



Anchor Care Homes Briefing Note

Craig Melvin who is a writer and organisational storyteller. He holds an MA in Creative Writing and has spent the past seven years telling the essential story for large organisations.

'What's Your Story?' is a deceptively simple way of engaging people. It puts the customer's voice at the heart of service review and improvement. He has worked with Southwark Council, on the voice of the elderly campaign as a successful fight back to a poor CQC rating. He has also just finished writing the Community and User Involvement Strategy for Central Surrey Health, winners of the first Big Society Award and the Essential Story for SASH NHS Trust.

The 'What's Your Story?' system is a good way of engaging with hard to reach customers. Sessions can be tailored to the needs of each location, so that if you want feedback on specific areas, for example food or care, then Craig will skillfully lead the discussion to capture feedback in these areas. These sessions provide a great opportunity to celebrate the lives and skills of customers and can give them an opportunity to reminisce and to be proud of what they have achieved.

We held a session recently at an Anchor home and the business manager said she had seen some customers speak, at length, who normally only say 'Good morning'. Many of the care staff who sat in on the session fed back that they had learned a lot about the people that they were caring for and about different techniques to use to engage with them. They also identified a range of interest and skills which could be used to develop further activities tailored to the customer at this home. With further development, these could very easily be adapted to also provide staff coaching sessions. Craig will leave a guide behind at each session on managing and promoting events like these that can be used as part of a personal development and coaching programme.

Most importantly these provide our customers with an enjoyable entertainment event focusing on them.