

The Health Creation Alliance C.I.C. Community Benefit

CIC34 Report: 31 Aug 2018 to 31 Aug 2019

Part 1: General description of the company's activities and impact

In the space provided below, please insert a general account of the company's activities in the financial year to which the report relates including a fair and accurate description of how they have benefitted the community, or section of the community, which the company is intended to serve

The Health Creation Alliance Community Interest Statement (CIC36) states that *The company's activities will provide benefit to: Improve the health and wellbeing of the population of the United Kingdom by influencing public policy on health inequalities and providing practical guidance.*

During the period from 31 August 2018 to 31 August 2019, we:

- Held a free-to-attend conference (Nov 2018 'Summit') in Manchester: this enabled around 250 attendees to increase their knowledge and knowhow on how to *address health inequalities using community assets*:
 - 91% rated the Summit as good or very good;
 - 91% increased their knowledge of Health Creation;
 - 84% indicated that they would be incorporating their learnings into their daily practice, while less than 1% were doing so already
- Assisted Homes for Haringey and Haringey Council to redefine and redesign their elderly residents' support offer, by applying health creating approaches to their sheltered housing service: the project was called 'From Service to Village'
- Prepared a set of 'Materials for great community leadership' for Greater Manchester Health and Social Care Partnership (GM H&SCP) Person and Community Centred Approaches programme. Our Resident Director (an Expert by Experience) was a core member of this team and he was instrumental in changing the client brief so that it produced an outcome that was more use to communities as well as to professional teams: we understand these materials are being widely used both across GM and beyond
- Held a meeting in Birmingham to build our profile within the West Midlands – this was attended by a mix of experts by experience and professionals and has led to further activity in the West Midlands
- Held a meeting with the Health Minister's Special Advisor attended by our Resident Director who provided an account of health services from the community perspective
- Offered Movement Building Training to our members – the training was attended by 12 participants (including our Director team)
- Hosted an event on '*How can Primary Care Networks be successful in reducing health inequalities*' in July 2019 at which three community members and experts by experience spoke of their experiences alongside NHS England and NHS Improvement officers. Around 35 people attended this event. We produced a

report from this event that was circulated widely: https://www.nhsalliance.org/wp-content/uploads/2019/10/PCNs-conference-report_3.0.pdf

The NHS and Local Authorities appear to be shifting towards a more joined up, social approach to health and care. We can take a small part of the credit for that shift.

Part 2: Consultation with stakeholders

Please indicate who the company's stakeholders are; how the stakeholders have been consulted and what action, if any, has the company taken in response to feedback from its consultations? If there has been no consultation, this should be made clear.

Our stakeholders are varied. They include:

- our members including professionals and 'give us a voice' (lived experience) members
- partner organisations, sponsors, clients
- professional sectors including (for example); GPs, nurses, community pharmacy, health visitors, public health, local authorities, housing.
- NHS England, Public Health England, Health Education England etc.

Ways in which we have consulted stakeholders and how we have responded between 31 August 2018 to 31 August 2019 include:

- A summary of our Nov 2018 Summit findings was published in National Health Executive and Public Services Executive
- An evaluation we undertook immediately following the Summit; while the feedback suggested the summit had been highly successful we noted that the proportion of respondents rating 'learning about how to use ideas' as good or very good was significantly lower than for other elements. We have therefore focused our efforts on this activity, for example through the Materials for Great Community Leadership we produced for GM H&SCP.
- We listened to VCSE and Lived Experience feedback on the brief for our project with GM H&SCP and as a result negotiated a revised brief with the client.
- We held two meetings with Experts by Experience and organisations they are already working with to gain input into our 'Give Us a Voice' programme. We continue to respond to feedback as we look for ways to grow this programme and make it sustainable.
- We consulted with members who attended our Movement Building Training and their insights and intelligence have since informed our Movement Building work (beyond Aug 2019).
- Through a range of ongoing (sometimes one-to-one) communications we listen to our stakeholders and this helps us to understand local and national issues more clearly across all sectors and communities. We bring these insights to bear on all our messaging and work with localities.

Note: we also hold an annual members' meeting at which we catch up and consult with our membership. THCA first annual members' meeting was held in October 2019, so this will be included in next year's CIC34 Report.

PART 3 – DIRECTORS' REMUNERATION

If you have provided full details in your accounts you need not reproduce it here. Please clearly identify the information within the accounts and confirm that, "There were no other transactions or arrangements in connection with the remuneration of directors, or compensation for director's loss of office, which require to be disclosed" (See example with full notes). If no remuneration was received you must state that "no remuneration was received" below.

Merron Simpson

Chief Executive remuneration: £8,000

Project remuneration: £10,346.26

Total remuneration: £18,346.26

Peter Hay

Project remuneration: £4,950.00

Alex McCraw (De Facto Director)

Retainer: £1,100

PART 4 – TRANSFERS OF ASSETS OTHER THAN FOR FULL CONSIDERATION

– Please insert full details of any transfers of assets other than for full consideration e.g. Donations to outside bodies. If this does not apply you must state that "no transfer of assets other than for full consideration has been made" below.

A donation of £50 was made to St Basils.

A gift of £250 of Tesco Vouchers was made to Alex McCraw (an Expert by Experience) to thank him for his contribution to our work.