



Board of Directors

Subject	Executive Directors Report
Date of Meeting	14/01/2019
Author	Lois Sidney
Purpose	For Discussion

Quarter 3 workstreams:

- Five-Values at Sanctuary Housing
- Five-Values at Lifecraft
- Embedding the brand – Crisis cards/Website/Leaflets/Newsletter etc
- Prism evaluation

Quarter 3 Achievements:

We have embedded the branding in every aspect of our work and have been able to push on with the backlog of work such as:

- Newsletter
- Crisis cards
- Leaflets
- Promotional material.
- Website

We have completed two Five-Values reports on Sanctuary housing and Lifecraft.

We continue to represent service users at meetings/events across the county and work with/in partnership with fellow organisations to ensure the service user voice is heard.

We have also completed 2 more MoU's with CPSL Mind and Carers Trust

We have maintained and continuously improved the Keep Your Head website.

Challenges:

CPFT MoU. We have struggled to obtain agreement for an MoU with CPFT

Membership, although still on target, we need to really push in the final quarter to increase membership.

Performance against KPI's

SUN - Key Performance Data Grid 2018/2019

area	detail	Q1	Q2	Q3	Q4	End of year	EoY target	RAG rating
Views gathered	Substance Misuse	38	7	33				
	Mental Health	48	59	28				
	Both eg. dual diagnosis	8	36	16				
	Total	97	102	77		276	300	
	Peterborough	4	5	2				
	Cambridgeshire	29	84	74				
	Other/Unknown	64	13	1				
	Total	97	102	77		276	300	
Members	Members formally signed up	78	6	15		99	100	
5 Values Reports	Evaluation completed, report written and actions by provider stated			2		2	4	
Memorandum of Understanding	Signed off	2 (+ 2 in progress)	3 in progress	4 + 2 in progress		4	7	

MoU in progress – CGL and CPFT

Focus for Next Quarter:

- Roadshow – We plan to visit as many current services as we can to gather views, promote our work and increase membership.
- Vlogging – We are looking at ideas to create a vlog or add to our Youtube channel some lived experience stories and celebrating our own successes
- Five-Values within CPFT
- Social media – we will be looking to ensure we promote our own work and achievements

Social Media and website figures

Month	Facebook	Twitter	Instagram	Pinterest (monthly unique views)	Website Users	Website Sessions
Dec (2017)	192	627	0	0	162	206
January	195	653	59	0	245	346

February	204	701	101	0	262	368
March	215	720	109	0	331	375
April	217	731	116	0	343	415
May	226	752	117	0	448	558
June	230	768	131	8.8k	334	372
July	234	789	138	6.7k	360	413
August	235	812	147	7.6k	469	511
September	244	832	141	7.9k	359	406
October	248	857	149	6.3k	458	507
November	261	878	153	9k	476	534
December	262	888	162	8.9k	411	483