



Phoenix Futures makes huge leap to five stars in EFQM's Levels of Excellence

National drug and alcohol charity Phoenix Futures is delighted to announce that the British Quality Foundation has awarded it five stars for the organisation's successful model for helping people with substance misuse problems.

The UK's leading service provider – which has helped people into recovery for over 45 years - received the highest level for the Recognised for Excellence Award after being assessed on its leadership, strategies, innovation and values last week. Phoenix was catapulted from four to five stars after receiving a 100-point increase on its last assessment score in 2013. This rise is an unprecedented leap for a charity assessed under the European Foundation for Quality Management (EFQM) framework, and Phoenix is now the only not for profit organisation with five star accreditation.

Karen Biggs, Phoenix Futures' Chief Executive, said: "I am incredibly proud of the whole organisation and their contribution to achieving this Recognised for Excellence award. We help over 20,000 people into treatment for drug and alcohol problems every year, and it is vitally important that we focus on providing the best quality of service we can when they are in their most desperate hours of need."

The week-long assessment process takes place every two years and involves submitting a review, interviewing staff individually and in focus groups, and visiting a range of Phoenix services in residential, prison and community settings.

Karen added: "The feedback from the EFQM assessment reported that our values and beliefs were shown in every staff member's motivation and passion for their role, and that it was clear we are committed to putting people in recovery at the heart of everything we do – and this will never change. We have worked on our strategies and values since our last assessment, and this has

proven successful in creating more focus in our day to day work and more opportunities for people to explore creative recovery treatments, such as our Recovery through Nature programmes. We will continue to develop so that we deliver maximum benefit to service users, commissioners and society."

Phoenix has over 80 services offering help across the UK and provides treatment for people with substance misuse problems, support for people affected by others' drug and alcohol problems, and outreach programmes for older and younger people.

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For more information please contact Georgina Watson, Communications & Marketing Manager, at Georgina.watson@phoenix-futures.org.uk

Notes to Editors

- Phoenix Futures is a leading provider of services for people with drug and alcohol problems across the UK.
- We offer services within community, prison and residential settings in England and Scotland.
- Established in 1967, Phoenix has over 45 years' experience in helping people through recovery.
- Over 20,000 people every year begin their treatment with Phoenix Futures.
- Phoenix is Britain's only specialist substance misuse provider housing association.