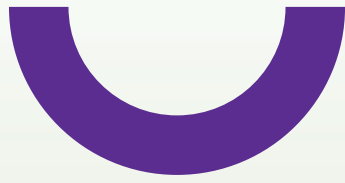


being there life limiting illness support



# Annual Report

2024 - 2025



[www.beingthere.org.uk](http://www.beingthere.org.uk)



**Jim Yates**  
**Chair CALLplus Board of Trustees**

## **Chair of Board of Trustees Report 2024 - 2025**

The business year to end of March 2025 was broadly successful, particularly on the operational front. Being There provided exceptional support to our clients across many areas of Greater Manchester. Generating significantly more value for our prime funders.

More clients were helped, with enhanced services and a greater number of contact sessions were delivered. This applied to both Being There's traditional service portfolio and the Being Heard counselling service.

Being There provided 6819 sessions to 970 clients compared with 6238 sessions to 611 clients in 23-24.

Being Heard helped 196 people with 1768 counselling hours. This was delivered by two staff members, who are fully qualified counsellors and 19 student counsellors. Once again, this service has demonstrated its value and the growing demand for these services. We anticipate that this will continue to grow.

We were also able to grow the volunteer force by 31 people up from 152 (in 23-24) to 183, which is astonishing in the current climate of volunteer recruitment.

Organisationally, there were significant changes and challenges during the year. Most notably our long serving Chief Executive, Karen Mercer retired in August 2024. We were fortunate to be able to recruit Vikkey Chaffe as our new CEO.

During the recruitment process, the Board of Trustees reviewed the Job Description of the CEO and concluded that the entire workload was too onerous for one person. In view of this, it was decided to appoint Becky Turner as Deputy CEO. This change recognised her work as part of the Senior Management Team and in developing the Being Heard Counselling service. We anticipate that this will continue to develop under Becky's guidance.

We were very sorry to say goodbye to Paula Hewitt as she retired from her role as South Branch Manager but were overjoyed to have an internal appointment with Ambia Begum taking over the role.

Funding remains a challenge, as with all charities but we are very excited to have appointed a Grant and Fundraising Manager, to help with the charities growth and cement our sustainability.

**The board are very proud of the achievements of Being There this year and we look forward to a highly successful 2025-26!**

*Jim Yates*

**Jim Yates**  
**Chair - Board of Trustees**

July 2025

# Callplus (trading as Being There) Board of Trustees

1st April 2024 to 31st March 2025



**Chair:**  
Jim Yates



**Treasurer:**  
Philip Eagle



**Trustee:**  
Gaynor De Wit



**Trustee:**  
Atta Hanfi



**Trustee:**  
Victor Hassan



**Trustee:**  
Heather Henry



**Trustee:**  
Nigel Day



**Trustee:**  
Alam Miah

## CALLplus Staff - 1st April 2024 to 31st March 2025

<b>Chief Executive Officer:</b>	Vikkey Chaffe
<b>Finance Manager:</b>	Rosalyn Cooper
<b>Deputy Chief Executive Officer:</b>	Rebecca Turner
<b>Branch Manager Manchester North:</b>	Mark Woodcock (Area Lead - Physical)
<b>Branch Manager Manchester South:</b>	Ambia Begum
<b>Branch Manager Salford:</b>	Deborah Wynn
<b>Branch Manager Tameside:</b>	Suzanne Roberts
<b>Branch Manager Trafford:</b>	Flora Washburn (Area Lead - Inclusion)
<b>Diversity &amp; Inclusion Link Worker:</b>	Shakira Rahman
<b>Volunteer Recruitment Co-ordinators:</b>	Jeff Boardman, Sue Rowen
<b>Counselling Support:</b>	Saffron Day, Flora Washburn
<b>Grant and Fundraising Manager:</b>	Sarah Mhlanga



**Vikkey Chaffe**  
Chief Executive

## Chief Executive's Report 2024 - 2025

**As my first CEO report at Being There, I wanted to take the time to say hello and let you know how privileged I feel to be here!**

I joined Being There in September of 2024, and I had the immediate pleasure of meeting many volunteers and clients shortly after. I joined the teams at their social groups, making cards, exercising in our chairs and generally chatting over tea and biscuits! My favourite part of my role is being with the clients and volunteers.

We must also congratulate Becky Turner, who is our Counselling Manager for being promoted to Deputy CEO! Congratulations, we are all very proud of your achievements.

We saw our Finance Manager Ros off on maternity to have her second baby, congratulations! We welcomed Jen Taylor as Finance Administrator to continue the management of our finances.

We said a fond farewell to our SSA Iain Phillips, who went to enjoy a very well-deserved retirement. We are very grateful that Iain is still a committee volunteer for us, which we are always thankful for.

In October, we were successful in securing funding for the Tameside Branch by the National Lottery for 3 years! Congratulations to all the teams who worked so hard to secure this very prestigious funding to continue the wonderful work that is happening in Tameside.

The festive period saw us move into one office, amalgamating several offices we had across Greater Manchester. Having a bigger office has allowed us to work together on big projects and the future!

The new year saw us looking to the future, growing our counselling service and planning our first ever volunteer celebration. Our wonderful Volunteer Coordinators are arranging an event to celebrate our incredible volunteers, an opportunity for us to say thank you and celebrate all the selfless work that they do for us and our clients.

All our branches have seen an increase in the number of referrals that have come into our service and our dedicated Branch Managers continue to support all our clients and their families with empathy and understanding.

Our counselling service continues to grow and we are preparing to take on several members of staff to support with the growth, ensuring that our clients have only a two week turnaround from referral to actually seeing a counsellor!

**As always, we are forever grateful to anyone who donates to us, this allows us to continue our service and grow to support more and more people who need us across Greater Manchester.**

*Vikkey Chaffe*

**Vikkey Chaffe**  
Chief Executive

July 2025

# Being There Branch Reports

1st April 2024 to 31st March 2025



## Being There North to Central Manchester

**Branch Manager**  
**Mark Woodcock**

### Being There North Manchester Volunteers

- Joy Barker
- Jeff Boardman
- John Bosley
- Charlie Cowley
- Jean Griffiths
- Pam Hawkins
- Christopher Higham
- Sue Johnson
- Tony Kennedy
- Vartan Lloyd Morris
- Marettta Patten
- Jim Roban
- Sheila Roban
- Cheryl Robinson
- Satyendra Roy
- Amanda Smith
- Olalekan Taiwo
- Dawn Tucker
- Mary Tulloch
- Sania Waseer
- Karen Wellings
- Jill White
- Chris Wood
- Jeffrey Wu

### Volunteer retirements/acknowledgements

A big thank you to Pam Hawkins for all her fantastic work in the North branch. Pam did a super job supporting many clients over the phone and assisted at our Being There social group when she could. Pam is relocating so we wish her the best of luck for the future. Good luck with the move Pam! We would also like to thank Charlie Cowley for all her befriending support in North Manchester as she focuses on her professional career. Thanks for all your support, you will both be greatly missed.

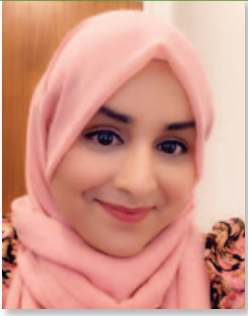
### Branch Activities

- Organised a variety of exciting activities for our North Manchester social group to try including origami, bingo, virtual horse racing, grid drawing and model making. Thanks to all of our activity providers.
- Linked with a number of local organisations such as Manchester Libraries, Books to Go scheme, National Trust, Chai Cancer Care, the Jewish Volunteer Network, Openshaw College and The Proud Trust.
- Attended some fantastic events at Gorton Monastery, Abraham Moss Leisure Centre, The Guidance Hub, The Avenue Library and The Manchester College. This helped to raise awareness of the Being There service and link with other organisations.
- Arranged a fantastic day out at Dunham Massey National Trust Park for the Being There social group clients and volunteers. The day was filled with sun, fun and laughter!
- Represented Being There at the regular Live Well with Cancer steering groups to assist in contributing towards creating a holistic wellbeing programme for people affected by cancer in Manchester.
- Organised a breakfast morning for the amazing North Manchester volunteers at No 93 Wellbeing Centre community café. This was a lovely way to thank the volunteers for their fantastic support. Thanks to all who could make it!
- Attended the Jewish Volunteers Network annual Volunteer Manager's Forum which was a great way for the branch manager to gain an insight into how others work and maintain good practice.
- Took the North volunteers out for a Christmas meal at The Dog and Partridge as recognition for all their support throughout the year. Well done everyone!
- Attended the GM Moving Workforce, Leadership and Volunteering event.

### Significant donations and fundraising

- £125 funding from Forever Manchester towards our Christmas social group.
- £123.50 raised from our group Bring and Buy session.
- £250 donated by the family of the late Ray Gould.
- £50 donated by Joan Denton.

North Manchester branch received £2,005.87 in donations throughout the year through transport, drop in and social group donations. Many thanks to everyone who donated.



# Being There South to Central Manchester

**Branch Manager  
Ambia Begum**

## Being There South Volunteers

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- Jan Arrowsmith
- Margaret Day
- Vidyasree Mande
- Peter Thompson
- Faida Rachel Austin
- Brian George
- Haidy Mayouf
- Jill White
- Janet Bellis
- Victor Hassan
- Lynn Moore
- Catherine Williamson
- Elizabeth Boelhouwer
- Jane Lawson
- Caroline Paterson
- Rob Cusack
- Chun Hei Mak
- Maralyn Thompson

## Volunteer retirements/acknowledgements

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We would like to say thank you and a farewell to our volunteers Janet Bellis who has retired after 27 years and to Caroline Paterson, Marilyn Thompson, Jan Arrowsmith.

## Branch Activities

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- **Client Referrals** - Majority of our client referrals came from Macmillan nurses, Stroke Team Wythenshawe Hospital, Gps and Self. We had 86 referrals this year.
- **Transport** - There were a total of 214 client requests to Hospital, Dentists, Rehabs, Oxygen therapy, audiologists, Counselling, Physiotherapy, screening labs, diagnostic centres. All arranged by the branch manager.
- **Home support** - There was 246 home support/respite sitting that took place with a combination of face to face and telephone befriending.
- **Social Group** - The social group takes place St Christopher's Church Hall, Withington, M20 1HE twice a month. We have had a variety of guest speakers from health awareness, singers, quizzes, historical speakers, arts and crafts. This social group is high in demand as we are constantly getting new interests.

## Significant donations and fundraising

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We have received in terms of donations £948.13.



# Being There Salford

**Branch Manager  
Deborah Wynn**

## Being There Salford Volunteers

- Vivianne Armour
- Emma Blamire
- Barry Lord
- Audrey Owen
- Jeff Boardman
- Carole Chapman
- Kieran McGowan
- Iain Phillips
- Ann Beesley
- Helen King
- Louise McLoughlin
- Natasha Roe
- John Bilsborough
- John Kane
- Ombola Odutolu
- Anne Saberton
- Tom Birchall
- John Lageu
- Wole Odutolu
- Gary Westmoreland

## Volunteer retirements/acknowledgements

We would like to say thank you and farewell to the following volunteers: Glyn Caddick, Darajan Chitashville, Jacqueline Fahy, Marian Florea, Anne Hook, and Weichuan Kwok. A special thank you to our longstanding volunteer Victor (Vic) Longden, who has retired after 21 years with our amazing charity!

Vic was a reliable and flexible volunteer driver. He would go above and beyond for many clients that he supported. Everyone knew him, from the clients, volunteers, staff and even third parties, as they all complemented him on his sense of humour, and his warm and caring personality. Although Vic is retiring from his volunteering duties, he is 'crossing over to the other side' and becoming a client with us. We are so happy that you are staying with us Vic!

## Branch Activities

- **Client Referrals:** Salford had 116 client referrals that came from a variety of organisations and services such as: Salford Royal Hospital, The Christies, social prescribing teams, social services, St Ann's Hospice, Age UK, Six Degrees, Macmillan Cancer Support and the Greater Manchester Mental Health team.
- **Transports:** Salford's busiest service continues to be transport provision. 318 client transport requests were made to take our clients to their important medical appointments. Drivers took clients to various hospitals and diagnostic centres for operations, life-saving treatment, reconstructive surgery, scans, blood tests, consultations, eye injections, and check-ups.
- **Home Support:** Our volunteers conducted nearly 500 befriending sessions either face-to-face or over the telephone. Clients engaged in a variety of conversations with their volunteers, such as relationships, family and friendship networks, health, pets, TV, sport, gardening, and even the British weather!
- **Counselling referrals:** 19 clients were referred to Being There's counselling service, Being Heard. 171 counselling hours were delivered face-to-face and over the telephone with the clients. Transport was also arranged for those clients who wanted face-to-face support.
- **Social group:** The social groups still take place at the Worsley Road United Reformed Church. Clients were entertained by solo singers, bands, arts and crafts, speakers and games. Clients and volunteers had a lovely day out at the RHS Garden Bridgewater. Clients and volunteers had a tour of the beautiful gardens before shopping in the garden centre. The South and Salford branch also worked together to deliver a joint Christmas party. We had the party at Salford's main venue, organised a buffet and singer who sang Christmas songs and even did a Christmas quiz to get clients in the Christmas spirit!
- **Volunteer Meetings:** Volunteers were invited to attend 2 volunteer breakfast meetings during the year, so that they could be updated on the operations, as well as catching up with each other over a cuppa!
- **NEW! Wellbeing Walking Group:** Salford will be launching a new monthly walking group, to get clients moving, talking and having fun! This will be launching in the summer of 2025.
- **Swinton Project:** Salford was awarded a small grant from Answer Cancer/Salford CVS to organise a project promote and design, deliver 10 cancer screening and prevention awareness training sessions on bowel, breast and cervical cancer. The project specifically targeted residents living in Swinton, due to the low uptake of cancer screening appointments within the area.
- **Partnership development:** We have been making new links with the MS Therapy Centre in Eccles, CHEC Trafford Park, Salford InHealth Community Diagnostic Centre, the Cancer Care Co-ordinators and Bury College. The branch manager and volunteer recruitment co-ordinator also attended the Answer Cancer Stakeholder Event, where they networked with others and promoted the Being There charity.

## Significant donations and fundraising

We would like to say a big thank you to all the Salford clients who donated to the charity. Their support helped raise an amazing £1,578, which will go back into delivering our services once again.



# Being There Tameside

**Branch Manager**  
**Suzanne Roberts**

## Being There Tameside Volunteers

- Sabina Ahad
- Nosheen Akhtar
- Claire Buckley
- Dinesh Chauhan
- Catherine Cole
- Wendy Davis
- Cheryl Dover
- Victoria Filipe
- Barry Forster
- Emma Goulding
- Marzena Grzelak
- Gillian Hartley
- Lesley Hopkins
- Larysa Iwanyckyj
- Frank Kerr
- Joanna Lewandowska
- Julie Makin
- Chris Matthews
- Hansa Mistry
- Nalini Mistry
- Barbara Morgan
- Hansa Patel
- Susan Phillips
- Jacqueline Powell
- Kathleen Preston
- Madeleine Pugh
- Mike Quinn
- Susan Rowen
- Lynette Rumley
- Dawn Self
- Ernestine Simo Simo
- Vivienne Taylor
- John Webb
- Veronica Wilkes
- Gillian Windsor
- Beverley Young

## Volunteer retirements/acknowledgements

Would like to say a huge thank you and farewell to the following volunteers Ferhia Aslam, Julie Bell, Mark Garratt, Bill Prince, Farhat Un Nisa who have provided invaluable befriending and hospital transport.

## Branch Activities

- **Client referrals** - Tameside received 103 client referrals from a range of healthcare providers including the Stroke Association, Social prescribers, GP's, PCN link workers, Visual Impairment team, Age UK Tameside, Macmillan, Healthy Hyde, family and self-referrals.
- **Transports** - During the year the Tameside volunteer drivers provided transport to 189 medically related appointments including hospital, GP, community based and counselling appointments and transports to the social group.
- **Home/Telephone Support** - Our committed team of home support and telephone befrienders continued to support our growing client base, offering much needed emotional and practical support by delivering 969 sessions ranging from 1-4hrs support per session!
- **Counselling referrals** - 24 clients were referred to Being Heard counselling service in which 216 hrs of therapeutic sessions were delivered to those who were struggling emotionally.
- **Social group** - The social group at Cranbrook Gardens in Ashton continued to be popular and growing in numbers with 17 sessions provided. Activities throughout the year included trips on the Marple canal and to historic Dunham Massey, Exercise sessions including an Olympic Games session, talks on falls prevention and scam awareness, craft activities including flower arranging and card making and the year ended with a fabulous Christmas party at Smokies with a 3 course meal and entertainment.
- **Volunteer and client promotions** - 9 new volunteers were recruited and together with the Volunteer recruitment coordinator and Being Heard counselling manager the Branch Manager attended events such as Tameside Locality Human Factor Event; TMBC Never Walk Alone Bereavement event and Tameside Libraries and Action Together Volunteer recruitment fair. Tameside volunteers were also treated to a very special award lunch with certificates presented in recognition of service and a scrumptious afternoon tea at Oaklands Hall in Hyde.

## Significant donations and fundraising

- Big Lottery Reaching Communities 3yr funding - £335,544

being there life limiting illness support





# Being There Trafford

**Branch Manager  
Flora Washburn**

## Being There Trafford Volunteers

- Stephen Armitage
- Eileen Booth
- Peter Bradshaw
- Francesca Brady
- Brian Edden
- Roy Gallagher
- Ray Gavin
- Heather Henry
- John Hogan
- Mark Howorth
- Zahra Joudah
- Janine Kay
- Cedric Knipe
- John Latham
- Dianne Nisbett
- Carl Palmer
- Steven Sutton
- Dan Usansky
- Tony Welch
- Jill White

## Volunteer retirements/acknowledgements

A huge thank you to volunteer befriender Cedric Knipe for his support in providing invaluable respite sitting and befriending to several of our Being There clients over his 3 years with us. We wish you all the best Cedric.

## Branch Activities

- Our incredible team of volunteer drivers covered an outstanding 422 transport requests. This included supporting people to attend 193 hospital appointments, in addition to 229 medical-related appointments, e.g., GP and community-based appointments.
- Our social and support group continued growing, with a number of new clients joining the group. In April, we enjoyed a social outing to Dunham Massey thanks to the National Trust’s community pass scheme. In July, we had beautiful sunny weather for our trip down Marple Canal on an accessible narrow boat, and in December, clients and volunteers came together to celebrate Christmas together with a 3 course meal at The King’s Ransom. The group also enjoyed activities such as flower arranging, a singing for lung-health workshop, jewellery, origami and card-making, games and quizzes, and talks from other organisations and speakers.
- Our dedicated and compassionate team of volunteer befrienders and respite sitters provided over 300 sessions of support to clients facing loneliness and isolation and/or respite for carers.
- A total of 77 referrals were received over the year, with 47 of these referrals becoming registered clients. Referrals came from a range of health and social care professionals, including Social Services, Cancer Nurse Specialists, the Stroke Association, Greater Manchester Mental Health, Social Prescribing teams and Community Care Navigators. Self-referrals and referrals from family members were also received.
- 9 internal referrals were made for Trafford clients to our Being Heard Counselling Service to support those experiencing persistent low mood and/or anxiety.
- Branch Manager Flora joined up with former Diversity and Inclusion Link Worker, Ambia, to deliver health-related awareness sessions to BlueSci’s BAME Women’s group. Volunteer Recruitment Officer, Jeff, supported by Flora, attended numerous volunteer promotions around Trafford, including regular promotions at Limelight Health & Wellbeing Centre and ASDA Broadheath, as well as events such as Trafford LIVE festival, and volunteer fairs in Altrincham, Sale, Stretford, Old Trafford and Partington in conjunction with Trafford’s community hubs.

## Significant donations and fundraising

A heart-felt thank you to monies donated in memory of loved ones; and to all clients who have kindly made donations to the charity over the course of the year. We look forward to building on our fundraising work in 2025-2026 so we can continue supporting as many people affected by life-limiting illnesses as possible.



# Being Heard Counselling Service

## Rebecca Turner & Saphron Day

### Being Heard Volunteers

- Faida Austin
- Dawn Brindley
- Sarah Broadhurst
- Claire Buckley
- Juliet Christmas
- Hannah Clarke
- Jon Cooper
- Saphron Day
- Emily Duckworth
- Jose Fernandez
- Amanda Fisher
- Sam Fox
- Fiona Gaffney
- Abbey Howe
- Alex Ingram
- Adam Kelly
- Joanne Liburd
- Tracy Parkin
- Jennifer Taylor
- Andrew Thompson
- Yvonne Wareing
- Courtenay Waul
- Flora Washburn
- Justine Watson Smith
- Kate Widows
- Mairi Wilson

### Volunteer acknowledgements

A massive thank you to all the volunteer counsellors who have given their time to Being Heard during 2024/25 and to the student counsellors who have completed their 100 placement hours.

### Branch Activities

- In 2024-25, we have received 196 referrals into the counselling service
- With the help of our wonderful counselling volunteers and staff, we have supported 196 clients with 1764 counselling hours
- We welcomed Saphron Day, our new counselling coordinator, in May 2024
- We continue to offer counselling to clients within a 2-3 week turnaround from initial referral. This has always been important, as we understand that the client group we work with may not have the time to be on lengthy waiting lists. The quick turnaround has a positive impact on clients, allowing clients to feel heard and seen as a priority during a very difficult time
- We are continuing to offer counselling placements to student counsellors from a range of training providers
- We continue our partnership work with 1Point, Bolton, which provides much-needed income generation for the service
- We continue to receive a high number of counselling referrals from various medical professionals, charities and self-referrals
- Our collaboration with BASIC (Brain and Spinal Injury Centre) in Salford has continued offering counselling support to their clients in return for office and counselling space
- Being Heard has continued to offer peer group supervision and CPD (continued professional development) for our counsellors
- In January 2025, we were successful in securing a large grant, of which £12,000 was allocated to the counselling service, enabling us to expand with a new scheme
- Towards the end of the financial year, the Graduate Scheme was developed, offering two newly qualified counsellors the opportunity of paid work starting in May 2025.
- In the new financial year, we plan to continue expanding, collaborating and ensuring the service is sustainable long term, as we see what a positive impact this has on clients' mental health across Greater Manchester.

### Income

Q1 - <b>£3705</b>
Q2 - <b>£3315</b>
Q3 - <b>£1560</b>
Q4 - <b>£2925</b>
Annual Total - <b>£11,505.00</b>
Grant Annual Total - <b>£12,000.00</b>

### 2024 - 2025 Activity

April 2024 <b>19</b> New Referrals	May 2024 <b>15</b> New Referrals	June 2024 <b>10</b> New Referrals	July 2024 <b>18</b> New Referrals	August 2024 <b>11</b> New Referrals	September 2024 <b>13</b> New Referrals
October 2024 <b>20</b> New Referrals	November 2024 <b>14</b> New Referrals	December 2024 <b>12</b> New Referrals	January 2025 <b>22</b> New Referrals	February 2025 <b>15</b> New Referrals	March 2025 <b>26</b> New Referrals

**Total counselling referrals for 2024/25 - 196 new clients accessing counselling**

**196 referrals offers - 1764 counselling hours**

Being Heard completed the above with:

**2 staff members 1 F/T and 1 P/T - 2 fully qualified counsellors - 19 student counsellors**



# Being There Diversity & Inclusion Link Workers

**Shakira Rahman (Tameside)**

## Active volunteer list: 3 volunteers - Dinesh Chouhan - Nalini Mistry - Hansa Mistry

- 3 more new volunteers have been recruited from this group and are now waiting for Dbs. and checks and then ready to start volunteering.
- **Client referrals** - Tameside received 5 referrals from the ICC 3 did not meet the criteria and 2 went ahead and received full support from Being There. Referrals received mainly were all self-referrals from the wellness group.
- **Transports** - No transport needs to this group were needed.
- **Home/Telephone Support** - Regular WhatsApp message sent out to clients informing them of the wellness session and what we have planned for them which our Volunteer Dinesh would send out the week beginning.
- **Counselling referrals** - No counselling referrals was made.
- **Social group** - The Wellness group at ICC Indian Community Centre has 42 clients registered and 20/22 clients turned up every week for regular chair base exercise for an hour and then health and wellbeing activity or session.
- 15 clients from the Khush Amdid group at Broad oak centre.

Every week we would invite guest speakers and organisations to come and talk and do a presentation on different health matters that related to the group. We had many different groups coming and the clients engaged and got involved.

- |  |                                     |                                |
|--|-------------------------------------|--------------------------------|
| • (Action Together Social Prescribers          | • Diversity Matters                 | • MS Society                   |
| • Active Tameside                              | • Fire brigade -fire safety ROSPA.  | • Pancreatic Cancer            |
| • Alzheimer Society                            | • Haughton Thornley Medical Centres | • PharmCo Health Screening     |
| • Answer Cancer                                | • Healthwatch - Tameside            | • St George's Church, Hyde     |
| • Arthritis & Pain Management - Mrs Nisha Shah | • Healthy Hyde                      | • State Welfare Matters        |
| • Ashton Primary Care Network                  | • Hyde United Church                | • Stroke UK                    |
| • Broad oak & Small sure Community centre      | • Indian Community Centre, Ashton   | • The British Heart Foundation |
| • CAB - Tameside                               | • Jigsaw Homes                      | • TOG MIND                     |
| • Care for Elderly - Tameside                  | • Khush Amdid                       | • Zeal Empowerment Advocacy    |
| • Clarendon Medical Practice                   | • Macmillan / Marie Curie           |                                |
| • Diabetes UK                                  | • MIND - Greater Manchester         |                                |

## Branch Activities

- Forming meaningful and supportive partnerships with other providers to complement our own support offer. E.g. working with other organisations such as Active Tameside enabled us to reach out our service to clients and support with health needs. Maintaining excellent communication lines and streamlined referral mechanisms with Social Prescribers, the Stroke Association, Community health worker, Extensive Care Team, Adult carers and GP practices.
- Working with the local VCFSE infrastructure agency, Action Together to make links between other VCFSE services, utilise support for our development e.g. volunteering as well as developing our own relationships with local VCFSE and public sector agencies. This enables us to continually raise awareness and promote our work to potential clients and prospective new volunteers.
- Identifying key partners within diverse communities to develop a better understanding of the support needs of specific communities. E.g. Developing close links with the Indian Community Centre, Khush Amdid and Dipak Dristi.
- Understanding the importance of diversity and equality within our work and working towards building a better understanding of the needs of other target groups e.g. members of the LGBTQ+ community and those living with disabilities.
- The importance of monitoring and evaluation by way of client/volunteer feedback and surveys, capturing the experiences of those we are supporting and the impact/difference this has made.
- Importance of clients feeling connected to their local community by participating in our social groups or through engaging with our befriending volunteers.
- Importance of building confidence in clients to access local services again e.g. building confidence to use public transport, use local leisure facilities, local shops and green spaces.



# Volunteer Promotion and Recruitment

## Jeff Boardman and Sue Rowen

- We are expanding our volunteer recruitment drive with Bury VCFE in partnership with Collabor8.
- We continue to build strong relationships with local businesses - Morrisons, Tesco, Asda and Sainsburys and we have been successful in our request for donated items from the in-store Community Champions to support our many fund-raising initiatives.
- Our social media platforms are regularly updated with exciting volunteering opportunities - new posts, videos and reels and are key to elevating our online profile for the recruitment of additional volunteers
- Our communications with Being There branch managers ensure all locality work is targeted towards specific volunteer roles and responsibilities - we continue to be responsive to the needs of individual branches. E.g. South Manchester branch is currently seeking more volunteer drivers to support the social group clients
- During Volunteer Week 2025, we recognised the ongoing commitment of our Being There volunteers with a celebratory event, where individual achievements were awarded with certificates and medals.
- All our volunteer recruitment promotions and volunteer interactions are recorded and monitored on our Shared Drive for transparency purposes.
- We are currently planning to expand our promotional reach to religious institutions seeking out new community cafes/groups for partnership initiatives. E.g. As-Salaam Centre in Stretford and Manchester Cathedral.
- Our key Being There messages were recently cascaded (via flyers/leaflets/QR code) to all delegates and AC Champions at an Answer Cancer Collaborative event in June.
- We ensure our volunteer recruitment promotional material is inclusive - with positive images and case studies from people with lived-experiences. These all embrace the diverse communities within Greater Manchester and reflect the ongoing appreciation of our volunteers' commitment to Being There.
- We continue to develop our volunteer training - attendee evaluations and feedback influence and improve our online sessions and training resources.
- We achieved success in receiving monetary donations from an AMBS under-graduate/post graduate project, which highlighted our Being There service across the University of Manchester faculties
- We promoted our Being There service at Hattersley Hyde hub where local businesses expressed interest in our offer.
- We recently attended a Tameside Volunteer Summit event where we were able to showcase our volunteer opportunities and to signpost people to our website and socials,
- We presented a talk about our Being There Charity at The Agness Hopkins Centre which resulted in 2 potential volunteers.
- We are advertising for volunteers on the MCRVIP website across Greater Manchester
- We have an advertisement on The Trafford Volunteer Hub looking to recruit volunteers
- We continue to leaflet drop in areas where we are promoting.
- We are looking for new venues across Greater Manchester to carry out our promotions.
- We are phoning potential volunteers who didn't attend the training, to see if they are still interested in volunteering with us.
- We meet or phone at least once a week to share our activities and to discuss good practise.

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# Being There Client Outcomes 2024-2025

## Statistics & Impact - Annual Outcomes 2024 - 2025

	23-24	24-25	Increase
Helping to meet user wishes on preferred place of care	634	739	<b>105</b>
Improving Patient/Carer experience/Wellbeing	1271	1448	<b>177</b>
Improving Self-Management of Long Term conditions	1113	1200	<b>87</b>
Reducing Isolation/Anxiety	1971	2152	<b>181</b>
Reducing Inappropriate Admissions	1324	1375	<b>51</b>
Reducing the number of DNA (Did Not Attends)	700	756	<b>56</b>

### We prevented 756 missed appointments

Missed appointments 700 @£120 = £90,720 saving to the NHS

### We helped prevent 1375 inappropriate hospital admissions

Inappropriate admissions 1375 @£68 = £93, 500 saving to the NHS

### We helped to reduce anxiety and isolation in clients and carers 2152 times

GP appointments @£121 per appointment = £260,392 saving to the NHS

### We supported preferred place of care (at home) wishes for 739 clients

Residential care costs £800 per person per week. 739 @£800 = £591,200 saving to social services

Hospital stays cost £1807 per episode 739 @£1807 = £1,335,373 cost saving to the NHS

### We supported the wellbeing of 955 clients and carers an increase of 344 clients and carers from 23-24!

This in itself helps patients and carers to better manage their illness and reduces the number of NHS interventions.

Costs from Unit Cost Database for Greater Manchester and NHS Digital.

## Statistics

	2024 - 2025	2023 - 2024
Average spent per client	<b>£657</b>	<b>£557</b>
Number of session delivered	<b>6819</b>	<b>6238</b>

### Counselling Service

Number of referrals

**196**

Number of sessions delivered

**1764**

### Client Demographics

Female

**612**

Male

**358**

Age - Over 65

**75%**

Retired

**653**

Disabled

**433**

### Ethnicity

Asian British Indian/  
Pakistani/Bangladeshi

**12%**

Black British/  
Caribbean/African

**8%**

White  
British

**82%**

being there life limiting illness support



For more further information:

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