



**We have appointed a Chief Executive Officer: Introducing Dr Charlie Orton.**

I am delighted to be leading UK SMART Recovery at such an important time in the Charity's history. I have been overwhelmed by the collective altruistic drive of the whole organization (both in the UK and overseas). It is clear that a huge amount of potential is ready to be liberated via our renewed 3-year strategy that focuses on innovation, growth and expansion. It is my aim to enable UK SMART Recovery to reach its fullest potential. A big part of my role is increasing and diversifying the number of partners and expanding our offer of themed programmes (SMART Military, Start SMART and SMART Family & Friends) to increase coverage in the UK. I will be developing a business plan to go to market

with SMART in the corporate sector. I am ensuring that the UK is well represented within SMART Recovery

International and that we are contributing to development globally. I would also like to congratulate Angie King in being appointed as Director of Operations. If I were to sum up SMART Recovery in a few words it would be: *An inspirational addiction recovery charity, achieving exceptional outcomes*

**Brand and Logo Update.**

You may have noticed the new logo and wondered why it has changed.? Over the years the SMART Recovery Logo has been used by different countries and has developed to the point where many different versions of it exist. The International Board asked for this to be harmonised to represent the global brand that SMART has become. A modernisation of the colours and the strap line was required to signal that we are a progressive and joined up organisation. The new strap line Life Beyond Addiction complements this. Work is ongoing to produce brand guidelines and templates which will be cascaded to you to use. The logo and brand is now protected by intellectual property rights and cannot be used without copyright permission.

**New User Guide**

Angie has been successful in applying for a COVID-19 grant for a 12 week project to write a User Guide to sit alongside our handbook. The aim is to use narrative, accessible language and visuals to guide the reader through while staying true to SMART's 4 point programme, the tools and messages.

We have secured the use of Dyslexie Font and met with graphic designers to develop imagery and signposting through the document. We will let you know once its ready for distribution.

**We remain fully operational during the COVID-19 Lockdown**

The SMART team have worked alongside volunteers and partner organisations to get our meetings online. The Military programme is strong in Scotland and Family and Friends has taken off in Wales. The major benefit of hosting **virtual meetings** is accessibility. Participants can find a meeting and join without having to consider distance or travel arrangements. We have been using 3 different platforms but buying more zoom licenses means we can move most meetings onto the same single platform that we know works well. The team are exploring the addition of a **digital whiteboard** to help facilitation and demonstration of the tools. A business model to continue to offer online meetings beyond the pandemic is being developed.

**We need your feedback:** In order to inform our planning we are about to release a **survey** for all facilitators to gather your insights and experiences of going online. This survey is your chance to have a say in what you are doing now and how we shape this service in the future. Hearing about your ideas and experience is essential to informing the way forward. Please click on the link to complete the survey : <https://www.surveymonkey.co.uk/r/MeetingMapping>

# OUR WORKFORCE

We are looking to recruit **5 Community Coordinators.**

Four of them are new posts to cover new regions of England. We need motivated and compassionate individuals with an interest in

addiction recovery to help us expand and develop SMART Recovery meetings in the following areas:

- **Central Scotland**
- **North East England**
- **North West England**
- **The West Midlands**
- **London.**

Knowledge of the SMART Recovery Program is advantageous but not essential.

We accept applications from individuals who have lived experience of addiction recovery and SMART volunteers looking to further their role in our organisation.



**For an Application Pack please email:**

[info@smartrecovery.org.uk](mailto:info@smartrecovery.org.uk)

**Find us on social media:**



**Targeting specific skills:** To enhance the existing teams skill and knowledge base we are looking for people with the following background experience or qualifications as desirable (not essential) attributes:

- Training or teaching others (including train the trainer).
- Military Service
- Digital media and the internet of things (IoT).
- Business intelligence/data and analytics.

## Raising Awareness



**Increasing our online profile, Telling our stories, Speaking and Presenting, Championing.**

These are all ways in which we are increasing awareness of SMART Recovery on a day to day basis in order to raise our profile online and across social media. Reminding professionals and the public that we are here and able to help.

Because of this our CEO is being approached by other organisations to get involved in online events and talks. These are great opportunities to not only raise the profile of SMART but yourselves as well. They provide an opportunity to showcase the amazing work you are doing and to tell stories and present case studies that demonstrate the effectiveness of our programmes. This is all part of our growth plan. Wherever possible Charlie and Angie will reach out to the whole organisation to offer these opportunities as they are also good for your continuing professional development. If you would like help in getting your story/work/meetings out there please contact us.