



Social Impact Report 2019



'Ways to Wellbeing' Social Prescribing Programme

Wellbeing Enterprises

Wellbeing Enterprises CIC is an award winning social enterprise recognised for its innovative person and community-centred approaches in health and wellbeing in the UK. Over the last decade and a half we have supported more than 30,000 people make demonstrable improvements in their health and wellbeing levels. Our mission is to help people achieve healthier, happier, longer lives. We do this by educating and supporting individuals and communities whilst also working with our partners to tackle the underlying causes of poor health. WE were also one of the first health and wellbeing Community Interest Companies or 'CIC's' to set up in the UK in 2006.

We believe it is important to measure our social impact as it demonstrates the value our business creates within the communities in which we operate in. We are also keen to showcase how our business generates social wellbeing value to individuals, provides financial value to the local economy and generates cost savings in public expenditure.

The Problem

There are over 1.5 million people living within the Liverpool City Region with 59% of these people living in health deprivation hotspots and 30% having one or more long term conditions. Adult health in the Liverpool City Region is significantly worse than the England average, with 4 out of 10 residents dying prematurely each year. More than 1,000 premature deaths each year are considered preventable and could potentially be avoided by public health interventions.

The prevalence of several medical conditions is proportionately higher than the national average with more people in the Liverpool City Region registered with their GP as having Depression, High Blood Pressure, Obesity or Asthma and yet just under a fifth of people who go to their GP practice will be there because of a social issue, which is exacerbating a health issue.

The Solution

The Ways to Wellbeing programme was set up to address these growing problems through providing non-medical prescriptions used to tackle the social problems affecting patients. The programme ultimately aims to support participants to take control of their own health and to support medical professionals to see patients in the context in which they live their lives and how this impacts on their health and wellbeing.

Delivered across Halton, St Helens and Knowsley, the programme links people to non-medical sources of support within their communities and encourages a stronger focus on wellness not illness.

Some of these evidence-based social prescriptions include:

- Stress Management
- Emotional Awareness
- Singing and Comedy
- Interest Groups
- Sleep and Relaxation
- Life Skills Courses
- Expressive Arts
- Mindfulness
- Volunteering
- Confidence Building

All social prescribing courses have a core educational component which incorporates evidence based top tips for self care and improving wellbeing. These include the Five Ways to Wellbeing, problem solving and goal setting strategies and mapping strengths and assets that keep people well.



Participant Journey

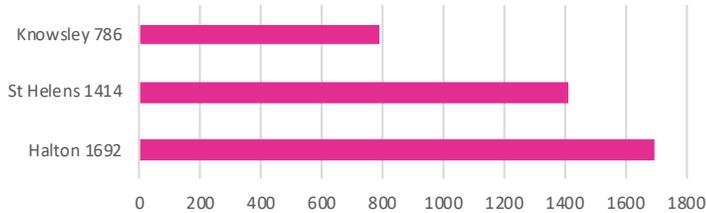


Step 1 Referral: 3,892 people referred into the programme from a variety of sources including GPs, Nurses, Healthcare professionals, Self-Referral, VCFSE sector organisations, Job centre/DWP, IAPT/Mental Health Teams. Key Demographics of referrals are:

- 1692 Halton
- 1414 St Helens
- 786 Knowsley
- 75% Female
- 25% Male
- 66% of people were aged 50 +
- 34% of people aged 16 to 49
- 60% of people declared a disability
- 39% unemployed
- 39% retired
- 5% Student
- 17% Employment

Referral demographics:

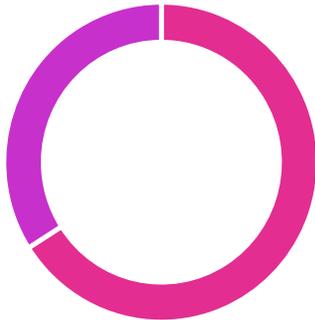
Region



Status

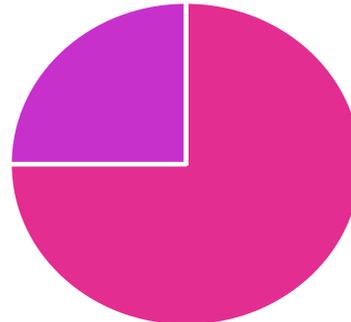


Age



■ 66% of people aged 50+ ■ 34% of people aged 16 to 49

Gender



■ Female 75% ■ Male 25%

Step 2 Wellbeing Assessment: Community Wellbeing Officers (CWO's) meet one-to-one with 3,892 people to identify social issues impacting their health and wellbeing, and to identify strengths and assets. Together they develop and implement a Personalised Wellbeing Plan to help people move forward.

Step 3 Community Navigation: 54% of people were signposted to additional support provided by Wellbeing Enterprises or one of our local partners. This collaborative approach helped people to address further social barriers to health and wellbeing. Partners included:

■ St Helens Carers Centre ■ Mind Halton ■ Welfare Rights ■ Age UK ■ Lyndale Cancer Support Knowsley

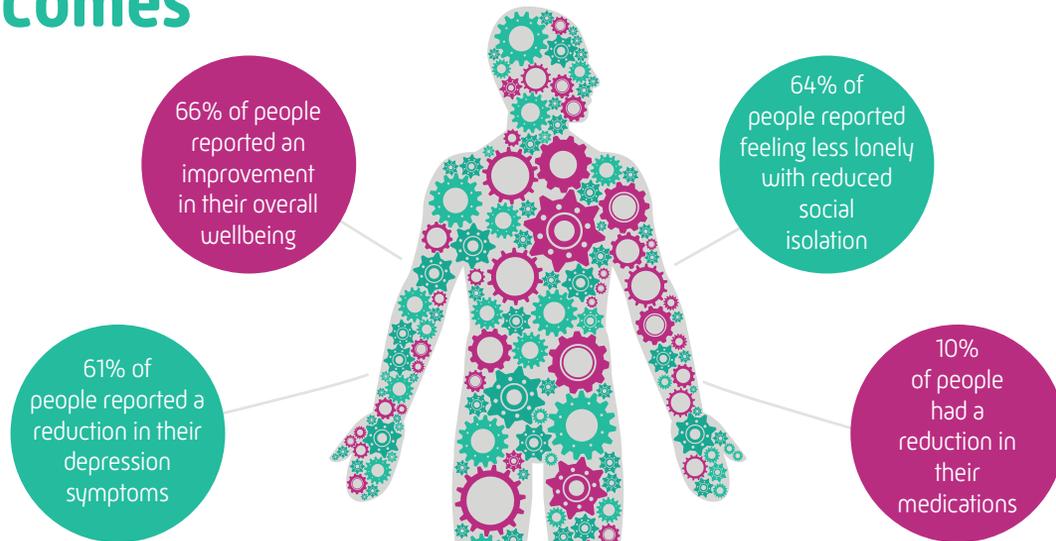
Step 4 Social Prescribing Activity: People had access to over 400 different social prescribing activities which were co-designed and co-delivered with participants. 69% of people went on to engage in health promoting activities after the social prescription had ended. Example social prescriptions include:

■ Mindful Movement ■ Creative Painting ■ Explore the Arts ■ Living Life to the Full
■ Emotional Awareness ■ Stress Less ■ Sleep and Relax

Step 5 Continued support Once participants feel confident enough, they are supported into a variety of routeways including, volunteering, employment / self-employment, further training and education or alternative provision.

- 70 people progressed into a community volunteering role
- 66 people have so far received funding and support from Wellbeing Enterprises to create their own self help group or community enterprise to help others.
- 86% rated their satisfaction levels as 8/10 or above

Outcomes



Wellbeing Value

Theme	Value
Advice & Guidance	£1,858,819
Health & Wellbeing	£29,979,593
Social Inclusion	£2,328,587
Volunteering & Social Enterprise	£749,511
Total	£34,916,510

John's Journey

John was referred into Wellbeing Enterprises in October 2018. John had expressed how recently he had been feeling overwhelmed and anxious due to health concerns and his numerous caring responsibilities.

John attended his Wellbeing Review and discussed how his anxiety almost stopped him from attending his appointment as he was only leaving his flat when necessary to do so. John currently is the main carer for his two brothers and is finding it increasingly difficult to manage their care on his own.

With support from his CWO a Personalised Wellbeing Plan was developed which focussed on the '5 Ways to Wellbeing'. John's CWO supported him to access the Carers Centre as a way of supporting him to claim carer's allowance along with the aim to meet new people who were also in a similar situation. We also made John aware that his brothers may be entitled to Personal Independence Allowance (PIP) and supported him to make a claim on their behalf. Furthermore John and his CWO discussed setting small goals to help factor some health promoting activities back into his daily routine.



CWOs ensure that they are visible and known in areas of greatest need by reaching into communities and working with local citizens to co-design and co-deliver the social prescribing programme. A social value of £1,858,819 is therefore generated through providing this local and tailored advice, guidance and support to 3,892 people.

The programme delivers a number of activities, courses and one-to-one support sessions which help people to reduce the symptoms and triggers of depression and anxiety. 61% of participants report reductions in depression or anxiety generating a social value of £19,655,256.

The programme helps people better manage and improve their health and wellbeing through offering life skills training, social support and volunteering. By engaging in at least one of these interventions, 66% of people have seen an improvement in their overall health and wellbeing, generating a social value of £10,324,297.

One of the main purposes of Ways to Wellbeing is about connecting people to their communities and the opportunities that are available within them. Through community navigation support a total of 64% of participants felt less lonely and isolated, generating a social value of £2,328,587.

Participants were able to engage in volunteering opportunities as well as access support to set up their own self-help group or community business. Through supporting 70 people into volunteering and 66 people to set up their own self-help group or community business a social value of £749,511 has been generated.

Economy and the Public Purse

- £51,672 spent across the 3 year project on local venue hire and hire of local facilitators and expertise.
- £115,000 of funding is being distributed along with specialist support for citizens to set up their own self help groups and community businesses. So far 66 self help groups / community businesses have been established.
- Recruitment of additional 3.5 WTE employees to support the delivery of the programme across Halton, St Helens and Knowsley.
- Wellbeing Enterprises were able to generate additional local spend of £377,875 through the programme in the areas of Halton, St Helens and Knowsley which also benefited local businesses and the voluntary, community and social enterprise sector.
- Wellbeing Enterprises worked in partnership to deliver free courses with over 100 organisations in participating boroughs providing in-kind investment valued at £150,000



Supporting the Voluntary Sector

"Sanctuary has been the fortunate beneficiary of a long term collaborative partnership with Wellbeing Enterprises CIC. We were awarded funding to allow us to maintain our weekly coffee morning within St Ambrose church which supports all community residents with their social needs and provides assistance with their mental health and wellbeing.

Tracy Harding-Jolley from Sanctuary

"Wellbeing Enterprises has delivered some excellent social prescribing courses to our registered carers. The themes of the sessions focus very much on carers [needs] providing them with new practical skills to promote positive mental health and physical well-being. From floral crafts to sleep & relaxation and gentle exercise, they have all proved to be of huge benefit to the carers attending them with only positive and insightful feedback received. We look forward to continuing with our partnership working in order to ensure this positive work continues to reach those people in the community who really need it."

St Helens Carers Centre



Costs to the NHS of prescriptions given out at each appointment are reported as £42, whilst costs of GP appointments are reported as £125 per appointment. Since engaging with the programme, 10% of people reported a reduction in prescription medicines, producing a saving to the NHS of around £780,490 per year.

Costs to public finance of a person suffering from depression is reported as £2,038 per year with NHS service provision for adults suffering from depression and anxiety disorders reported as £977 per person per year. 66% of people observed a reduction in their depression and anxiety producing savings to overall public finance, including the NHS of around £2,419,106 per year.

Costs to the NHS relating to a person with a poor level of physical activity are reported as £1,569 per year. Wellbeing Enterprises supported 37% of participants to engage with and undertake a variety of exercise related classes, with all participants reporting an improvement in their health. This produced a cost saving to the NHS of around £1,132,818 per year.

Cost Savings to the Public Purse

Theme	Value
Prescriptions and GP Visits	£780,490
Mental Health Services	£2,419,106
Physical Exercise and Activity	£1,132,818
Total	£4,332,414



Environment

Wellbeing Enterprises recognises the importance of investing in our local environment and how a healthy eco-system of social support can create a healthy population. We therefore support many projects and initiatives which promote healthy eating, support local food and plant growth and create opportunities for healthy lifestyles through increased physical activity or promoting mental wellbeing.

66 participants have so far received funding to start up self-help groups and community businesses. With funding from UnLtd the aim of this initiative is to recognise and support the contributions of local people who want to play an active role in improving health and wellbeing levels in their community. These funded projects now engage 5900 local people every year.

- Clean up Kingsway
- Halton Gardening Aid
- Runcorn Bike Project
- Sow Grow Eat
- Walk and Talk
- The Sanctuary
- Waterway Walks
- The Wonky Garden
- Focus on Nature



Finding Your Happyplace...

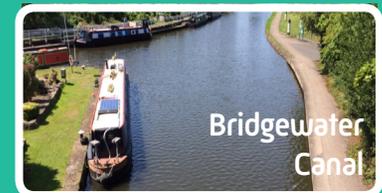
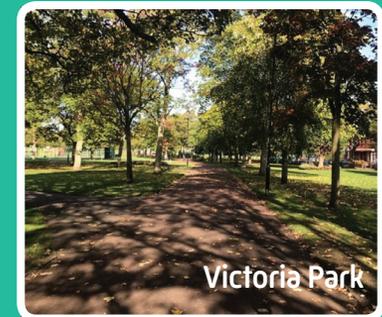
Happyplace is the first digital asset mapping app that empowers citizens to map places in their community that help them to feel good. Happyplace is creating the world's largest Happyplace asset map featuring multiple global landmarks.

As part of the 'Ways to Wellbeing' social prescribing programme 55 volunteers from Halton were recruited as Wellbeing Community Researchers whose goal it was to discover and record happy places linked to the Five Ways to Wellbeing in the local area.



108 Happy places were recorded and examples included:

- **Victoria Park** *'I love running through the park at weekends. No matter the weather, it is a beautiful place to exercise!'*
- **Palace Fields Community Centre** - *'I love seeing the children play in the safe environment and meeting new people'*
- **Bridgewater Canal** - *'A peaceful place to visit to recharge the batteries'*



Value for Money

Through the Ways to Wellbeing programme a wellbeing value of over £34.9 million has been generated.

The Social Return on Investment which has been created is 1 : 87.29, which means that for every £100 invested, a social value of £8,729 is produced.

Through the Ways to Wellbeing programme, cost savings to the public purse of over £4.3 million have been generated.

The Cost Benefit Ratio is recorded as 1 : 10.83, which means that for every £100 invested, savings to public finance of £1,083 is generated.

Methodology

First Ark worked with Wellbeing Enterprises to:

- Use the WE Theory of Change to map activity undertaken within the Ways to Wellbeing programme
- 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 and apply through Cost Benefit Analysis
- Validate and support the results through case-studies, participant and partner input and feedback

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
- A Brief Guide to Economic Analysis: Living Well West Midlands
- Report: 'Let's make Scotland more active: A Strategy for Physical Activity'

Additional referenced data sources include:

- NOMIS: Official Labour Market Statistics March 2019
- Social Prescribing at a Glance, North West England March 2016
- Liverpool City Region: Health Informatics, Research Strategy 2017-2022
- Community Insight: Liverpool City Region Report, OCSI March 2019



Our Participants say.....

“I have really enjoyed coming along to the course, it has made me more self-aware of my own reactions to emotions and how I can use these more positively. The course was facilitated really well and the volunteers added to the welcoming atmosphere. Since completing the course I have contacted friends I had previously isolated myself from after losing my husband and made a concerted effort to complete my Five Ways to Wellbeing”.

“Mindful Movement has helped me to become more relaxed and focused on my breathing. Since attending the course I feel distracted from my back pain as I am now moving more and focusing on achieving small goals each day.”

The logo for Wellbeing enterprises features the word "Wellbeing" in a teal, rounded font with a registered trademark symbol. Above the letter 'i' in "Wellbeing" is a stylized flower icon with five petals in shades of purple and pink. Below "Wellbeing" is the word "enterprises" in a smaller, orange, sans-serif font.

Wellbeing[®]
enterprises

“Thank you very much for the opportunity to attend a Wellbeing Review and have the support I needed to improve the quality of my life. Your work is invaluable and I hope to continue to be associated with Wellbeing Enterprises when I become a volunteer.”

Our Partners say.....



'WE take a very creative approach to working alongside people, seeing the assets that people bring and nurturing them. This approach improves wellbeing, but it essentially gives people their confidence and to contribute, on equal terms. This is precious! WE has worked alongside the system to build a more courageous approach to meeting need. We need more of this, as change is essential!'

**Bev Taylor, Strategy & Innovation,
Senior Lead Social Prescribing, NHS England**

'I work as a GP serving a very deprived population with all the related morbidities. Wellbeing Enterprises have revolutionised my working life... Wellbeing thoroughly assess my patients and get to the bottom of what makes them tick and a plan is put in place to help turn around their lives... As a result, compliance exceeds that in the Health Service, the outcomes are far better and sustained for much longer. My thinking on managing these kinds of problems has completely changed. I now pay much closer attention to the details of people's lives and feel confident that something can be done.'

**Dr David Lyon,
GP at Castlefields Health Centre**

'Improving wellbeing is the most effective and most cost-effective health tool that exists. Treating illness without considering the holistic person in front of you is a mistake and leads to more illness. I am delighted to endorse Wellbeing Enterprises' holistic health approaches.'

**Prof Henk Parmentier,
Vice President for Europe,
World Federation for
Mental Health**

We understand collective action and collaborative approaches and therefore work with a wide range of organisations across the UK.

Remember, for every £1 you invest in us, you could receive a social return of just over £87.29

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Report produced by:



St Helens Clinical Commissioning Group



Halton Clinical Commissioning Group



*Knowsley
Clinical Commissioning Group*

