

# Equinox

## Rising to the Challenge of Sustainable Development

Sustainable Social Care Conference  
20<sup>th</sup> April 2010

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# Equinox

- Alcohol, drug & mental health charity
- Community & accommodation based services
- 350 staff
- £13m turnover
- 6-7,000 service users

# Why Important

- Social Responsibility – Board commitment, vision
- Wider Strategies – Government, NHS, Commissioners
- Staff and Service User Expectations
- Meeting treatment Goals – personalisation, life-skills, social awareness

# Current Activities

- **Corporate** – developing strategy
- **Centrally driven** – quick wins, setting reduction targets, contingency plans
- **Service led** – staff champions, recycling, veg plots, raising awareness
- **Service user led** – funding for green initiatives, recycling, etc

# Service User Council

- **Peer Led** - contribute to planning & delivery, aftercare
- **Fundraising** - trusts, eco-mind, wider initiatives
- **Support integration into treatment plans** - devise programmes, support staff and service users

# Strengths & Weaknesses

## Strengths

- Board Commitment
- Staff awareness
- Service users' energy
- Funding opportunities
- Making a small difference

## Weaknesses

- Unfocused activity
- Limited resources
- Lack of targets
- Obstacles
- Still a little unreal

# Challenges

- **Recognition as a partner** – sharing & contributing to policy/planning
- **Bedding In** – integrate into our planning and policy framework
- **Resources** – meeting the costs
- **Be included in LA/PCT contingency plans**