



Headway
East
London

**Annual
Review
2018 to 19**

HELLO FROM Headway East London

Headway East London is a charity supporting people affected by acquired brain injury.

We support brain injury survivors.

We believe that every one of our members has something to contribute to both the Headway community and the wider community - that every person with a brain injury should be valued and respected and deserves every opportunity to live a full and active life.

To achieve this we operate a community day service, where brain injury survivors join as members and take part in a variety of activities and therapies that are beneficial, enjoyable and productive. The community offers an opportunity, with assistance from staff and volunteers, for members to support each other and work on projects that will give something back to the wider community, for example in offering training to professionals working in the field of brain injury and or campaigning for improved services for survivors and their families. It also directly benefits their family members/ carers in providing respite.

We also offer support in the form of information, advice and advocacy services for people with brain injury and their families; family support groups; a community support worker service; volunteering opportunities for local people and for some people with a brain injury; therapy services and occupational project work.



A message from our Chief Executive & Chair

The lives of brain injury survivors and their families can be turned upside down in an instant and the intervention of Headway East London has transformed thousands of people's lives for the better as a result of the support they have received.

Headway East London strives to provide an extremely supportive, innovative and encouraging environment - a whole community - for its members and their families; enabling everyone, whatever their challenges, to thrive and contribute after their brain injury and feel good about themselves.

Demand for the charity's services continues to grow and all its services are currently oversubscribed. The number of brain injury survivors and their families supported in 2018-19 was up significantly on the previous year with approximately 750 survivors and 170 family members receiving some level of direct support. This is an increase of 11% for survivors and is in the main due to the work undertaken by the casework service, including early intervention work at the Royal London and Homerton Hospitals and to a lesser extent by the work undertaken at the Enfield brain injury clinic.

The casework service has, in the main, been funded through a National Community Lottery Fund (NCLF) grant (previously Big Lottery) and has developed considerably since it started in 2015, enabling many more survivors and their families to be supported, advocated for and guided - both at the acute and later stages after their injury. This funding came to an end in June 2019; however we were successful in securing a further 4 years' funding from NCLF for this work which is a great testament to the quality of the support and outcomes the casework service has achieved.

We are seeking solutions which will allow us to expand and develop our services further in the medium to long term, and on an affordable basis. This may involve relocating the service from its current site by acquiring new premises in the local vicinity - thereby allowing us to offer more activities, including occupational and public engagement opportunities to our membership.

Considerable progress has also been made in the level and scope of our overall public engagement activities, which enable our members to express how it feels to live with the effects of a brain injury and to acknowledge the support provided by Headway East London to an even wider audience.

We continue to face significant challenges in achieving full cost recovery for the services we deliver in what continues to be a very challenging financial environment, as local authorities in our catchment area, who account for approximately 66% of our income, continue to have significant constraints on their social care budgets. To address the long-term financial sustainability of the charity we are in the process of implementing a long-term strategic plan for the organization.

We would like to extend our personal thanks to our departing Chair, John Comminos, for his dedication and commitment over the years and for the positive impact he has had on the development of the organisation.☒

Thank you also to everyone who makes our work possible. We are grateful to all our supporters and funders. Our members, clients, campaigners, donors, fundraisers, staff, volunteers and our trustees are changing the lives of people affected by brain injury for the better. We could not continue this essential work without all of you.

Chair: Glen Hodgson

Chief Executive: Anthony Bonfil

Headway in numbers 2018 to 2019...



920

brain injury
survivors and
families supported



£181K+

fundraised for
Headway East
London

38

survivors
attended our
Saturday Social

41

outings in
our Day
Service

8500

meals made by
Headway Lunch
club



50+

members were
involved in art
activities through
Submit to Love
Studios

"This place is brilliant. It
has given me my life back"
Headway East London
Day Service member

Why we're celebrating



- Supported 750 brain injury survivors and 170 family members
- Day Service at full capacity with a long waiting list
- Continued growth of the Community Support Worker Service
- Success of the Enfield Brain Injury Clinic
- Development of Casework service including the Early Intervention Project and securing of a further 4 years funding from the National Community Lottery Fund
- Significant growth of Occupational Projects including art, food, writing, music, podcasts, training and volunteering
- Significant increase in public engagement and awareness raising opportunities for brain injury survivors
- Partnerships with national cultural and learning institutions incl. The Wellcome Collection, Science Museum and the Barbican
- Increased awareness of brain injury and the work of Headway East London, as a result of extensive press coverage

92% of Day Service Members surveyed said they agreed or strongly agreed with the statement "Headway helps me feel accepted as I am."

Why we're here

The most recent statistics produced by Headway – the brain injury association, identify that brain injury is more common than people think.

UK estimates for traumatic brain injuries (not incl. stroke or other forms of acquired brain injury) in 2005 was 1,200 per 100,000 population; this equates to 769,200 in a population of 64.1m and 99,696 in London (2013)

Every 90 seconds someone is admitted to hospital with an acquired brain injury related illness – this could be from a head injury, stroke or other cause

Comparison – every 90 seconds a new case of cancer is diagnosed,

There were 348,934 hospital admissions with an acquired brain injury related illness in 2013-14 (equates to approximately 306,000 individual people)

Comparison – 331,487 new cases of cancer were diagnosed in 2011

What we do

Our mission is to support people affected by brain injury. **Our vision** is to build a world where brain injury survivors are valued, respected and able to fulfil their potential. How do we do this?

- We provide services & support to survivors (“members”)
- We provide services & support to family members and carers
- We support our members to pursue creative projects & activities
- We support our members to share their experiences & provide training & education to other organisations
- We ensure our support is long-term and flexible: from hospital to community settings

Headway's members are all residents of North and East London, a catchment including many of the UK's most deprived boroughs. They are representative of the ethnic and cultural diversity of this region and so are exposed to intersectional disadvantage:

- 25% of our members are BAME
- 20% live in isolation due to family breakdown
- 68% present with social and financial problems (homelessness, debt, victimisation, institutional abuse)
- 100% are long-term unemployed (Day Service & Community Support Worker Service members)

40,000
admissions for brain
injury in
London each year



every
90
seconds someone is
admitted to
hospital with a
brain injury

SAM'S STORY

In 2006, mother of two Sam was involved in a car accident, resulting in a brain injury.

"When the accident happened the car rolled over and I came out of the window. I was in a coma for a couple of months... because of the pressure, they had to take a bit of my skull out. I've got a titanium plate there now – it covers quite a big area of my head."

"After my injury my dad was talking to my doctor about whether I'd make it. The doctor said "If anyone will, she will." I've always been determined."

Sam now lives with a number of impairments including a tremor, right sided weakness, and communication difficulties. She started coming to Headway East London's Day Service seven years ago.

"I realised I was an artist after my brain injury. Before then, I could only draw match stick people. Now my pictures have a lot of detail in them. I'm very proud of what I have achieved. Art has given me a lot of confidence and a lot of patience."

Since 2016, Headway has supported Sam to exhibit her work in three art exhibitions in London. She has also had her life story published online, and has told her story in both local and national publications.

"It gets better all the time. Definitely. I'd like to be able to do more for myself. Just more and better. You have to learn to accept the person you are. And other people should try to understand you."



Creating Community

Day Service & Saturday Social

Fundamental to this service is peer support, participation and engagement with the community both at Headway East London and beyond. Although the members attending the service have access to a wide range of activities, including neurological therapies, we do not describe what we are doing as 'rehabilitation', choosing rather to describe it as a 'community'. Co-ordinating staff 'facilitate' and clinical staff enhance the service, but the members are the ones who have the lived experience of brain injury and are best able to empathise with fellow members and encourage and support each other.

166 members accessed the Day Service with an average of 194 placements per week in 2018-19. The service had an income target of £787,613 and achieved income of £781,962. The total fee income covered approx. 85% of the cost of the service. There is a significant shortfall in the fee income for the day service and the costs to provide this service. This is in part because the service has essentially not received any substantial uplift in fees for the last 9 years from local authorities. The current cost of providing the service is 105.06 per placement however on average we are currently receiving only £87.63 per placement. This deficit is paid for through charitable fundraising however we are actively seeking to recover the full cost of the day service over the course of the next 2 years.

The Saturday Social offers opportunities to brain injury survivors, who are unable to access fee paying services. This group, which includes a large proportion of brain injury survivors who volunteer at the Day Service, comes together once a month to socialise, develop friendships and offer support to one another. In 2018-19 there were 12 group meetings with 38 brain injury survivors attending.

Community Support Worker Service

This service supports brain injured survivors in the community. As with the day service, it is in the main paid for through individuals social service personal budgets. In 2018-19, a total of 65 brain injury survivors accessed this service receiving 16,051 hours of support from their support workers (up 11% on 2017-18). The service achieved an income of £330,124 with costs of £358,385 resulting in a deficit of £28,261. Demand for the service continues to grow and we expect this service to continue to grow marginally in 2019-20; when we expect to offer upwards of 400 support hours per week and increase the number of members supported.

Volunteering

Volunteers are a vital component of the service, especially in the day service where they have a pivotal role in supporting members to engage in activities. In 2018-19, we had a total of 79 volunteers, supporting staff at the centre. Twentytwo of the volunteers were brain injury survivors who, as well as contributing to the community, benefit from it and the additional support of the Volunteer Co-ordinators. In 2019-20 we will be applying for grant funding to develop the support we offer to our volunteers with a brain injury, furthering their opportunities to undertake meaningful vocational opportunities.

"I could live on
the doorstep!"
Headway East London
Day Service Member



150

guests attended
Headway Eats



20%

Day Service
members took
part in daily
music activities

Encouraging Creativity

Art (Submit to Love Studio)

Approximately 30% of Day Service members access the art studio, working on individual and collaborative projects – mainly drawing, painting, printmaking, mosaics and sculpture. Several members have begun to significantly develop their artistic practice and put together portfolios of their work; with 5 members having their own art exhibitions. The art studio worked in partnership with several art and cultural organisations, including Autograph Gallery, The Barbican, London Transport Museum, The Royal Academy and the Science Museum. In total, 19 members exhibited individual or collaborative pieces at 9 art exhibitions across the course of the year. In 2018-19 14 members were able to earn income of £1,300 from the sales of their work.

In 2016, we secured a substantial 3-year grant (£146,000) from the City Bridge Trust; which part-funded the development of our Art Studio. We have subsequently applied for a further 2-year extension of this grant and have been successful in securing a further £102,000 for this work.

The art projects had an income target of £18,000 and achieved actual income of £13,358. Income was derived from exhibitions (private, corporate and public), commissioned art pieces and merchandise sales.

Food (Lunch Club & Supper Club)

The kitchen is the hub of the day service community, and approximately 8,500+ meals were prepared across the course of the year by members of the day service for the benefit of members, volunteers, staff, and visitors. The Kitchen Project is overseen by a dedicated Kitchen Project Lead, in conjunction with members, who bring their own ideas or recipes from around the world celebrating the diversity of the Headway community. On a weekly basis, upwards of 15 members were regular members of the Lunch Club kitchen crew. In addition to the Lunch Club, members have also been involved in catering for our Headway EATS Supper Club; where members of the public visit the centre, primarily for the food but also to learn about the work of Headway East London. Approximately 150 guests were hosted at 4 Headway EATS events. The income for the Kitchen Projects was £20,200 with £16,816 of the target being secured.

Music

Music making has always been an integral part of the day service however in the last few years this aspect of the service has developed considerably. In 2018-19 approximately 20% of day service members access a variety of music activities daily. We have developed partnership working with several music organisations, including the City of London Sinfonia.

Brian's Story

Brian has been volunteering with Headway East London for over a decade. He was first introduced to the charity by a friend and offered his assistance in the main centre supporting members with everyday activities.

"It's a place to meet other people with brain injuries. It's a place where you can be yourself and just be a normal person. It's very easy to be excluded from the outside world. Whereas in here you can be yourself, like others."

When Headway moved location and opened an art studio, Brian found his calling. An artist himself, he supports members in the studio as well as helping to set up for exhibitions.

"Everything, it's lovely. I like the members who come into the art space... Any member can come in and do art, if they've got an idea they want to do then we can sit down with them and figure it out, share some ideas and go from there really."

Having sustained a brain injury when he was a teenager, Brian found coming to Headway to be a meaningful experience.

"It gave me confidence and self esteem, that I could make something, do something. You're not a failure. I think a lot of people here feel that way. Some have exhibitions, some don't, but at the end of the day they're all achieving something."



"It gave me confidence and self esteem, that I could make something, do something. You're not a failure"

Offering Support

Headway East London has always been committed to offering advice & advocacy service to assist brain injury survivors and their families through crisis situations and learn ways to manage better in the future. Due to the complex cognitive problems that often results from brain injury it takes specialist knowledge to work with people in a way that builds in as much independence as possible. In early 2015 we were successful in securing a 4-year Big Lottery Reaching Communities grant for our Casework Service; launching this service in June 2015. In 2018-19, the service employed three caseworkers, including the manager of the service. We also employed two brain injury survivors, as Peer Support Workers; one of these salaries was paid for separately through corporate sponsorship. In 2018-19 we provided information/advice/advocacy services to 518 brain injury survivors (up 93% on 2017-18). 41 brain injury survivors and family members accessed our monthly Legal Advice Clinic.

In total, the Casework Service supported 687 brain injury survivors and their families.

"We save their life, but that's only the start of it. Headway gets them back to normal again. We don't do that, Headway do"

Consultant Neurologist – Royal London Hospital

Early Intervention Project

An integral part of the casework service is the early intervention work undertaken with brain injury survivors and their families. In 2018-19 we continued to work in partnership with the Royal London Hospital (RLH) Trauma and Neurological wards, working with brain injury survivors and their families at the critical first stage following a brain injury and the Homerton Hospital Regional Neurological Rehabilitation Unit (RNRU), working closely with patients as they near their discharge from the unit; to ensure they and their families are supported through the difficult transition period back into the community. A total of 168 people were supported through early intervention in 2018-19.

Families & carers

Supporting family members is vital – brain injury happens to families! The funding from the Big Lottery also incorporated our family support work and in 2018-19 we directly supported 169 family members. In 2018-19, a total of 85 brain injury survivors and family members attended our two monthly peer support groups in Hackney and Romford.

Outcomes & funding

Since 2015 the casework service has undergone ongoing independent external evaluation. In 2018-19, we undertook a small social return on investment (SROI) analysis for the service by Anglia Ruskin University, with particular emphasis on the early intervention work at the hospitals. It found that our advocacy work has resulted in significant savings to local NHS departments. The most conservative estimate, excluding income opportunities for consultants, was a saving of £78,663 per year (with a higher at £555,875). In 2018 we submitted an application to the NCLF for 4-year continuation funding for this service (which was due to end in May 2019), and learned we were successful the same month. We are also in discussions with Bart's NHS Health Trust to secure statutory funding for our early intervention work at the RLH (decision expected Autumn 2019). The charity will also contribute up to 20% of the costs of the service from free reserves and seek to secure additional funding for the service through corporate sponsorship.

Providing Therapies

Community neurological health services in our catchment area are inconsistent and have been subject to significant cuts in recent years despite research highlighting the benefits to brain injury survivors and their families of ongoing access to therapeutic input.

Our therapy service has a pivotal role in providing therapeutic intervention to survivors and their families, who were unable to easily access timely and effective ongoing community therapeutic support. Our experience has demonstrated that people can improve in all areas of their life many years after the initial injury.



170
Brain injury
survivors received
therapies

In 2018-19 the therapy service continued to offer a range of therapeutic support, including: physiotherapy, occupational therapy, psychotherapy, as well as complementary therapies. In total the therapists worked with 170 brain injury survivors, including 109 day service members, 23 people receiving private therapy and 38 traumatic brain injury survivors accessing therapy at the Enfield Brain Injury Clinic.

The Enfield Brain Injury Clinic, which was established in January 2017, and is commissioned through Enfield Clinical Commissioning Group (CCG), has proven very successful and has considerably expanded both the scope of our neurological therapy team and the number of overall brain injury survivors supported in 2018-19. As a result, the contract with Enfield CCG has been extended to April 2020.

Strengthening Co-Production

We believe that everyone has the capacity to make a contribution and our experience at Headway East London has shown us that when everyone is involved in contributing, the process creates more effective, relevant and focused support; enabling brain injury survivors and their families to access appropriate support and regain their independence.

To facilitate this we actively seek to involve the people who access our services in the development, planning and implementation of our services, viewing those who access the services as our most valuable resource, with a wealth of skills, experience, knowledge and expertise to offer. We therefore seek to develop solutions which are inclusive of their input, as a means to effect meaningful and sustainable positive change for people affected by brain injury. We are particularly keen to develop the role of brain injury survivors and other stakeholders in the direct governance and development of the organization; actively facilitating opportunities for brain injury survivors and family members affected by brain injury to attend and participate in board of trustee meetings.

We have also developed opportunities for members to take part in public engagement opportunities; publicising the work of Headway East London and raising awareness of brain injury to an even wider and diverse audience.

Examples of co-productive activity include:

- Day Service Members' Forum – Consultation Group
- Member involvement in staff and trustee recruitment, induction and training
- Member attendance at Board meetings and engagement in business planning presentations and workshops
- Planning and co-facilitating therapeutic group activities in the Day Service
- Biannual Day Service Members' Planning Week
- Co-running bimonthly Supper Clubs
- Member input to HEL policy and procedure development
- Public Engagement and Member-Led Training Steering Group

Service Feedback...

Each year we carry out a thorough review of our services; surveying a random selection of our stakeholders

92%

Day Service members said "Headway makes me feel accepted as I am"

95%

Day Service members rated Headway either "good" or "excellent"

"You gave me so much strength at a time when I felt completely lost and didn't quite know what to do or where to go with life"

Member of Enfield Brain Injury Clinic

93%

Community Support Work members surveyed said they agreed or strongly agreed with the statement "Headway helps me do something I'm good at"

89%

Community Support Work members surveyed said they agreed or strongly agreed with the statement "Headway helps me feel happier"



"After listening and talking with you I would have direction again and would start to believe that it was all going to be okay"

Member of Enfield Brain Injury Clinic

Raising awareness

Press & Public Engagement work

- Launch of Matter Magazine: Coverage in: Evening Standard; Hackney Citizen; Stack; It's Nice That and more
- Matter Magazine: Shortlisted for Launch of the Year in the Stack Awards
- Article in the Observer: 6 page spread and online feature
- Long Read Article in Vice Magazine: Focused on Submit to Love Studios
- Publishing 4 members' work in articles/blog posts for external sites and publications: Disability Arts Online; Autograph; LoveEast Magazine and the Barbican
- Planning and execution of various HEL awareness raising events including: Science Museum; Headway 20th Birthday Bash and Submit to Love - Open Studio (coverage on BBC Radio London, Hackney Citizen etc.)
- Public engagement & partnerships: Initial collaboration with the Barbican to incorporate merchandise development within the public partnership & links with 'It's Nice That' to discuss merchandise opportunities for clothing and cards
- Other Merchandise development: New line of screen-printed notebooks, cards & prints made in-house by the art studio, as well as, new card designs, t-shirts (new music inspired line), tote bags & notebooks
- Podcast interview on Scroobius Pip "Distraction Pieces": Focused on brain injury, hidden disabilities and benefits & article in Artefact magazine on benefits system.

Over the course of the last few years we have been significantly developing opportunities for our day service members to engage in public engagement activities, enabling our members to express how it feels to live with, and impart their unique knowledge and insights of the effects of a brain injury, to an even wider audience. To further facilitate this activity the post of Public Engagement Officer was created in November 2018 to dedicate further resources to this key activity

In 2018-19, 23 members were engaged in 10 public engagement events including the Barbican, Autograph Gallery, Tate Exchange and The Royal Academy. Additionally, 6 members took part in Member-Led Training, including UEL (Physiotherapy students); St George's Hospital (Physiotherapy students) and City of London University (Counselling students). This specific project offers opportunities for brain injury survivors to deliver training and awareness-raising to partners in the educational, statutory, corporate and charity sectors.

Partnerships with
Barbican,
Autograph Gallery,
Tate Exchange



23

Members took part
in public
engagement events

Raising Money

The charity achieved its financial plan for the year. Income was down 0.7% on the budgeted income target, with expenditure down 0.2% on budget. The planned deficit for 2018-19 was £81,251 and the actual deficit was £91,656, up £10,405. The total income for the charity was £1,818,676 a decrease of 4.5% on 2017-18. Total expenditure was £1,910,332, an increase of 10.4% on the previous year.

Fundraising highlights

- Sponsored Challenge Events raised £16,517 including: 5 people swimming one or two miles in the Swim Serpentine event, Noel and 7 of his OLSGEIRE crew cycling the 100-mile Ride London and more than 10 people running half marathons.
- Community Fundraising raised £9,317 from various events and activities, including: several successful applications to receive Community Matters funding from various local Waitrose's, two quiz nights at Hackney and Romford, and a night of jazz music at Chats Palace.
- Art & Merchandise sales raised £13,358, through internet sales and at special events, such as our inaugural open studio in December '18, and an exhibition and sale at Rathbones in January 2019.
- Donations raised £24,218.
- Corporate sponsorship and donations raised £36,449 including: Anthony Gold, Bolt Burdon & Kemp; Irwin Mitchell; M&G Investments; Osbornes Law; Pacific Life Re; Rathbones
- Thanks also for in-kind support: Five Points Brewery; Square Mile Coffee

Our fundraising target was £190,000 and we secured £181,501 (92%) of the target. The secured fundraising income was derived from the following sources:



Huge thanks to ALL of our fundraisers and supporters for their effort this year!



Trusts & Foundations

Ann Rylands
Beatrice Laing Trust
Big Lottery – Reaching Communities
Charles S French Charitable Trust
City Bridge Trust
The Cotton Trust
D'Oyly Carte Charitable Trust
Emerton Christie Charity
Ford Britain Trust
Golsoncott Foundation
Greenhall Foundation
Heinz, Anna & Carol Kroch Foundation
Hospital Saturday Fund
Kirschel Foundation
Mackintosh Foundation
The Boshier Hinton Foundation
The Joseph Strong Frazer Trust
The Morrisons Foundation
The Radcliffe Trust
South Square Charitable Trust
The Souter Charitable Trust
Worshipful Company of Fan Makers
Worshipful Company of Leathersellers
Worshipful Company of Arts Scholars
Worshipful Company Chartered
Secretaries and Administrators

giving thanks

We want to say a massive thank you to all our funders, sponsors, individual fundraisers and donors who supported us in 2018-19. Special thanks goes to:

Noel Sainsbury: another fantastic year of fundraising from Noel and his OLSGEIRE crew, who took part in the Ride London 100, hosted a golf day and another long cycle, and raised over **£4k**

Rathbones Investment Management for their lovely team of employees, who returned to host a BBQ and paella feast at the Day Service in the summer; and then hosted Submit to Love Studios at their London HQ for an art exhibition and sale raising over **£9k**

The Five Points Brewing Company staff team for electing us as their charity of the year; holding two community fundraisers for us and taking on sponsored challenges and supplying us with lots of their delicious beer for our own events.

Supporters/ Partners

Autograph ABP
Barbican
Carpenters Primary School (Newham)
Chats Palace
Fare Share
E5 Bakehouse
Leyton Orient FC
Printer of dreams
Rhythm Passport
The Southbank Centre
Tesco – Hackney Superstore
There's Been A Mix-up

Corporate support

Anthony Gold
Asda
Bolt Burdon Kemp
E5 Bakehouse
Five Points Brewing Company
Irwin Mitchell
John Lewis
Northern Trust
Osbornes Law
Prudential
Rathbones Investment Management
Stewarts Law
Talbot Underwriting

Why we NEED you

There continue to be significant constraints on social care funding from local authorities, and as most of our income is derived from our fee-paying services, we need to continue ensure that this income is maintained. We must therefore ensure that all services can demonstrate excellent impacts and outcomes for the individuals accessing them. Whilst we have increased our annual service fees, when appropriate and in line with inflationary pressures for new people accessing our services, we have received very limited statutory uplifts in day service fees for the last 9 years for existing members/clients. This resultant shortfall in funding means that the deficit in service income has to be met by increased charitable fundraising and other income streams.

We will be undertaking a full cost recovery (FCR) exercise for the day service over the course of the next 2 years to secure a more equitable funding outcome for this service. This will allow us to use charitable fundraising income to develop further opportunities and services for our membership.

There has historically been relatively low awareness of brain injury and its prevalence in the community, and very little understanding of the long-term effects on survivors and their families. Also, the Headway brand is not as well-known as it should be. This low level of awareness and recognition can impact on fundraising activity and our relationship with statutory agencies, and also of course the statutory services received by survivors and families.

To address this issue, we are determined to actively promote the activities of Headway East London and the issue of brain injury by capitalising on the lived experience of brain injury survivors.

Our affiliated body, Headway UK, alongside the United Kingdom Acquired Brain Injury Forum (UKABIF), has significantly contributed to a recent All-Party Parliamentary Group on Acquired Brain Injury. The work of this group resulted in the publication in October 2018 of '[Time for Change: Acquired Brain Injury and Neurorehabilitation](#)'; raising awareness of acquired brain injury in parliament and more widely.

Plans for the future

Headway East London has grown rapidly in recent years and offers multiple services to brain injury survivors across many London boroughs and has a growing base of private funders. Like other service providers we face increasing cost pressures at a time when our biggest funders - local authorities - are trying to manage major budget reductions.



210K

amount Headway has to raise through fundraising in 2018 - 2019

In response to this we are currently working on a 5-year strategic plan. The key strategic aim is to ensure Headway East London has the financial stability that allows us to have a clear and consistent service offering in the longer term.

This key strategic aim will be underpinned by the following:

- Enjoying our work
- Increasing public engagement
- Employ active co-productive practices
- Enhance our social responsibility practices

It is anticipated that the plan will be finalised by the end of 2019-20 and will be implemented from April 2020-21.

5 Key Strategic Aims for 2019-20

1. Ensure the financial stability of the organisation
2. Provide specialist support and services
3. Develop occupational and public engagement opportunities
4. Raise the profile of Headway East London and brain injury
5. Develop co-productive practices and working together



More information

www.headwayeastlondon.org

info@headwayeastlondon.org

020 7749 7790

@HeadwayELondon

@Headwayeastlondon

