

## Form of Annual Statement on Social Impact

### Annual Impact Reporting

#### 1. Your Activities

Give an account of the activities you have undertaken in the previous year as a result of the loan finance raised.

**Purchase of Whitegates care home** in Westfield, East Sussex for £3.25 million. Whitegates is a residential care home providing person-centred care for 24 residents.

**Purchase of land in Rye**, East Sussex £1 million to build a new 60-bed care home providing high quality residential and dementia care. The planned completion of the project is scheduled for 2021.

Greensleeves Care has also used further funds towards the initial stage of **developments at Croxley House, Mount Ephraim House and Borovere** care homes. By the end of March 2019, this will amount to around £1 million.

Total spend of the Charity Bond in FY 2018/18 amounts to around **£5.25 million**.

#### 2. Your Impact

Give examples of how the activities described above have had a positive effect on the lives of some of your beneficiaries.

Charity Bond funds enable us to extend our person-centred, high quality care to 24 residents in East Sussex. This is what relatives/friends of the residents at Whitegates care home say about the care their loved ones receive:

"My friend has been a resident for over 18 months, she recently described the staff to me as "The family I never had". I cannot think of a better tribute to the love and care she has received. Nothing in life is perfect but Whitegates and its staff are pretty close." – Friend of Resident

"A very comfortable and caring retirement home, very clean and well run. Excellent management and experienced carers." – Daughter of Resident

"My mother's care has been excellent. Since coming to Whitegates a year or so ago, her health has improved and she is calm and content. My wife's mother also resides at the home, so we have double perspective." – Son of Resident

What were the results against the outcome indicators you described in your application?

Outputs	Indicator	Results
24 new residents supported with high-quality care with 60 additional residents to be supported from 2021 as a result of new care home in Rye	Number of residents supported by Greensleeves Care	A larger number of people in the community supported by Greensleeves Care (residents, their relatives and friends)
41 new staff members at Whitegates care home and a large number of staff to be employed in a new care home in Rye once it opens in 2021	Number of staff supported by Greensleeves Care	A greater number of people enjoying employment at one of the best care home groups in England

*Describe any evidence of wider impact created to date as a result of your activities*

A number of positive reviews Greensleeves Care received in relation to our new care home (Whitegates in Westfield near Hastings), which we acquired with the funds from the Charity Bond shows a great sense of appreciation for a high-quality provision of care. Here are a few examples:

“I am so grateful to the staff and management of Whitegates for the way they looked after my mum, they were so friendly, sincere and attentive; she enjoyed wonderful food and peace and quiet and looked so much better when we collected her.

This stay has given her an idea of what it is like to be in a retirement home and she informs me that she would be happy to return any time as it is so 'homely there'. My thanks to you all.” – Daughter of Resident

“This is my second visit. Last summer I had an emergency operation to deal with a twisted bowel and was lucky to survive! After several months in hospital, I wanted a 'bridge' between that environment and home and spent three weeks here.

It was ideal for this purpose. The setting was more like a small country house hotel and the staff were superb. I was very nervous about managing the stoma bag and my time here gave me much greater confidence.

After a second operation to remove the bag, I had no hesitation in coming back and I remain very happy with the service provided.” – Respite Resident

“My aunt's association with Whitegates goes back 10 years. During that time she received care of the highest quality from a loving and dedicated staff. There was always a warm welcome and a ready cup of tea for myself when I visited. Both her rooms were attractive, light, cheerful and pleasantly furnished.” – Nephew of Resident

### **3. Your Response**

*How do your results compare with your targets and objectives? Are there any lessons you have learned and changes to you intend to make as a result? Do you see any other factors arising that may affect your future impact?*

Our results compare favourably with our targets and objectives. Greensleeves Care continues to exceed our own performance targets and out-perform the sector in most key indicators of performance. We continue with our strategy of quality improvement and sustainable growth supported by funds raised through the Retail Charity Bond facility.