

People Powered Social Prescribing

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Background

Wellbeing Enterprises CIC (WE) is an award winning social enterprise operating in the North West of England. WE deliver community centred health initiatives such as social prescribing, community navigation and social action projects¹. WE's theory of change is centred on tackling the wider determinants of health² and a salutogenic approach focusing on health generation^{3,4}.

WE delivered a social entrepreneurship initiative called 'Lead the Change' (LTC) in Halton, Cheshire. WE offered funding and specialist support to patients and wider citizens who had ideas for social change. There were 3 levels of funding award; try it (up to £500), do it (up to £2500) and build it (up to £5000). WE funded 41 social entrepreneurs and distributed £100,000 over 2 years. Examples of funded projects included pop up cafes, BMX clubs, veteran support groups and environmental projects.

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

LTC Projects

Rhythm Reaction

A community business providing therapeutic drumming clubs.

Wonky Gardens

A project which finds unused community spaces and transforms them into beautiful sensory gardens.

Palacefields Ukulele Group (PUG)

A community led Ukulele group.

Serendipity

A jewellery business led by people with learning disabilities.

Sow, Grow & Eat

A community project which sows and nurtures plants that provide food for participants to cook and eat.



Funded by UnLtd & Halton CCG



Methods & Results

Method

There were 4 LTC funding rounds each year. Each round was linked to a key health and wellbeing priority detailed in the Joint Strategic Needs Assessment (JSNA).

Applicants completed a short form which was assessed against core criteria. Selected applicants were then invited to an informal panel meeting to discuss their idea.

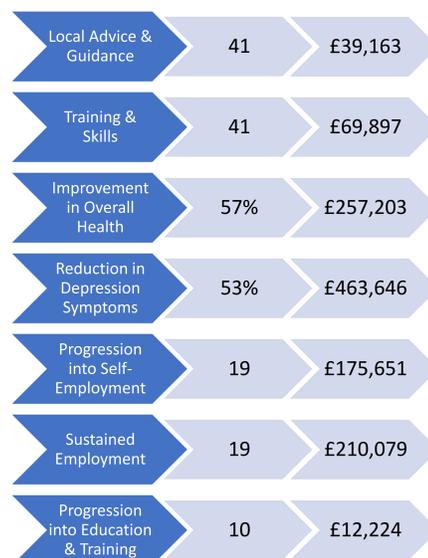
Awardees received specialist support from WE staff and attended peer led action learning sets.

Testimonies from LTC awardees

"My journey to becoming a social entrepreneur has worked wonders for me. The skills I've learned will never be lost."

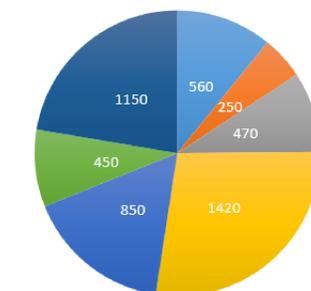
"It's given me freedom to make my dreams come true"

LTC awardee outcomes⁵



Social value generated **£1,227,863***

Community Impact (No of people)⁵

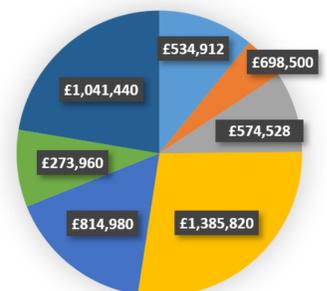


5900 beneficiaries supported, 57% ↑ wellbeing (SWEMWBS), 53% ↓ depression (PHQ9)

Social value generated **£5,324,140***

Combined social value generated is **£6,552,003***

Community Value (£)^{5*}



*Social Return on Investment Analysis: Benchmark values:
 • 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)

W2W Social Prescribing

LTC award winners contribute to the W2W social prescribing initiative developed by WE. W2W adopts an asset based approach, utilising local community resources and the skills and talents of local community to provide a raft of fun, educational courses for people to enjoy.

Example social prescriptions

- Drumming up confidence
- Healthy eating classes
- Stress management
- Mindfulness

Tango Dancing on Prescription



Happy Place - Asset Mapping App

Working with LTC award winners and citizens WE developed a digital asset mapping app called Happy Place which empowers people to map places in their local area that promote health and wellbeing.



www.happyplace.org.uk

Conclusion

LTC empowers local citizens to play an active role in the development of community based interventions that can promote health and wellbeing. By leveraging peoples strengths and capabilities; and community assets, this approach fosters local ownership and sustainability of social prescribing.

£1 invested in LTC generates a social return of **£65.52**

References

1. Public Health England. (2018). *Health matters: community-centred approaches for health and wellbeing*. PHE England, London.
2. Marmot, M. (2010). *Fair Society, Healthy Lives: Strategic Review of Health Inequalities in England (The Marmot Review)*. Institute of Health Equity, London.
3. Antonovsky, A. (1979). *Health, Stress and Coping*. Jossey-Bass Publishers, San Francisco, California.
4. Antonovsky A. (1987). *Unravelling the mystery of health. How people manage stress and stay well*. San Francisco: Jossey-Bass.
5. Kelly, K. (2018). *Social Impact Report: Lead The Change*. First Ark, Knowsley.