

**OpenDoor**  
more than just health

***Community Interest  
Company Report  
2012/13***



## ***Introduction***

**Open Door CIC was set up to own the new building funded by the Department of Health for the Open Door service. Initially it was set up as a Limited Company but it transferred to a CIC in 2011. It aims to: 'carry out activities that benefit the community and in particular, own building assets ensuring they are available for the benefit of the identified community of interest'.**

Open Door, which won a national award for tackling Health Inequalities in 2011, provides GP, Nursing and Social Care support to people in East Marsh and people who have difficulty accessing services.

Throughout 2011/12, Open Door CIC focussed on the development of a new building for Open Door on Albion Street in East Marsh. Having secured £2.2m funding for the building from the Department of Health in 2008, it has taken nearly four years to identify a suitable site, and design the building. The new building was designed with input from staff and volunteers, and visually reflects the port heritage of the area. The interesting roof shape ensures that local residents in surrounding tower blocks also have a good view.

Planning Permission was gained in December 2011 and building started in October 2012. The Open Door CIC board contracted with Ashley House to develop the building and are expecting the new building to be handed over in August 2013. The construction is on schedule and to budget.

The Open Door CIC Board members are:

- Surinder Khurana – Chair
- Annie Darby
- Simon Beeton
- Allen Young
- John Ellis



*Open Door and Big Life group staff on site*

### **Consultation with Stakeholders**

Open Door works with a wide range of stakeholders:

- People currently accessing its services and potential clients
- Other local health and social care service providers and agencies who may refer people to Open Door's services
- Agencies including the police, council, schools, children's centres, health centres and GP practices
- Neighbouring businesses and local residents
- Councillors and MPs
- The Media



*Rob Baty and Austin Mitchell at the Topping Out event*

### **General Public**

A formal consultation was carried out in April 2011 which gave all local residents the opportunity to respond to the proposed planning application to demolish the former Strand Street School building and develop a community resource on the same site. Letters were sent to 500 households detailing the plans and asking residents to feedback if they were in favour of the proposals; if they were against the proposals; what they thought the site should be used for and which of the advantages listed they thought important

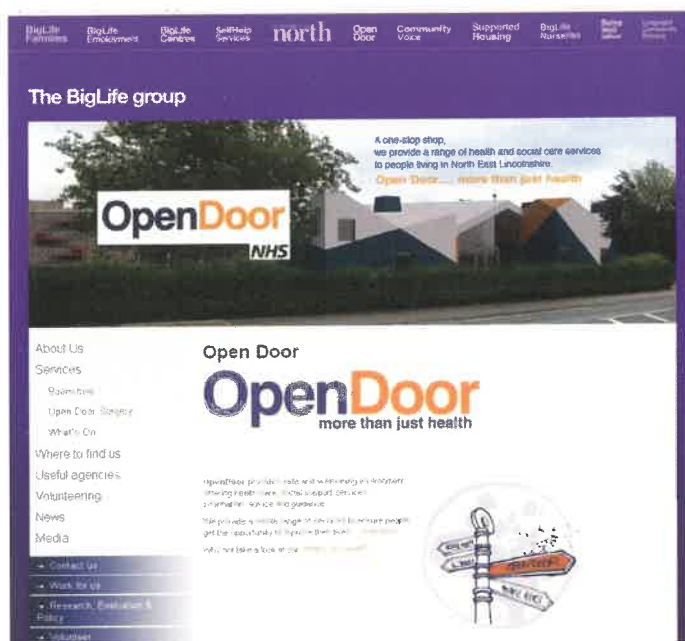
The response was extremely positive with 113 survey forms completed by the public, 112 of which were in favour of the development.



## Attending Community Events

Open Door targeted the general public and ensured they were aware of the new building by holding stalls in a number of different community events. The Safer Communities Event, for example, attracted over 150 local residents and gave Open Door the opportunity to show people a 3D model of the new building, hand out information which answered people's questions and talk to them about the services the building would provide to the local community.

High profile stands were also taken on Freeman Street and Top Town markets where representatives from Ashley House (developers) and Open Door presented proposals and discussed the new building with the public. Again, letters and survey forms were available to be completed. In addition to the above, display boards and letters / survey forms were displayed in 'Your Place', Wellington Street as further consultation. Open Door also had copies of the proposals on display in both its buildings.



## Online and Social Media

Open Door has a website – [www.opendoorgrimsby.co.uk](http://www.opendoorgrimsby.co.uk) which is visited by an average of 3000 people each year. The website contains a section dedicated to the CIC's new building where photos and updates are regularly posted ensuring the public can keep up to date with developments. In the last quarter of this year Open Door launched a Facebook page which keeps people updated with service news. To date the site is liked by 44 people who are each alerted

when an update is posted.

## Marketing Material

A range of posters and leaflets were created to inform people about the new building, the services it would provide and who it was for. Posters were displayed in community venues such as schools, children's centres and GP practices, for example. They were also posted through the doors of Open Door's immediate

neighbours reaching approximately 500 households. Posters and leaflets identified who the public could contact for more information.

Open Door produces a regular newsletter which contains updates about the new building. This is distributed to all existing clients and to Open Door's stakeholder database.



*Open Door Leaflet*



*Open Door Newsletter*

### **Media Coverage**

Open Door has worked with the media to raise awareness with its stakeholders of the new building. Media coverage was secured in a range of titles including The Grimsby Telegraph, This is Grimsby, BBC Radio Humberside and BBC News (Humberside) and signposted people to the centre for more information.

Media coverage was timed around key developmental milestones for the building – work starting on site for example and a plan is in place to continue media coverage as the building develops. A topping out ceremony is planned for May 2013 where stakeholders will be invited to attend and find out more about the building.

### **Agency Events**

Open Door staff put together a programme of visit to agencies, schools and children's centres to talk to staff there about the new building, address any concerns they had and leave marketing material to be displayed for people visiting these community venues. Eleven different agencies were visited including Women's Aid, Corpus Christi Catholic Church and Mind.

Open Door also had a stall at the 3 Year On event and spoke to over 200 staff from a vast array of agencies within Grimsby. This was a very positive event with lots of interest to work with Open Door or use the building once it was open.

**What people have said about the new development and Open Door**

***“This building is going to help lots of people that deserve the care.”***  
***Local Councillor***

***“I can’t wait for this to open right on my door. I would love to Volunteer.”***  
***Resident***

***“Can we have a job?!”***  
***Agency Staff***

***“It’s great for the area to see people investing in the East Marsh.”***  
***Resident***

***“I didn’t realise what Open Door actually was and it’s not what I was lead to believe.”***  
***Local Nursery Worker***

A community engagement plan remains in place to support the development of the new building and ensure all stakeholders have an opportunity to be informed and provide feedback.



*Inside the finished Open Door building*

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[www.opendoorgrimsby.co.uk](http://www.opendoorgrimsby.co.uk)

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