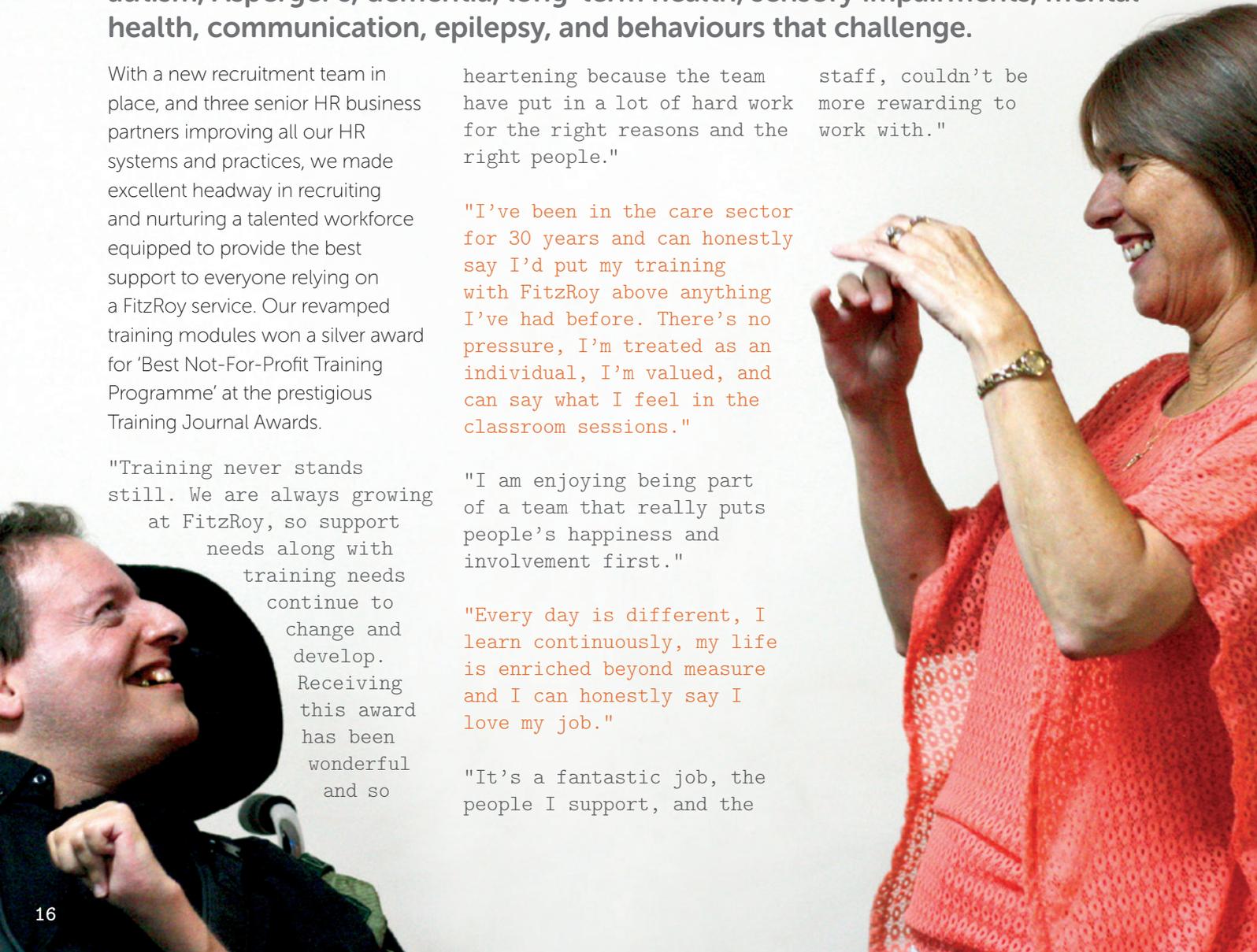
"I've been in the care sector for 30 years and can honestly say I'd put my training with FitzRoy above anything I've had before. There's no pressure, I'm treated as an individual, I'm valued, and can say what I feel in the classroom sessions."

"I am enjoying being part of a team that really puts people's happiness and involvement first."

"Every day is different, I learn continuously, my life is enriched beyond measure and I can honestly say I love my job."

"It's a fantastic job, the people I support, and the

staff, couldn't be more rewarding to work with."



Heidi Waight,  
FitzRoy's  
Organisation  
Development Manager

"I've had the privilege of working for FitzRoy for six years, during which time there have been a great deal of changes and challenges in the care sector. The latest was the introduction of the Care Certificate. This made us think about what we train, how we train, and how effective our training is.

To make the necessary changes we went back to basics – our values – to make the right decisions and deliver a values-based, sustainable training programme. We have also set up the Care Academy, an e-learning resource which has given Service Managers control and ownership of their team's training and development programmes which has been a huge success."

GAIL

STAR

FLOATY

SINGING

happy

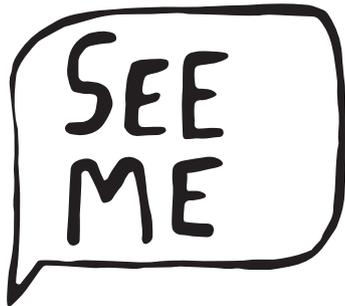
ACT

DANCE



# SEE THE PERSON NOT THE DISABILITY

Gail is 44, loves singing, dancing, and acting, takes belly dancing classes, and has a wicked sense of humour. She also has a learning disability. As a member of FitzRoy's drama group, she is part of our annual show and is always a star.



"I'm used to stepping out on stage now. Sometimes I feel nervous and think I can't do this! But then I remember my family are in the audience and it's ok. Even after all this time, I get butterflies but it's always worth it!"

Recently, Gail has taken up belly dancing.



"Mum and Dad suggested it, I think they wanted to get me out of their hair for a while! At first I was a bit dubious but I love it! I have a nice set of friends of all different ages. I wear a floaty skirt and have a couple of belly dancing belts too. It's hard work, but I laugh a lot. Everyone laughs and has a good time."

Gail has lots of friends and a boyfriend.

"We've been together for years! He makes me happy.

There have been occasions when I've been shivering with cold and he has taken off his jacket for me to wear. Those little things make me happy. We try to see each other and talk on the phone a lot. Life would be dull without my boyfriend."

We asked Gail what See the Person means to her.

**"To me, seeing the person, means not making a rash judgement about anyone."**

# EXCEPTIONAL RELATIONSHIPS

## COMMUNITIES AND PARTNERSHIPS

Investing in building better relationships with the many people and groups who have a stake in FitzRoy is crucial to our success, and helps us understand the needs of everyone. We do this in many ways, through conversations and campaigns that engage people, and raise funds. We work with people who want to make a difference to those living with disabilities, and fundraise for things that the people we support need to achieve their goals: assistive technology; new kitchens; sensory rooms; and more.



We set ourselves the challenge to talk to more people than ever, and through a successful digital strategy we reached many more people. Visitors to our website increased by 32%, Facebook traffic increased by 81%, and the number of people seeing our tweets increased by 153%.

"Through fundraising we raised nearly £600k in 2016/17; a fantastic achievement. This has contributed to the growth and sustainability of our Love4Life project, leading to an increase in members, and volunteers.

Thank you to the many people who generously gave a gift, or their time, to support us. We used the money to invest in things like an outdoor classroom at our rural skills project, a sensory room at one of our residential care homes, and a new state of the art,

fully accessible kitchen at one of our day services." Marianne Radcliffe, Director of Fundraising and Marketing

Our Love4Life project featured in three episodes of a national television programme watched by 2.84 million people, The Undateables. This led to a big increase in awareness of the issues people with disabilities can have when finding love, and many people from across the country applied to join our project.

# DON'T TAKE OUR WORD FOR IT

"The staff in Sale provide a wonderful, family-orientated service that has given my sister a new full and very enjoyable life."

"FitzRoy Huws in Nottingham is genuinely caring and supportive of all there. All who work there deserve the highest praise."

"Lindsey and all the staff at Linden Cottage do an excellent job. My sister is well cared for and happy."

"Whitegates View is a lovely home for my daughter. Mandy Lashbrook is an exceptionally good manager and carer."

"We have an excellent working relationship; I am confident that our patients are very well cared for."

"The support my sister receives means that she can go out 3 days a week and although she is now severely disabled I very much appreciate the help and care shown to her by the staff who are always very kind."

"The most important fact is that our son is happy, safe, in good caring hands, and has a chance to realise his wishes. Thank you FitzRoy."

"I am always pleased to do the reviews at Huws and feel very welcome. I always come away feeling confident the people I review are well cared for and their health and social care needs are being met."

"I find the staff friendly, welcoming, and knowledgeable about the people they support."

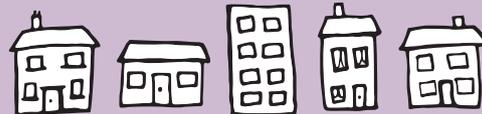
"The care my sister gets is 10/10. I'm very happy."

## FITZROY IN NUMBERS

We support over  
**800** people



Of the people we support **374** live in their own homes



**212** are supported through our **5** community services



We have contracts with over **60** local authorities across England



**221** live in one of **18** our registered care homes



Over **50** volunteers gave their time and skills to improve the lives of people we support



Professionals we work in partnership with

**98%** think the person is supported to try new things

**98%** said the person is supported to maintain and increase their independence

**98%** are confident that staff help the person to change things if they are unhappy

SAFE  
Help  
change  
CHOICE

Family and friends

**92%** are confident their concerns will be addressed

**92%** feel happy about the support their relative, or friend, gets

**93%** are confident their relative or friend gets the support they need every day

People we support

**96%** like attending their day service

**95%** get the support they need to make decisions and choices about their activities

**96%** get the support they need to feel safe



SUPPORTED INDEPENDENCE confident

## VALUES-DRIVEN

We were reminded of the courage it took to challenge social care provision in the moving obituaries following the passing of John Williams (91) in February 2017. We are extremely proud to continue his legacy.

### John Williams – an inspiration

John's son Huw was born with learning disabilities in 1954, and he and his wife, Audrey, were horrified when doctors suggested the family should put Huw in an institution. They decided to care for Huw at home, but soon discovered what limited lives people with disabilities could face in that era, excluded from their communities and families, at high risk of abuse, and living in institutions known as sub-normality units. John and Audrey were determined to change this.

John saw an item in a Catholic newspaper about a meeting to be held in Westminster Hall, London, about the Catholic church and disabled people organised by Elizabeth FitzRoy, whose son, Michael, had Down's syndrome. He became general secretary of the new organisation. The aim was to help people with disabilities live within their communities, in their own "homes

with a small h", as John described it. Many professionals told them they were crazy, and that the charity would be bankrupt in six months, but instead it went from strength to strength. Beginning from one house in Grayshott, Hampshire, the organisation grew and today FitzRoy supports more than 800 people with learning disabilities.

Huw, John's son



John winning the Jim Mansell Award for Outstanding Contribution to the Learning Disability sector at the Learning Disabilities Awards



John meeting HRH Diana Princess of Wales

# Remembering John Williams

1925 - 2017



# SEE THE PERSON NOT THE DISABILITY

**Steven had a long period of feeling unsettled before he joined FitzRoy. With FitzRoy's help, he has turned his life around. Kimberley Knights, FitzRoy Service Manager Notts, told us how.**

"Steven had yo-yoed between supported living and hospital for over 18 months. After short periods of settled behaviour Steven would display challenging behaviour that providers felt unable to manage. When he joined FitzRoy at Hall Drive, we were determined to stop the yo-yoing, and help him overcome his challenging behaviours.

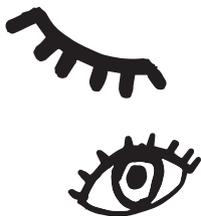
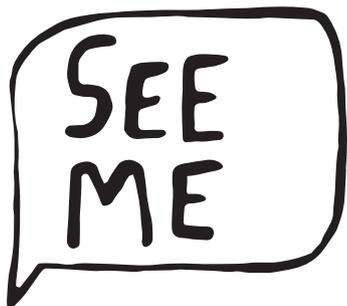


His flat was full of all his belongings, but the staff team soon realised this was too much for him, and they moved many of them out of sight. This helped calm Steven, and prevent him from harming himself and others. His environment was adapted to be just right for him.

After much learning, we felt Steven had settled enough to start integrating everyday items back into his flat. We began with a kettle, once we were sure he could cope with

it on his worktop, we followed it with a tea canister. Steven has always been a tea belly and would often interact with staff making a brew, passing a cup and getting the milk out.

Through FitzRoy's Active Support, Steven is now calm and settled, and recently made himself his first cup of tea, his first of many no doubt!"



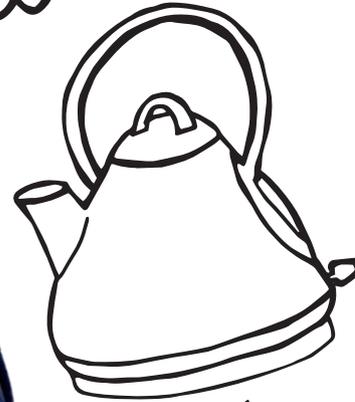
# STEVEN

Support



Calm

INTEGRATE



PRACTICE



# THANK YOU TO...

- \* The people we support for inspiring us.
- \* The families and friends of the people we support for working with us to provide the best life possible for their relative.
- \* Our amazing staff, the stars of FitzRoy.
- \* The enthusiastic, brave, fun-loving fundraisers who help us raise money.
- \* The inspirational volunteers who transform lives.
- \* Our Patrons, Ambassadors and supporters whose gifts changed lives.
- \* All the companies, community groups, and Charitable Trusts who supported our work:

Basepoint - Covers - Ford - Fork Handles -  
G M Morrison Charitable Trust - Lions Club of Woolmer  
Forest - P F Charitable Trust - Purple Foods - The Baily Thomas  
Charitable Fund - The Hawthorne Charitable Trust -  
The Childwick Trust - The Eveson Charitable Trust - The House  
Project Centre - The Michael Marsh Charitable Trust -  
The Morrisons Foundation - The Rowlands Trust - SSEN -  
Waitrose - Waterlooville Golf Club - Zurich Charity Trust

And all those many others who prefer to remain anonymous.

YOU'RE THE ACE!

BEST!

THANK YOU

thank you

BRILL



# OUR FINANCES

## INCOME AND EXPENDITURE

### 2016/2017

Income and Expenditure	2016/17 £000's	2015/16 £000's
Income from Operations	26753	23900
Donations and Legacies	586	1456
Interest and Investment Income	13	12
	<b>27352</b>	<b>25368</b>
Cost of care services	26719	24826
Fundraising and Communication costs	137	199
Governance Costs	141	139
	<b>26997</b>	<b>25164</b>
Surplus from Operations and Fundraising	355	204
Gain on sale of Fixed Assets	0	143
Funds received from The Leo Trust	0	1190
Unrealised -loss/gain on Investments	5	-7
Net Surplus for the Year	360	1530

# FITZROY PATRONS, TRUSTEES AND DIRECTORS

## Royal Patron

HRH Princess Alexandra KG, GCVO

## Patrons

Virginia McKenna OBE

Andrew Grant, DL

Lord and Lady Tanlaw

Nigel Atkinson, Lord-Lieutenant for Hampshire

The Countess of Euston

Edward Thornton-Firkin

## The Board members during the year were as follows:

Julia Le Blan

Chair (appointed January 2017)

Ian White

Vice-Chair (appointed September 2016)

Michael FitzRoy

Simon Mollett

Helen Platts

Andy Lee

David Evans

(joined September 2016)

Lucy Chaudhuri

(joined September 2016)

Lucy Hovey

(joined September 2016)

Mary-Anne McIntyre

Chair (resigned January 2017)

Martin Surgey

Vice-Chair (resigned September 2016)

Bob Tindall

(resigned January 2017)

Georgina Hovey

(retired September 2016)

## Directors

Anna Galliford

Chief Executive and Company Secretary

Alison Heustice

Director of Finance (appointed June 2017)

Diane French

Director of Operations & Business Development

Marianne Radcliffe

Director of Fundraising and Marketing

Robyn Wedderburn

Director of Human Resources

Lucy Campbell

Director of Finance and ICT (resigned Dec 2016)



**FitzRoy works with you,  
wherever you are, at home and  
in the community, to give you  
independence, support, and a voice  
about the things that matter to you.**

Telephone: 01730 711 111

Email: [info@fitzroy.org](mailto:info@fitzroy.org)

Web: [www.fitzroy.org](http://www.fitzroy.org)

FitzRoy, FitzRoy House, 8 Hylton Road,  
Petersfield, Hampshire GU32 3JY

**Join the conversation**



FitzRoy Support, registered charity number 1011290.

A company limited by guarantee, registered in England, number 2699902.

---

Designed by Chloe at [designbysmith.com](http://designbysmith.com)