



'Ways to Wellbeing'

Social Prescribing Programme

Social Impact Report
2016-2017

Report produced by:



Who We Are

Wellbeing Enterprises CIC is an award winning social enterprise recognised for its innovative community-centred approaches in health and wellbeing in the UK. Over the last decade we have supported more than 25,000 people to make demonstrable improvements in health and wellbeing levels.

Our mission is to help people achieve healthier, happier, longer lives. We achieve this by working with individuals and communities, educating and supporting them, and 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 communities in which we operate in. We are also keen to showcase how our business provides financial value to the economy and generates cost savings in public expenditure.





Ways to Wellbeing, Social Prescribing Programme

Just under a fifth of people who go to their GP practice will be there because of a social issue, which is either causing or exacerbating a health issue. The Ways to Wellbeing programme was set up to address this through providing non-medical prescriptions, used to tackle the social problems affecting patients.

Delivered across Halton, Knowsley and St Helens, the programme links people to non-medical sources of support within their communities.

Evidence based social prescriptions include:

- Stress Management
- Life Skills Courses
- Interest Groups
- Emotional Awareness
- Creative Crafts
- Volunteering
- Sleep and Relaxation
- Singing and Comedy
- Mindful Movement

Outcomes

We have supported and engaged over 1,150 people in 2016-2017



70 people had a reduction in their mental health medications

6%

730 people reported feeling less isolated and lonely

63%

698 people reported a reduction in their anxiety symptoms

61%

73%

838 people undertook health promoting activities or 'wellbeing pledges'

62%

710 people reported a reduction in their depression symptoms

67%

776 people reported feeling closer to others

5%

55 people progressed into regular volunteering

67%

776 people who engaged on the programme saw an improvement in their wellbeing

90% of people rated their satisfaction with the programme as 8/10 or above

Social Impact and Cost Savings

Social Impact	Value
Health and Wellbeing	£14,994,938
Social Isolation	£1,194,207
Advice and Guidance	£961,170
Volunteering	£166,188

TOTAL **£17,316,503**

Cost Savings to Public Spend	Value
Mental Health Services	£1,157,584
Prescriptions and GP Visits	£140,448
Physical Exercise and Activity	£471,955

TOTAL **£1,769,987**



Social Impact

We deliver an asset based social prescribing service by utilising the assets of place and the strengths and talents of local people. Community Wellbeing Officers ensure they are visible and known in areas with greatest need in order to directly engage with the local community. These communities tend to have limited access to a number of support services. A social value of **£961,170** was generated through providing local and tailored advice, guidance and support to 1,150 people.

The programme delivers a number of activities, courses and one-to-one support sessions which are aimed at helping people to reduce the symptoms and triggers of their depression and anxiety. With 710 participants reporting a



relief from depression or anxiety, this has generated a social value of **£9,797,290**.

It aims to help people effectively manage and improve their health and wellbeing through offering a variety of activities, such as life skills courses, social support and volunteering opportunities. Through engagement in at least one of these interventions, 776 people have seen an improvement in their overall health and wellbeing, generating a social value of **£5,197,648**.

One of the main purposes of 'Ways to Wellbeing' is connecting people to their communities and the opportunities that are available to them. Through this type of social support, a total of 730 participants felt less isolated and lonely, generating a social value of **£1,194,207**.

One of the services offered on 'Ways to Wellbeing' is the volunteering programme, where participants have the opportunity to become a Community Wellbeing Volunteer, providing help and support to friends, family and people in their community to improve their own wellbeing. Through supporting 55 people into regular volunteering, a social value of **£166,188** was generated.



Cost Savings to Public Spend

Costs to the NHS of prescriptions given out at each appointment are reported as **£42**, whilst costs of GP appointments are reported as **£125**. Since engaging with the programme, 70 people reported a reduction in prescription medicines, producing a saving to the NHS of **£140,448** 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. 710 people observed a reduction in their depression and anxiety producing savings to overall public finance, including the NHS of **£1,157,584** 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 376 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 **£471,955** per year.



Overall, the 'Ways to Wellbeing' programme generated a social impact of over **£17 million**.

The Social Return on Investment is 1 : 118.76, which means that for every £1 invested, a social value of **£118.76** was generated.

Cost savings to the public purse of **£1.77 million** have been generated.

The Cost Benefit ratio is 1 : 12.14. which means that for every **£1** invested, a saving to public finance of **£12.14** is generated.

First Ark worked with Wellbeing Enterprises to:

- Use the Wellbeing Enterprises' Theory of Change to determine activity undertaken within the business and the outcomes generated through these activities
- Observe the current data collection methods and any comparative data sets
- Apply a Social 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, such as NHS Reference Costs to determine cost savings in public finance

Referenced values and data sets used throughout the social impact and cost savings statement include:

- HACT Value Insight – Wellbeing Tool
- NHS Reference Costs 2015/2016
- King's Fund 2008: Paying the Price, The Cost of Mental Health Care in England
- Unit Cost Database, New Economy
- Let's Make Scotland More Active: A strategy for physical activity 2003

What our participants and partners say about us

"Being able to explore and openly talk about my emotions has made me feel in more control over my life and the choices I make."

Ways to Wellbeing Participant and Emotional Awareness Attendee

"I am delighted to endorse Wellbeing Enterprises' social prescribing programme and their ongoing commitment to genuine partnership with local communities."

Dr Lynne Friedli

Author of the World Health Organisation's 'Mental Health, Resilience and Inequalities' report

"Given many patients attend the GP for a non-medical reason it is now fantastic that we can enable them to access services in the local community, or jointly develop activities with the patient, that really improves their health and wellbeing and frees up GP capacity."

Eileen o'Meara
Halton Public Health Director

"Every health professional that has had dealings with Wellbeing Enterprises appreciates its positive impact on people's lives. It's great to see those anecdotes confirmed by real, hard data. Well done. Keep up the good work!"

Dr David Lyon
Chair Halton CCG

"Since I have attended the courses with Wellbeing Enterprises, I have met new people and this has helped improve my confidence where I can now go to more groups. My eating disorder has always been a difficult area of my life but Wellbeing Enterprises have connected me to a local support group, which has helped me to manage so much better."

Ways to Wellbeing Participant and Mindful Movement Attendee

"Wellbeing Enterprises have provided us with invaluable insights in to how wellbeing approaches can improve primary and secondary care services."

Dave Sweeney
Chief Operating Officer,
Halton Clinical Commissioning Group

Invest in us

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

Call our team today
01928 589 799



Remember, for every £1 you invest in us, you could receive a social return of just over £118





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