



Local Cornerstone Newsletter

June 2017

Welcome to our first Local Cornerstone newsletter, which we hope you will find useful and informative. We are close to announcing the community locations of our first Self-Organised Teams and have recently launched our new charitable foundation – both key elements of our new Strategic Plan.



Background of Local Cornerstone

Cornerstone has developed an ambitious and exciting new Strategic Plan for 2017-2020, which we have called 'Local Cornerstone'. This new strategy has been designed to embrace the challenges and opportunities presented by a rapidly changing social care sector, and aims to position Cornerstone for continued success and a sustainable future.

One of the main objectives of Local Cornerstone is to demonstrate that we value social care as a profession and, while this will require a fundamental shift in attitudes across wider society, we are looking forward to working alongside our first volunteer Self-Organised Teams to make this a reality.

Inspired by Buurtzorg in the Netherlands the key ingredients of a local community focus, a culture of empowerment and maximising the benefits of technology, combined with an upskilled workforce, provides us with a great opportunity to not only transform the way we do things at Cornerstone, but to have a positive influence on the way social care is commissioned and funded across the country.

Central to all of this are the people we support. Maximising the opportunities presented by self directed support, we will strive to do more than we are contractually obliged to do and will pursue innovative ways of using our charitable income to do some amazing things that help all of the people we support to live the lives they choose.

Highlights and milestones

- Study visits to Buurtzorg, Zorg Accent, Amstelring and Timpsons
- Healthcare Improvement Scotland support for Cornerstone and fellow NHS test sites for introducing the principles of the Buurtzorg model to Scotland
- Meetings with all our 18 commissioning authorities to share our vision
- Working in partnership with our regulators - the Care Inspectorate and SSSC on implementation of the Strategic Plan
- A visit from a social enterprise from New Zealand interested in our journey
- Invitations to speak at conferences and events including the Global Health Symposium in Austria alongside our friend Jos de Blok
- Over 350 names on our volunteer register – colleagues expressing an interest in becoming a self-organised team
- Insight Discovery being rolled out across the organisation
- Training Academy established
- Roadshows and coffee mornings for the people we support and their families
- Working in partnership with ARC Scotland on our involvement strategy to ensure people with learning disabilities and Dementia can engage meaningfully in the process
- A dinner being hosted by the Bank of Scotland and Dame Anne Begg for social investors and philanthropists to discuss the future of social care

Where are we now?

Our first cohort of Self-Organised Teams is being finalised and Team Members commence their training this summer. Our 10 Branch Leaders have been recruited and our Coaches, who can be called upon to help teams deal with situations that require coaching support, are in place.

A review of our business support function is nearing completion and Cornerstone Central is being established to provide exceptional service to our Teams and Branches.

A vital element of the implementation of Local Cornerstone is monitoring and evaluating its success and we are pleased that our Evaluation Group is comprised of representatives from a number of key partners, including: the University of Strathclyde, Healthcare Improvement Scotland, the Care Inspectorate, the Scottish Government, the SSSC, Social Work Scotland and UNISON. Some of our evaluation costs have been funded by Big Lottery Scotland and we are extremely grateful for their support.

The group will meet regularly to monitor, evaluate and share the new ways of working through a number of approaches, including monitoring progress against KPIs; Action Learning Sets with Team Members as we move to having more empowered Self-Organised Teams; reviewing approaches to commissioning and procurement; as well as ensuring innovation and creativity is embedded in our culture. We hope to appoint a Storyteller in Residence who will capture the more qualitative elements of the journey, telling the stories of the people we support, our colleagues and our partners.

We have secured a £500,000 investment in the development of our new technology offering from Big Issue Invest, the social investment arm of The Big Issue Group. James Salmon, Investment Director at Big Issue Invest, described Cornerstone as one of the organisations "filling a much-needed gap in service provision." He added that we were "making sure the people with a range of care needs are at the centre of deciding what care they receive, giving them every opportunity to lead fulfilling lives."

The Cornerstone Foundation

The Cornerstone Foundation was officially unveiled to the public at our recent Annual Dinner. The Foundation's aim is to raise income to allow us to do even more amazing things that help the people we support to live a valued life.

Our target is to increase our fundraising income to £2 million per year by 2020. We have listened to the people we support across Scotland, and these funds will allow us to focus on the key areas where support is really needed now and in the future. Our key theme areas are:

People and their Families - Supporting the whole family of someone with a disability and being there when we are needed to offer practical help and emotional support.

Connections - Connecting people with others, their community, mainstream activities as well as education and employment.

Quality of Life - Enabling the people we support to enjoy a valued life. Providing the time, equipment and resources required to undertake the everyday things that can

become challenging for some of the people we support.

Home Is Where the Heart Is - Creating a home that is safe, comfortable and adapted to suit the needs of the individual now and in the future.

To help us achieve our goals, we want to increase the number of committed supporters. We will encourage people in our local communities to fundraise for us by organising more local activities, events and exciting active challenges for people to take part in. We will also expand our partnerships with companies and philanthropists across Scotland and introduce legacy giving, digital appeals and compelling campaigns.

For further information on The Cornerstone Foundation, please contact Lisa Duthie by email at lisa.duthie@cornerstone.org.uk or visit the Foundation's social media pages at www.facebook.com/TCFScot and www.twitter.com/TCFScot.

Keep up-to-date with us

Thank you for your continued support and interest in Local Cornerstone. If you have any questions or comments, please don't hesitate to contact Mairi Martin, Leader (Strategy Implementation) by calling **0141 378 0700** or email mairi.martin@cornerstone.org.uk.

We hope to issue another update in a month's time, however you can also keep up-to-date with us on social media by visiting www.facebook.com/cornerstonecharity or www.twitter.com/cornerstonescot.

Scottish Charity No. SC004780. Company No. SC070762. The company is registered in Scotland as Cornerstone Community Care operating as Cornerstone, with registered office 39 Huntly Street, Aberdeen, AB10 1TJ.