

new directions

75 YEARS 1951-2026







IMPACT REPORT 2026

NEW DIRECTIONS (RUGBY) (A COMPANY LIMITED BY GUARANTEE) REG. NO 2647131 ENGLAND
REG. CHARITY NO 1005302

IMPACT REPORT 2026

Continuing to Grow and Excel



Paul Tolley - CEO

Over the last year, we have continued to grow and improve as an organisation. Our 2025 Awards evening was an even bigger and better celebration than the year before and we were delighted that the Mayor of Rugby was able to attend and present awards to people we support and staff alike.

With increased staffing numbers, we have seen our staff retention improve and now use far fewer agency staff. All of this has enabled us to keep the quality of our services and support as high as possible.

We successfully extended our respite capacity having developed our Vicarage Road property, achieving CQC registration in March 2026 ready for our 75th anniversary year.

All of our successes have only been possible due to the hard work and dedication of all of our staff who have worked tirelessly to ensure that we continue to drive the organisation forward, improve and excel.

Paul

> One of the best home and staff teams/management I have worked with over my last 10 years as an Occupational Therapist.
>
> **Occupational Therapist - visiting Poppy Place**

7



Individuals supported to take up their own tenancies within Supported Living from April 2025 to March 2026.

47

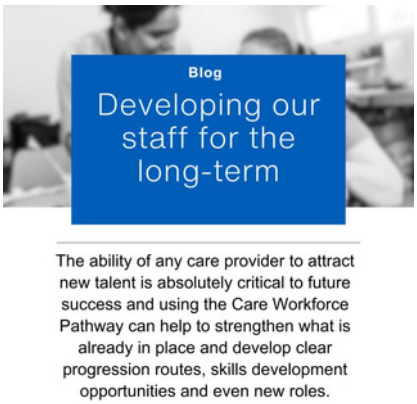


Families received a break from caring through our increased provision of respite.

DEVELOPING OUR STAFF & PROVIDING PROGRESSION

We were honoured to provide a blog for Skills for Care to provide an example of how social care providers should be investing in developing new talent and ensuring the career progression of their staff.

Ultimately the blog reads well because it contains quotes directly from the staff we employ who gave their reflections freely. The entire blog can be read by scanning the QR code at the bottom of this page



The New-Joiner Perspective:
Chantelle Jackson has been with New Directions for 18 months and works within our Day Opportunities Service as a Support and Activity Worker. Chantelle says:

"No two days are the same, and there is always something new to learn. The team is so supportive, encouraging and committed to helping staff to develop. Most of all I love the fun, laughter and positivity we experience every day." - **Chantelle Jackson**



The 'Developing-Leader' Perspective:
Chris Rawlings joined New Directions Rugby nearly 2 years ago and recently took the step up to Team Leader within one of our Supported Living services. Chris Says:

"What I like most about working at New Directions is the support team and guidance. It has a nice family feel, which is nice to be part of. We really are like one big family. The jump was worth it and I have never looked back. It doesn't feel like a chore going to work."
Chris Rawlings



> So proud, I have been here a long time and seen the progression of the company into the excellent provider it is today.
>
> **Staff Survey Respondent**

SCAN HERE

Read the full blog here!



A NEW CHAPTER FOR OUR RESPITE SERVICE

Following Milner House's established record of providing much needed respite since 2011, demand from families finally exceeded our capacity as a 3-bed respite service

The Board of Trustees agreed to develop our Vicarage Road property as part of our 2025-2028 strategy and work began in earnest in November 2025 to provide 4 additional respite and short-stay bedrooms.

A complete refurbishment of the property followed, with a huge amount of work being carried out by our Maintenance Team and specialist contractors to produce a beautiful addition to our existing services that will help us to meet current and future demand for respite from individuals and their families for many years to come.











Milner House stays can provide short breaks, a short holiday or a new experience with support.

YOUR VIEWS ON OUR SERVICES MATTER

At New Directions, we are always looking for ways in which we can gain feedback from the people we support, their friends, family and the professionals who we work with.

For the last four years we have encouraged everyone to give feedback through our well established paper-based survey forms as well as our online versions and the response has been fantastic!

During 2024/5 we received a total of 183 responses and this rose to 191 for 2025/6 as we continue to steadily reach greater numbers of responses from families, friends, visiting professionals and contractors.

It would be unrealistic to expect that all of our services could be 100% perfect all of the time, however the responses have been overwhelmingly positive, whether from visiting professionals, family members, friends or the people we support themselves.

Respite Family Feedback:

Additional respite bedrooms would be wonderful as currently I cannot access respite for most of 2025 as you are fully booked.



97%

THE SERVICE MAKES PEOPLE FEEL SAFE AND SECURE

96%

THE SERVICE ENCOURAGES PEOPLE TO MAKE NFORMED CHOICES ABOUT THE SUPPORT THEY RECEIVE

97%

STAFF ARE PROFESSIONAL, FRIENDLY AND POLITE AT ALL TIMES

94%

THE SERVICE SUPPORTS PEOPLE TO BE PART OF THE WIDER COMMUNITY AND CREATE POSITIVE RELATIONSHIPS

If you would like to give feedback on any of our services then please email us at feedback@newdirectionsrugby.org.uk as we would love to hear from you.

PHIL BIANCO MEMORIAL BALL



On the 29th May 2026, New Directions Rugby, in partnership with the Hoskyn Centre held a memorial ball for a very special individual who sadly passed away in late 2025.



Phil Bianco MBE was the driving force behind the Gateway Club in Rugby which enabled individuals with learning disabilities to regularly socialise through events, parties, trips and holidays.

Many of the individuals who benefitted from the Gateway Club were supported by New Directions Rugby and working with Phil's daughter we were able to hold a memorial ball that enabled everyone to pay their respects and remember Phil in a very fitting way.



A 'cheesy' '70's disco was the order of the evening and was served up with glow sticks, inflatable guitars and '70's glasses for everyone.



An incredible night was had by everyone to pay tribute to a very special man.



WORKING WITH OUR COMMISSIONERS

At New Directions, we take our partnership working seriously and the concept of 'co-production' even more so. During 2025 we enabled commissioners, families and the people we support to inform and shape Warwickshire County Council's design of their care home tender.

We are proud to announce that through the latest commissioning and contracting exercise, our care home provision has been contracted by Warwickshire County Council for a further 5 years, with the option to extend for a further 5 years. this potentially safeguards residential provision for the next decade.

Poppy Place and Daisy Court provide the capacity to support up to 17 individuals within these beautiful and modern settings ensuring that we can continue to meet the needs of those who require residential home support.







STATISTICS 2025-26

97%

tell us our services make people feel safe and secure

13

Staff working toward Level 3 Adult Care Worker in Health and Social care

3

Managers working toward their level 5 'Leader in Adult Care' qualification

100%

Staff achieved their Certificate in Care within their first 12 weeks of employment



96%

Feel our services encourage people to make informed choices about their support

3

Staff achieved Level 3 Adult Care Worker in Health and Social care

STAFF SURVEY RESULTS 2025/6





We are very pleased to share the results of our staff survey from November 2025. As in previous surveys, the results reflect positive responses in the majority of areas and some great feedback from staff, as well as areas for the company to focus on.

The survey consists of 13 set questions and 2 themed questions and is sent to all staff and bank workers. It is completed anonymously to encourage staff to be open in their feedback.

A straightforward rating system is used that gives staff the following options in their replies:

- always
- mostly
- sometimes
- never

Staff continue to respond positively about our great reputation locally and feeling proud to work for the company as well as in relation to New Directions supporting staff to learn and develop, which has increased to 99%!

> "I have a good relationship with my manager, we always talk about any issues that have or may arise."

91%

STAFF SAID THEY FEEL PROUD TO WORK FOR NEW DIRECTIONS!

97%

PERFORMANCE IS REGULARLY REVIEWED WITH THEIR SUPERVISOR

91%

THEIR WORK IS INTERESTING AND USES THEIR SKILLS AND KNOWLEDGE

99%

NEW DIRECTIONS SUPPORTS STAFF TO LEARN AND DEVELOP

If you would like to give feedback on any of our services then please email us at feedback@newdirectionsrugby.org.uk as we would love to hear from you.





ROYAL RECOGNITION AT WINDSOR CASTLE

We were honoured to attend a reception at Windsor Castle, hosted by Their Majesties The King and Queen, in partnership with the Department of Health and Social Care and Skills for Care.

Their Majesties were joined by The Duchess of Edinburgh and The Duke and Duchess of Gloucester.

The event celebrated the incredible contributions of carers across the UK — including foster carers, young carers, NHS professionals and the many dedicated unpaid carers who support their families and communities every day.

It was a privilege for Emma Daffey, as our longest serving employee and Operations Manager for our Residential Services, to stand alongside so many inspiring individuals and to be recognised for the essential role that all carers, paid and unpaid, play within healthcare and society.

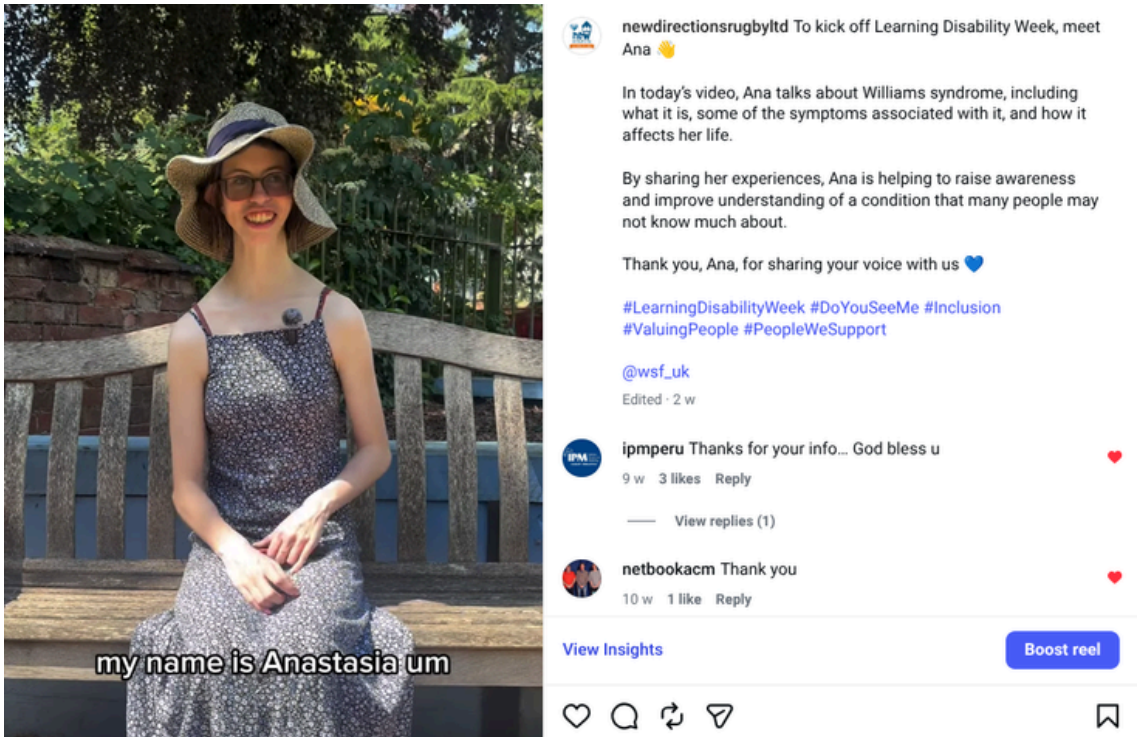
As a charity supporting people with learning disabilities, we see first-hand the difference carers make in enabling people to live with dignity, independence and opportunity. We are proud to have been part of such a meaningful occasion, honouring those whose compassion and commitment strengthen our communities every day.



We have redesigned, revamped and relaunched our website to make the information on our services far clearer and easier for everyone to navigate. As this is our 75th year, we have also created a timeline of the charity's history in order to document and share key points in our development. Scan the QR code to explore!

SCAN HERE

Images, videos and content that includes some of the people we support is only used where we have explicit permissions of the individuals. To celebrate Learning Disability Week 2026, a series of short interviews were held with the people we support and many of these went viral, being viewed and shared thousands of times!



STRATEGIC PLANNING FOR THE YEARS AHEAD

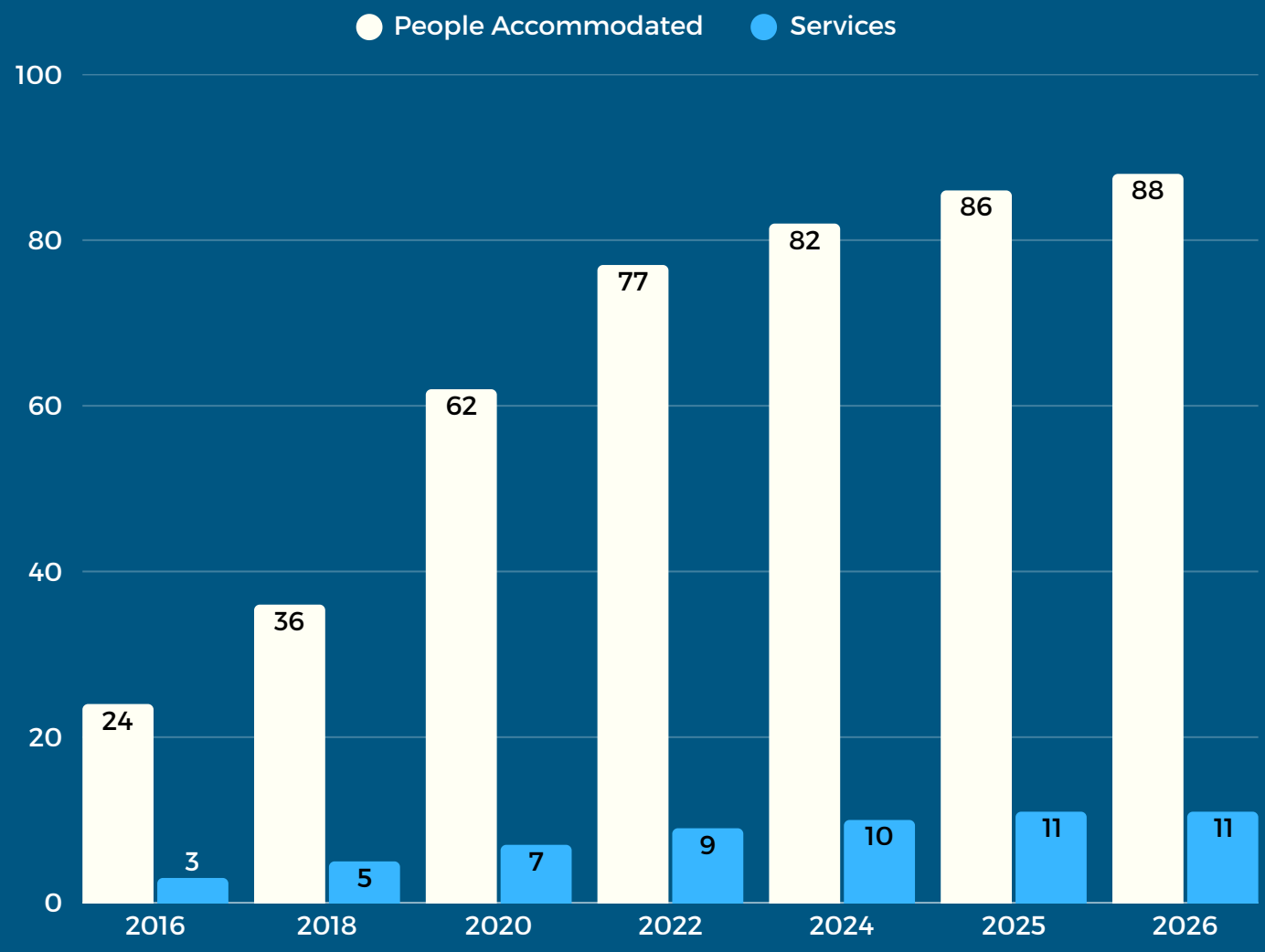


Our 2025-28 strategic objectives:

- To expand our respite provision by redeveloping and repurposing Vicarage Road into a 4 bed respite care home to be run alongside Milner House ✅
- Embed our Awards ceremony held within our 2024 AGM in to every AGM going forward ✅
- Refresh the New Directions Website and branding in readiness for our 75th year celebrations ✅
- Celebrate our 75th year of providing accommodation and support in 2026 ✅
- Secure the Care Home tender for Warwickshire's framework of residential providers ✅
- Expand our training offer externally and achieve accreditation through Highfield ✅
- Secure a new Minibus through fundraising to increase our fleet of company vehicles ✅
- Maintain our Supported Living void levels at below 5 ✅
  (supported living void levels held were 3 as at April 2026)

Most importantly we will continue to thank, reward and develop all of our staff across the organisation who work tirelessly to build a stronger future for New Directions Rugby and the people we support.

OUR CONTINUING GROWTH



At New Directions we continue to sustainably grow and develop the number, range and capacity of our modern innovative services and accommodation to meet the needs of vulnerable people across Rugby.

When we including our Respite and Day Opportunity provision too, we provide support to over 100 people every day.

If you would like to join us in our journey to develop more partnerships and to help us support even more people in the future, then please contact us.

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75TH ANNIVERSARY EVENTS

EVENT 1

APRIL

Emergency First Aid at Work Training for the People We Support.




EVENT 2

MAY

African Day at Kings, Queens and Lennon Court.




EVENT 3

MAY

NatWest Finance Session at CCN.



EVENT 4

MAY

Phil Bianco Memorial Ball.




EVENT 5

MAY

Sainsbury's DHL Bake Sale Fundraiser.



EVENT 6

JULY

Multicultural Celebration Day as Part of the Love Rugby Festival.




EVENT 7

AUGUST

Heart of England Co-op Funerals Car Wash Fundraiser






THANK YOU ALL FOR YOUR CONTINUED SUPPORT

We have so many people to thank for continuing to support us including our funders and commissioners at Warwickshire County Council and the Integrated Care Board. The local charities and businesses that we have worked with during 2025/26 include:

- Rugby College
- Rugby Free Secondary School
- Creating Tomorrow College
- Rugby School
- Hillstreet Community Centre
- Rugby Pantomaniacs
- Screwfix Foundation
- Heart of England Co-Op
- Sainsbury's DHL
- The 29th May 1961 Charitable Trust
- The Rotary Club of Rugby
- The Rotary Breakfast Club
- Sir Edward Boughton Charity
- The Hoskyn Centre
- Warwickshire Police, Rugby Safer Neighbourhood Team
- Warwickshire's Emergency Services

2025/26 has been yet another fantastic year as we celebrate our 75th year anniversary.

