



Our Vision

We stand for

People – people first, every person matters - this is at the heart of all we do

Listening – stepping back, focusing clearly, engaging with people

Belonging – working with us and using our approach gives a sense of belonging to our team and ethos

Doing things differently – we constantly search for innovative ways of working to challenge a culture that is set in its ways

Lateral thinking – we think and work creatively and encourage people to develop and deliver their ideas

Honesty – we create a safe environment, being open and objective when it comes to our creative ideas, to be bold, try new things and be honest about the results

Our focus

To create cultural change within the NHS

Our purpose

We inspire people to live well and work differently...

We've noticed there's something missing from healthcare – Bridges believes that recognising success and working together to put people first is a good start to bridging the gap

Our team delivers high quality, interactive workshops in holistic, personalised support – inspired by the skills, ideas and experiences of people using and working within health and social care

Our books and apps are authored by people who use services – full of real life stories, tips and advice to encourage everyone in a similar situation to live well

We continually conduct academic and service improvement research to evaluate and improve our work, we have generated over 10 years of evidence to support our approach.

The Bridges approach supports **everyone** - people working in health and social care, recovering in hospital or living with a health condition - to live life to the full and be bold enough to work in a fresh, dynamic way

Our aims

- We will inspire newly qualified staff to work in a person-centred way by selling or licencing our undergraduate programme to Universities across the UK
- Co-design and sell fully interactive digital toolkits
 - Improving the lives of 50,000 people living with Neuromuscular Disease by 2019
 - Improving the lives of 100,000 stroke survivors by 2021
- To have bases in Cardiff by 2019 and Scotland by 2020, training 750 health and social care staff each year
- Our sights are set on developing training for Neuromuscular Disease, Cancer and Multiple Sclerosis.

To achieve our aims, during 2019 we will...

- Welcome new Associate Trainers to our team
- Talent spot for Lead Trainer roles in Wales and Scotland
- Encourage the spread of Bridges approach across all Health Boards in Northern Ireland and start work in Southern Ireland
- Develop the Bridges Undergraduate Programme with St George's University London
- Develop our digital toolkits, first in Stroke and then Neuromuscular Disease
- Apply for grant funding, particularly to develop our digital resources
- Continue our projects in Neuromuscular Disease and Macmillan Cancer Support
- Refine and improve workshop delivery and content to broaden our appeal to nurses
- Develop and improve the support offered to health and social care staff after workshops
- Expand our Stroke project in Wales to include Long Term Conditions, Traumatic Brain Injury and Trauma
- Sell books direct
- Build our links with authors and supporters
- Collaborate and network to encourage cultural change
- Use our work in the East of England to promote widely across the UK (and beyond)
- Network and build relationships within Social Enterprise and healthcare
- Improve our use of Social Media
- Revamp our website
- Share stories from practitioners *and* the people who use their services
- Publish reports and articles

Deliver 80 workshops; reaching 1,600 health and social care staff, supporting 8,000 people and their families to live well with their health condition. This represents a 100% increase on last year's impact and takes account of our project in East of England which started in June 2018

Our team

Fiona	Oversight, company vision, funding fountain
Heide	Leads and develops: training, evaluation and digital resources. Wins funding
Lucinda	Leads and develops training
Romayne	Leads training in Ireland, promotes and wins funding
Chrissy	Manages the business, marketing, sources and wins funding
Scott	Supports all areas and is an Associate Trainer

Freelance associate trainers assist in facilitating workshops

Our board

Phil Carver	Chair
Fiona Jones	Founder and CEO, oversight and vision
Jane Pauley	Finance
Moira Ford	Governance, company structure
Robert Ewing	Liaison between Bridges and Universities

How we operate

Bridges is positive, focused, opportunistic and immersive. We support each other to ensure we deliver excellent workshops, offer customer service that is second to none and produce high quality research.