

Erosh 2018 Action Plan

To be read in conjunction with the erosh **Five Year Business Plan 2016 to 2021**:

Objective 1: Refresh and promote our membership offer to retain existing members and attract new members

Objective 2: Capture positive outcomes to highlight members' contribution to health and care outcomes

Objective 4: Lobbying/Influencing activities

Objective 5: Promoting Good Practice

Objective 6: Strengthen our financial position by growing membership, securing corporate sponsorship/corporate membership and reviewing expenditure

Objective 7: Good Governance

Drafted: November 2017

Next review due: February 2018

Business plan objective		Second level objective	Key Tasks
1	Refresh and promote our membership offer to retain existing members and attract new members	1.1. Maximise member engagement through the erosh website and erosh networks	<ul style="list-style-type: none"> Promote and increase member engagement Develop one new network Profile existing networks
		1.2. Increase member resources and benefits	<p>2018 theme – Health & Well-Being</p> <p>Develop new member resources including</p> <ul style="list-style-type: none"> Good practice guides and checklists On-line good practice training/self-assessment opportunities SiT Lite Policy briefings <p>Research other potential member benefits</p> <p>Capture feedback from members</p> <p>Capture more and make better use of member and network testimonials and case studies</p> <p>Capture more and make better use of network case studies</p>
		1.3. Develop the market for new erosh services/products	<ul style="list-style-type: none"> Develop and market SiT Lite UK wide Develop and pilot on-line good practice training/self-assessment Improve use of and promote on-line forums linked to other resources
2	Capture positive outcomes to highlight members' contribution to health and care outcomes	2.1. Evidence the value of housing and support services for older people	<ul style="list-style-type: none"> Use SiT Lite to evidence value of housing and support for older people Produce good practice compendium of all good practice case studies Develop good practice recognition certification Use evidence to support policy work and 'make the case' for sheltered & retirement housing
		2.2. Maximise opportunities to promote member's contribution to health, social care, and public health	See 2.1.

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3	Strengthen our partnership work	3.1. Develop relationships with new and existing organisations to improve our membership offer	<ul style="list-style-type: none"> • Maintain existing relationships • Re-establish or develop new relationships • Promote existing successful partnership models • Maximise partners' PR opportunities
4	Lobbying/influencing activities	4.1. Support appropriate national campaigns led by other networks / organisations	For example: <ul style="list-style-type: none"> • Silver Line/Esther Rantzen • CIH 'Rethinking Social Housing' • CIH Cymru – supported housing funding
		4.2. Promote housing and support for older people locally and nationally	Promotion through: <ul style="list-style-type: none"> • Website, e-zine, social media, presentations etc. • Speaking/exhibiting at national conferences and local events • Key message infographics
		4.3. Promote good practice in relation to housing and support for older people locally and nationally	See 4.2
5	Promoting good practice	5.1. Develop and disseminate good practice resources	See 1.1 and 4.2
		5.2. Develop and promote products and services linked to good practice	See 1.3
6	Strengthen our financial position by growing membership, securing corporate sponsorship and reviewing expenditure	6.1. Grow membership and increase income	<ul style="list-style-type: none"> • Target potential new members including Scotland • Investigate and improve maximisation of website interest • Capture more and make better use of member testimonials and case studies • Capture more and make better use of network case studies
		6.2. Increase sponsorship for erosh products/services	<ul style="list-style-type: none"> • Secure sponsorship

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		6.3. Develop new products/services for sale	<ul style="list-style-type: none"> • Develop and market SiT Lite across whole UK • Develop and pilot on-line good practice training/self-assessment
		6.4. Secure charitable funding	<ul style="list-style-type: none"> • Research sources and apply for funding
7	Good governance and organisational management	7.1. Ensure governance is of a high standard	<ul style="list-style-type: none"> • Carry out good governance self-assessment • Review and update Trustee 'Handbook'
		7.2. Ensure erosh is supported by sufficient trustee representative of erosh membership	<ul style="list-style-type: none"> • Recruit at least one new Trustee • Take a more targeted approach to recruitment
		7.3. Manage the charity within the agreed budget to achieve the business objectives	<ul style="list-style-type: none"> • Regularly monitor budget against agreed targets • Approve 2019 budget
		7.4. Effectively manage risk	<ul style="list-style-type: none"> • Regularly review risks and take appropriate action • Review succession plans and exit strategy