

Bryson
Charitable Group
Building Better Futures

Our Manifesto



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

Bryson Group - Who we are

We are an award winning, forward thinking social enterprise with more than **100** years of experience tackling the major social and economic challenges facing society. We operate through seven Group Companies and employ more than **600** people with **130** volunteers.



We deliver **23,300** services each day ranging from caring for older people in their homes, installing energy saving measures in homes, to supporting young children and families. These services are designed to enable people to help themselves build better futures. In the last financial year we spent 91% of our £36 million turnover on service delivery and development. We re-invest all our profits in **building better futures** for the people and communities we serve.

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.

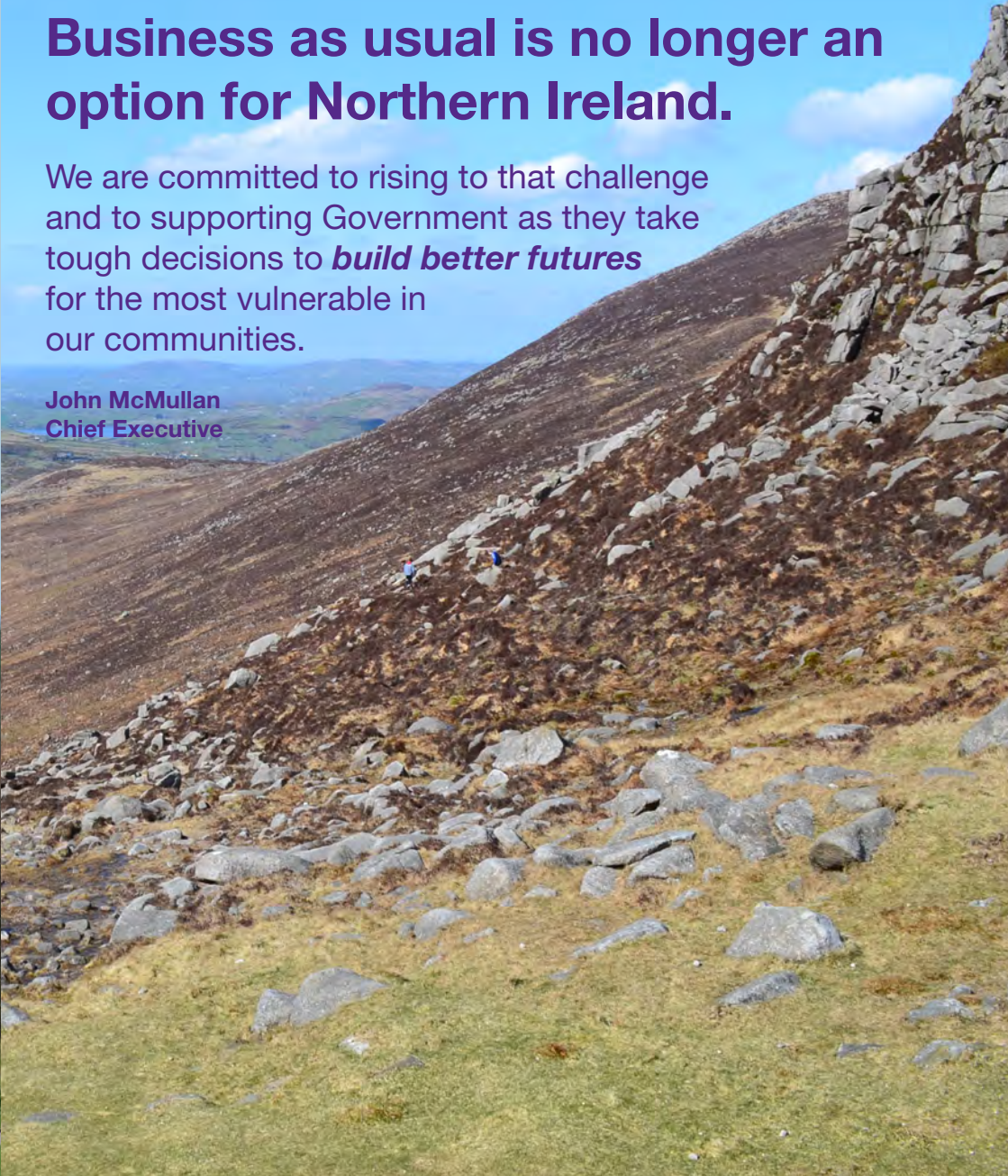


Change is never easy but the time for change has come. This document sets out the key social policy areas that we in Bryson are committed to. We want to challenge the status quo by shining a light on new ways of delivering public services to provide the greatest social impact.

Business as usual is no longer an option for Northern Ireland.

We are committed to rising to that challenge and to supporting Government as they take tough decisions to ***build better futures*** for the most vulnerable in our communities.

John McMullan
Chief Executive





Eradicating fuel poverty

Northern Ireland has the **highest levels** of fuel poverty (42%) 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 in Northern Ireland*.

In Northern Ireland oil is the most common home heating fuel. 67% of households use oil and it is most prevalent (76%) in the owner occupied sector*. This over-dependence on one unregulated fuel means fuel poverty initiatives in Northern Ireland need to address a unique set of challenges which do not exist in other regions of the UK.

Levels of fuel poverty are increasing in Northern Ireland. One of the reasons for this is that the different organisations involved are not co-ordinating their interventions. We want to see a client-centred approach with an emphasis on quality whereby everyone involved works together to eradicate fuel poverty.

In **Bryson**, we have, in the last year, piloted an innovative new **“Whole House”** approach to tackling fuel poverty in 102 properties in the Omagh/Strabane area leading to reduced fuel poverty, and producing estimated savings in the region of £2 for every £1 spent.



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.

*(NIHE 2013)



Moving to Zero Waste

In the last 10 years the recycling rate in Northern Ireland has increased from 18% to 41%. We need to find ways to drive this rate even higher to meet the UK 50% recycling target by 2020, while delivering local social and economic value.

A clear focus on high quality recycling has emerged in new guidance from Europe. Our approach in Bryson focuses on producing quality materials that can be recycled locally, which is better for the environment, helps to create local jobs and supports the local economy. It also achieves exceptionally good recycling rates, reduces waste going to landfill and is popular with the public.

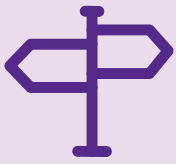
We now have a new council structure here in Northern Ireland; this is the perfect time to review waste management operations, assess what the industry has to offer and ask the question “Which approach will give us the best results for Northern Ireland plc?”

In **Bryson**, we have fundamentally redesigned the approach to kerbside recycling and our award winning collection model is now being used across 9000 homes in Northern Ireland. The model will help Councils achieve around **60%** recycling rates and make substantial savings.



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

Northern Ireland has the worst long-term youth and adult unemployment in the UK and continues to have intergenerational unemployment with more than 1 in 5 of our young people, particularly those with low skills in numeracy and literacy, unemployed.

The current policies are failing those living with long-term unemployment. Moving people from one scheme to another without an opportunity for a real job does not work and is de-motivating.

In **Bryson**, we have developed partnerships with large public sector employers e.g. (Local Councils and Health and Social Care Trusts) that provide young people with on the job training and create real hope for sustainable job outcomes.

Over the last 4 years an average of **48%** of the young people we supported moved into sustainable jobs. In our programme it cost Government £6,000 to support a young person in subsidised employment for 26 weeks, effectively achieving long term economic and social outcomes where those jobs are sustained. Other Government job programmes, such as Steps to Work only achieved circa 25% employment outcomes.



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

Northern Ireland spends around £3 billion annually to procure public services with a focus on price rather than the wider social and economic impact. This is not an effective way to invest public money. The financial, societal and environmental crises are interrelated and addressing them is the opportunity to grow the local economy. These issues demand deep-rooted transformation of how Government set policy, procure and deliver public services, to maximise social and economic impact and create jobs with an emphasis on outcomes.

Cost is an important factor, but precious funds are wasted if services are procured that don't achieve their objectives. We welcome the Department of Finance's commitment to innovation in procurement and would like to see the sort of implementation we are already witnessing in Great Britain such as procurement hubs. Here, as elsewhere, **business as usual is not an option.**

In **Bryson**, we have developed a social value framework in partnership with the Ulster University to plan for and measure social impact. The purpose of the framework is to measure our impact in Bryson and to use it as an assessment tool to measure social impact through procurement.



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:

Northern Ireland has an ageing population. One quarter of the population will be over 60 in less than 20 years. Both the Transforming Your Care (TYC) policy and the Donaldson report demonstrate the need for new thinking in every aspect of health care to prepare for this demographic shift, most notably moving away from over-reliance on acute provision to caring for people at home, with all agencies working together. Yet progress towards a new model has been painfully slow.

Domiciliary care packages are harder than ever to secure and even then there are far too many people being given 15 minute visits. That is not good enough for the older generation who need help to live dignified, independent lives and is undermining TYC.

Supporting people to remain independent and in their own home costs **much less** than residential care. The difference is stark – on average the cost of care in your own home is £6,692 per year compared to £27,322 for residential care. With increasing demand the current model is not sustainable. There is no plan B for the National Health Service. It is already in crisis and unless necessary reform takes place it is in danger of collapse.

In **Bryson**, we have, in the last year, supported more than **4,000** older people across Northern Ireland to remain in their own homes. We know their needs and listen to their concerns and it is clear that the current model of delivering care is broken.

1. Support individuals to live in their own home for as long as possible. To do this we need to fund the service appropriately. Key to this is to implement the TYC and Donaldson recommendations to reorganise acute care provision, using some of the savings achieved to invest in an expanded range of home care 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 home care service. As demand increases there is a great opportunity to create thousands of new jobs and careers in this area of work.



Help bring
about real
social change.

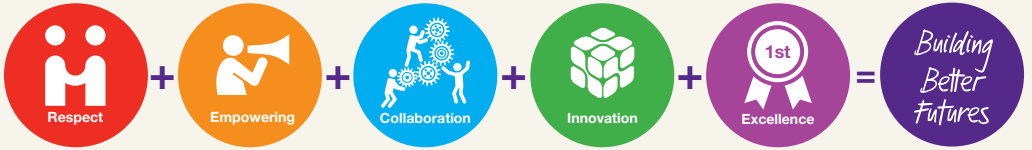
Bryson Charitable Group
Building Better Futures



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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