



FaNs Year 2 Review January - December 2015



Recap – What is ‘FaNs?’

FaN stands for “Friends and Neighbours.” It is a three-year project, funded by Essex County Council, whose ultimate aim is to help improve the quality of life available to older people living in care homes in Essex. It does this, firstly, by encouraging, supporting and helping people and organisations across the county to be good “friends and neighbours” to their local care homes and the people who live in them. Secondly, it offers practical help and support to care home owners and managers to build on existing links with their surrounding communities and make sure their residents benefit from the fun, the friendships and the opportunities that these links can open up. The people who make up the FaNs movement are known as FaNs.

FaN is not an organisation in its own right, but a movement of people who are united by a shared belief in the aims and values of the project and who choose to take an active interest in the well-being of care homes and the people who live in them. FaNs can be members of any organisation or none. They are not required to make any specific commitment and can make their contribution in whatever way suits them best. The project is led by the My Home Life Essex Community Association www.mhleec.org, in partnership with two other charities – Age UK Essex and Independent Age.

How Does FaNs Work?

The FaNs project is based on a three-part strategy designed to

- promote awareness of the work of care homes and the invaluable contributions we can all make to the wellbeing of their residents;
- to help care homes make the most of the resources the community has to offer on behalf of their residents;
- to share ideas and experience and celebrate the FaNs, the contributions they make and the fun and satisfaction they get in return.

Developing ideas and producing resources

January 2015 saw the development of FaNs phase 2, and the rollout of practical resources to the care home sector. Working with Mackman, an award winning marketing company, a FaNs campaign website was created www.fansnetwork.org. The website boasts lots of lovely images of residents from Freda Gunton Lodge, Colchester and consists of three stories. The stories are designed to capture the imagination and illustrate how different sectors of the community i.e. individuals, businesses and community groups can engage with residential care. The campaign site offers the opportunity to register interest, an automatic email is sent in response to the registration with suggestions as to how to connect with local care home. To date we have 406 registered on the Site

Website Users April – December 2015	Duration on Site April – December 2015	Facebook April 21 st – December 2015
Increasing each month averaging 176 per month	Average duration on site 3m. 48s	Number of posts = 73 Number of likes = 120 People reached per post = 800

