



Social Impact Report 2018

# Lead the Change

Funded by:



Halton Clinical Commissioning Group

# Creating Social Change

Wellbeing Enterprises CIC (WE) is an award winning social enterprise operating in the North West of England, delivering community centred health initiatives such as social prescribing, community navigation and social action projects.

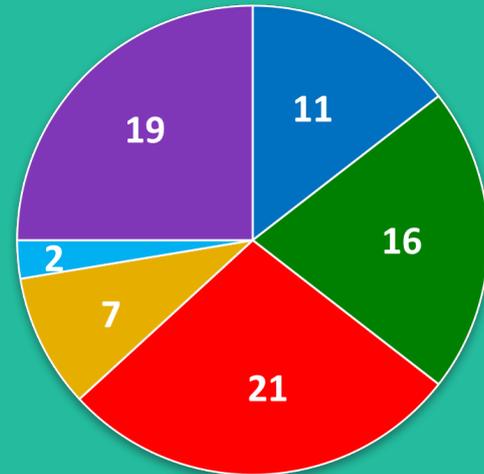
Lead the Change (LTC) is an entrepreneurship initiative delivered in Halton, Cheshire which offers funding and specialist support to patients and wider citizens with ideas for social change.

Over the last 2 years, a total of 41 social entrepreneurs have been supported by WE with £100,000 distributed to applicants.

Many of the funded projects went on to support the WE social prescribing scheme operating in the borough called 'Ways to Wellbeing' (W2W), thereby contributing to an expanded, ecosystem of sustainable community support.

There were 4 funding rounds each year, each linked to a key priority, outlined in the Halton Joint Strategic Needs Assessment (JSNA).

## Halton JSNA Health & Wellbeing Priorities



### No. of Awardees linked to each priority

- Children & Young People: Early child development
- Generally Well: Physical activity & healthy eating
- Mental Health: Prevention, early detection & treatment
- Long-Term Conditions: Heart disease & stroke
- Cancer: Premature death
- Older People: Quality of life

\*Most Enterprises met more than 1 priority

Wellbeing Enterprises worked with each applicant to develop their ideas into a reality and provided over **1,148** hours of specialised support to ensure that each of them had the skills and abilities to set-up, deliver and grow their social action projects. Awardees were then funded between £500 and £5000 to support their ideas for social change.



Learning Workshops



Advice & Guidance



Action Learning Sets



Mentor Support

## Applicants in Numbers



## Awardees in Numbers

Unemployed → 6  
 Retired → 10  
 Students → 3  
 Part-Time Hours → 7  
 Carers → 8  
 No Qualifications → 9



Social Action Projects → 41  
 Projects still operating → 21  
 Self-Employed → 19  
 Further Training → 10  
 New Volunteer Groups → 3  
 Increased Health & Wellbeing → 57%

# Social Action Projects



Beautiful Halton  
Burrow Café  
Circle Dancing  
City Arts Hub  
Clean up Kingsway  
Community Fishing Club  
Community of Youth  
COY Music  
Dog-Eared Men's Club  
Drumming up Confidence  
Halton Barons Basketball Club  
Halton Engagement  
Partnership  
Halton Fisherman Club  
Halton Gardening Aid  
Halton Gardening Aid  
Inner Health  
Intergen Zumba  
Life After Diagnosis  
New Beginnings  
Palacefields Ukulele Group

Positive You  
Rhythm Reaction  
Riverside Boxing  
Runcorn Bike Project  
Runcorn Sewing Bee  
Serendipity  
Sow, Grow, Eat  
Speak up not Down  
Spike Island Project  
Stand up at the Studio  
Stitch and Sew  
The Resilience Project  
The Sanctuary  
The Time of our Lives  
The Yoga Bank  
Thrifty Fifties  
Tomorrow's Yesterdays  
Veterans Model Club  
Walking Basketball  
Waterway Walks  
Wonky Garden



# The Wonky Garden

The Wonky Garden finds unused community spaces and with local volunteers transforms them into amazing gardens with allotment style flower, fruit and vegetable beds. The aim is to prevent social isolation and loneliness, enrich the school curriculum, improve physical and mental health and bring communities together to engage in their local environments.

Britain in Bloom has chosen to film progress at Grangeway and Ditton gardens with judging in July 2018.

Three volunteers have now gained employment because of increased confidence, self-esteem and are delighted that they still volunteer at weekends.



## Health and Wellbeing Priorities

**Children & Young People:  
Early Child Development**

**Generally Well: Physical  
Activity & Healthy Eating**

**Mental Health: Prevention,  
Early Detection & Treatment**

**Older People:  
Quality of Life**

- Engaged with 2,300 local people
- Worked with over 40 volunteers
- Partnered with 6 schools & colleges
- Supported by 16 local businesses
- Acquired 4 permanent gardens

# Rythm Reaction

Steve has been running drumming courses for Wellbeing Enterprises for a while and due to the continued growth in attendance, Steve was funded and supported to set up his own drumming enterprise called Rhythm Reaction, with courses running across Widnes and Runcorn. Groups are made up of community members of all ages and backgrounds.

The purpose of Rhythm Reaction is offering a different solution: social prescribing. The therapeutic drumming sessions aim to build confidence and comradery and promote social inclusion.

Rhythm Reaction remains popular and continues to grow with Steve recently involved in the filming for the BBC for an item on Social Prescribing.

## Health and Wellbeing Priorities

Generally Well: Physical Activity & Healthy Eating

Long Term Conditions: Heart Disease & Stroke

Older People: Quality of Life



"It has helped me with my coordination due to having had two strokes"

"It is a good opportunity to meet new people and learn a new skill and it is great fun!"

"It's fun, appropriate, gets me out of the house, good company and did I mention it's fun?"

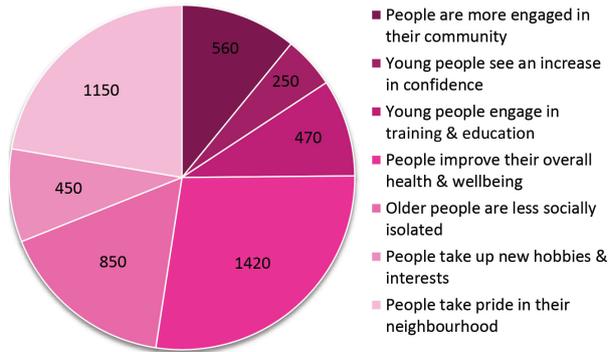


# Wider Social Change

Lead the Change empowers local people to play an active role in the development and sustainability of their local community through delivering interventions which promote and support the health and wellbeing priorities outlined in the Halton JSNA.

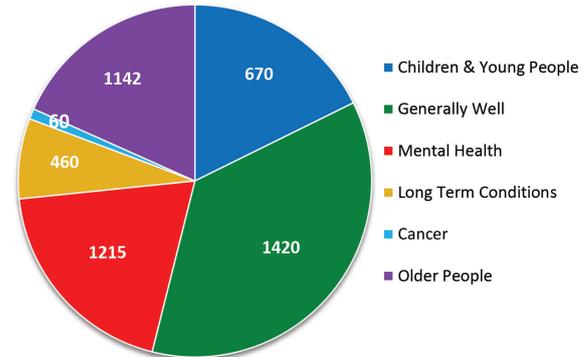
The 41 LTC projects supported by Wellbeing Enterprises were able to engage with over 5,900 people within the local community, identifying barriers to health and wellbeing and ensuring that their enterprises addressed these barriers.

### Community Impact



\*87% of people seen a 'change' after engagement

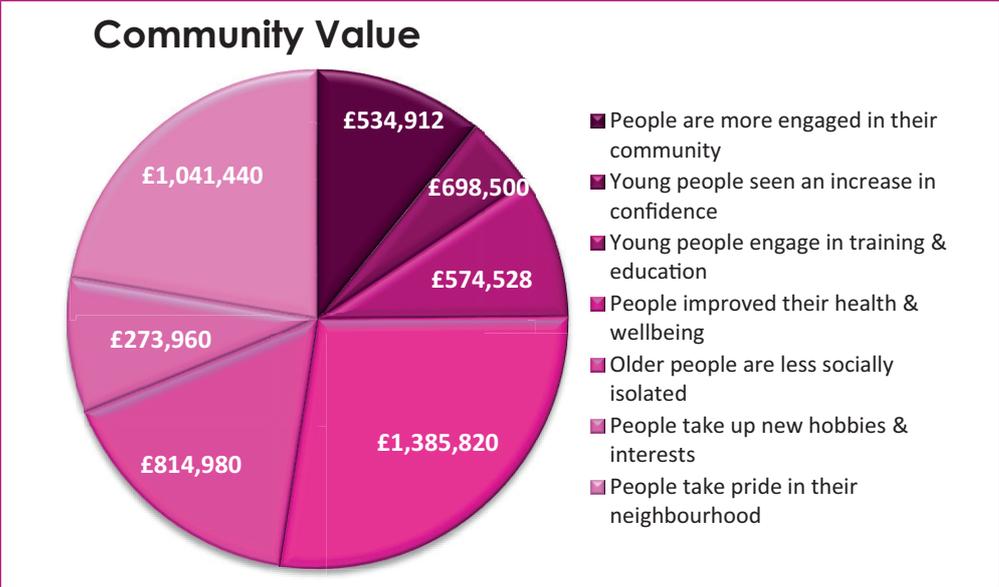
### Health & Wellbeing Priorities



\* Some people linked to more than 1 priority

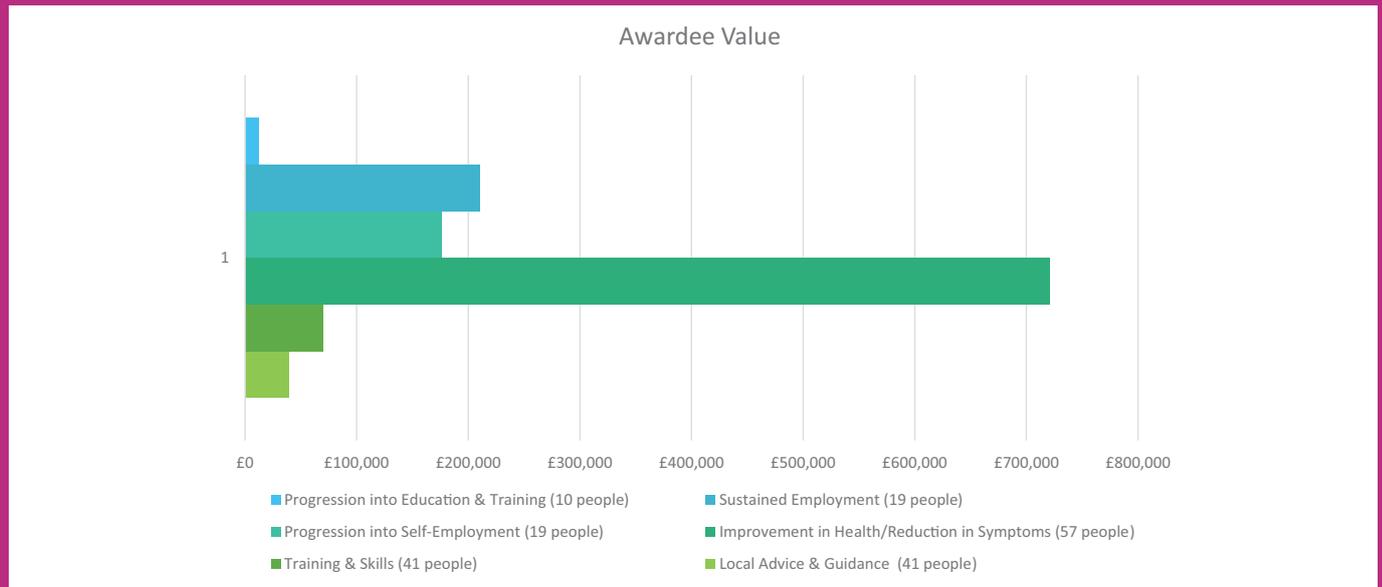
# Social Value

Lead the Change had a positive social impact upon the awardees who engaged fully with the initiative. This impact was generated through moving awardees into training and employment, supporting them with improving their health and wellbeing and developing the skills that they needed to grow and develop their enterprises. The social value generated through the impact on awardees was £1,227,863. Through establishing and developing their enterprises, awardees were able to produce further social impact within their communities with a total social value of £5,324,140 being generated.



# Awardee Value

Local Advice & Guidance (41 people)	£39,163
Training & Skills (41 people)	£69,897
Improvement in Health/Reduction in Symptoms (57 people)	£720,849
Progression into Self-Employment (19 people)	£175,651
Sustained Employment (19 people)	£210,079
Progression into Education & Training (10 people)	£12,224



# Cost Savings

Cost Savings are measured through identifying the benefits to the state from delivering social outcomes and shows value for money to public services (Cost Benefit Analysis).

LTC was able to generate a high level of costs savings through their social outcomes.

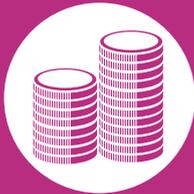


**£2,724,335**

Cost Savings to the NHS and Clinical Commissioning Groups



Reduction in depression symptoms  
Increased physical activity  
Reduced social isolation



**£1,087,748**

Cost Savings to the DWP and Local Authority



Prevention of young people becoming NEET  
Moving people into employment



**£464,370**

Cost Savings to the Police and Criminal Justice System



People taking responsibility for neighbourhoods  
Reduction in anti-social behaviour

## First Ark worked with Wellbeing Enterprises to:

- Use the WE Theory of Change to determine activity undertaken within the business
- Apply an Impact Framework using Social Return on Investment (SROI) principles and guidance
- Determine the outcomes and attach the relevant values
- Use the HACT Value Insight tool to attach wellbeing values
- Use a variety of published data sets to determine cost savings in public finance

## Referenced values and cost data sets used throughout the social impact report include:

- HACT Value Insight – Wellbeing Tool
- NHS Reference Costs 2015/2016
- The Second Half Foundation: How to Reduce the Costs of Social Isolation
- Curtis 2014: Unit Costs of Health & Social Care
- London School of Economics & Politics: The Economic & Social Costs of Anti-Social Behaviour
- Youth Unemployment 2013: The Crisis we cannot Afford (AVECO)

# Return on Investment

Through the delivery of the Lead the Change initiative, Wellbeing Enterprises generated **£6,552,003** in social wellbeing value and **£4,276,453** in costs savings to the public purse.

For every £1 invested into the initiative, a social return of **£65.52** and a cost saving to public finance of **£42.76** was generated.



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