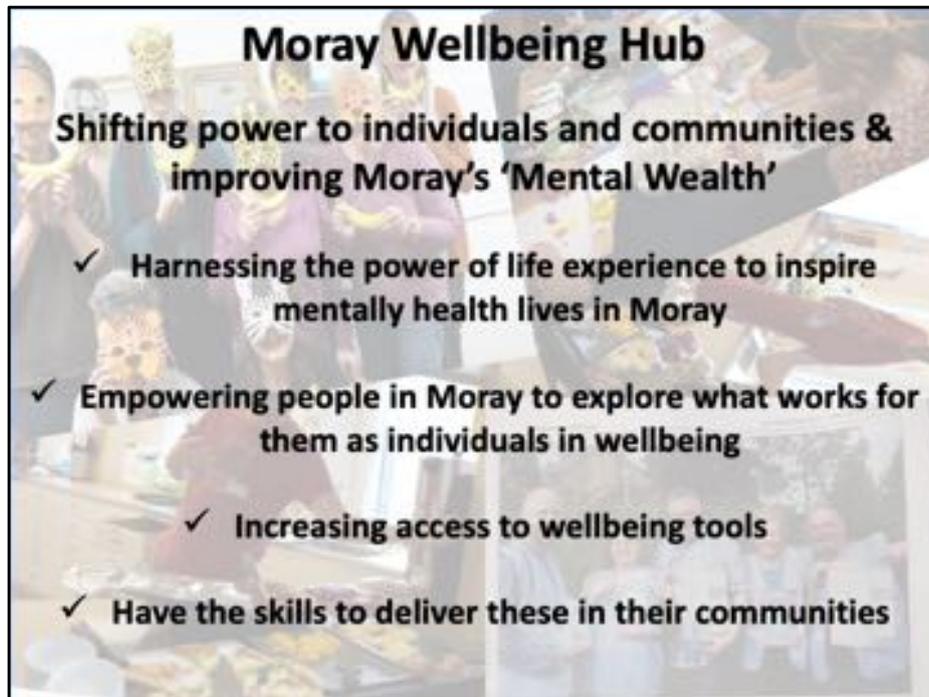


## Social Movement & Enterprise Update



Some of you will know the hub well and others will know very little. This 10min overview is designed to give you a bit of background - where we have got to and what is coming up in 2019 and beyond.



For those of you that don't know us well, this is what we aim to do.

We work as a social movement, a group of people who have come together to make moray a better place as well as improve our own lives.



Let's explain our structure a bit more as this is important, as far as we know we are the only social movement and enterprise of our kind. We like to share this locally, nationally and internationally as people are intrigued to our approach.

We have a social enterprise that resources the social movement and vice versa. One can't exist without the other.

## Financial overview



- Moray Wellbeing Hub CIC trading since January 2017 (founded as a project by the same name in 2016)
- Awarded funding
  - Feb 18 - See Me: 'Toward a Stigma Free Moray' challenging stigma in health and social care through empowered community members and partnership
  - March 18 - #YouChoose2 Participatory budgeting Funds: Drug & Alcohol stigma focus, 'Wellbeing on Wheels' using health bus to tour Moray
  - October 18 - ALLIANCE: 'Peer Connectors' self-management proj

Breakdown	Increase	2018-19	2017-18
Social Enterprise Activity	524%	£ 8,106.14	£ 1,300.00
Grant Funding	102%	£ 53,520.00	£ 26,500.00
Donations	414%	£ 616.43	£ 120.00
Reclaimed Expenses	83%	£ 2,230.67	£ 1,217.00
<b>Turnover</b>	<b>121%</b>	<b>£ 64,473.24</b>	<b>£ 29,137.00</b>


Our governance structure, or legal structure as an organisation, is as a CIC a community interest company, not a charity but a business with social aims – making profit for purpose, and that purpose is to make moray more mentally healthy.

To do that we both sell our services like training and consultancy to other companies or organisations, as well as apply for grants to deliver activity and projects in Moray.

Here are some headlines to give you a sense of the business the aim being to show you we are not messing about here, we take this side of things seriously to ensure resource is there for the social movement

We are a relatively new organisation, last year our main funders, in order of grant size, were See Me, the ALLIANCE and YouChoose PB funding.

We have also made income by selling our courses as well as consultancy to businesses and groups, plus there is pop-up café donations.

The exciting news as you can see if that we have grown significantly, turnover up by 120% – and we need to be a successful business as people must have travel

expenses, be paid for their time wherever possible, ensure there is supervision and coordination, and that takes a LOT of work to maintain.



Now time to explore our social movement – the powerhouse of human resource for the work that we deliver.

Without this we would have nobody to be involved with partnership work like Making Recovery Real in Moray, no skilled peer-trainers for courses or peer-researchers to support change in services.

This is not about specific experience you've had but how we use this with others for yourself and the benefit of Moray - the social movement is a platform to do that.

**Moray Wellbeing Hub  
Champions:**

1. Actively join the collective
2. Self-define: "I have experienced crisis or challenge in my mental health..."
3. Active not passive: "...and want to create change for Moray"

A yellow square logo with a black border. At the top, it says "Support for CHAMPIONS" in a playful, hand-drawn font. Below the text is a group of colorful stick figures (red, blue, pink, green) holding hands and balloons, arranged in a pyramid shape. The word "CHAMPIONS" is written in large, bold, red letters at the bottom.

Key to our local social movement is the power of self-definition as a peer – it's inclusive and focuses on shared perspective, rather than external definitions. What we are aiming to do is sidestepping hierarchy of well or ill, supporter or provider, worker or volunteer. Labels that have the potential for disconnection and power imbalance.

People often ask how many service users we have, how many staff, perhaps expecting a standard answer for a traditional service – but we are far from that. and to answer this I say we are all Champions, but some are

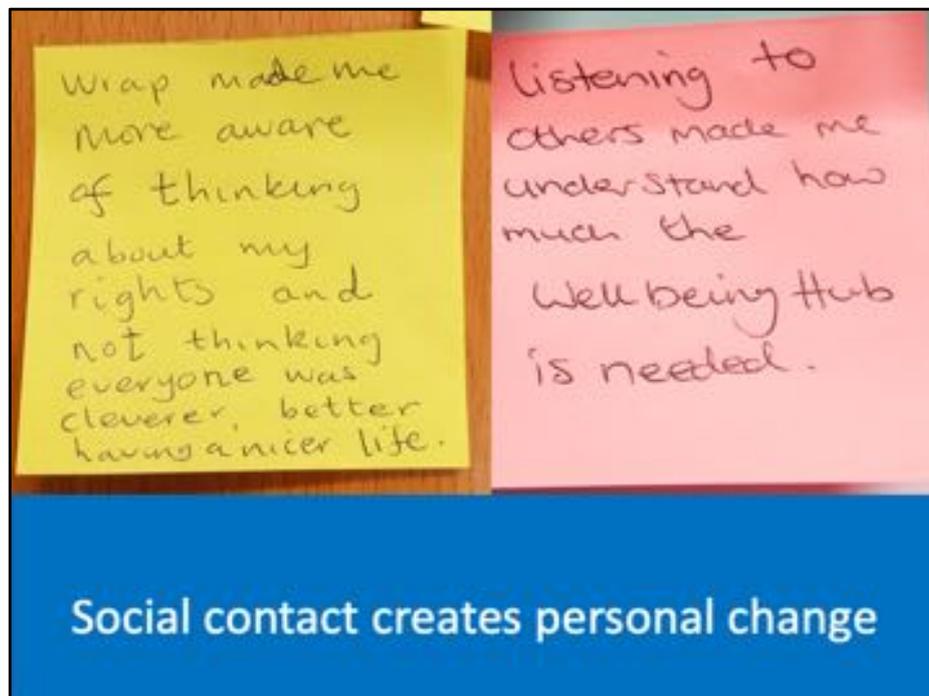
directors with financial responsibilities for the company, some are skilled trainers and facilitators lead in course and projects, and in terms of finances, some of us are paid when we have funds, some work pro-bono, and some choose to volunteer.

Language around this is very important – think about your own role and how you like to be described.

In terms of who can join our social movement, the answer is anyone - mental health is a universal asset, all humans are welcome including young people going in to 2019.

So far we have 175 local champions in our collective, not all are active but they did sign up and each are welcome to use any of the resources we can give them such as networking, training, linking to strategy locally, resources and much more.





As you may have experienced at events like these, social contact creates change – that’s what Champions do best. For this social contact theory to have a sustainable local impact it needs a large human resource of people who all share the same values.

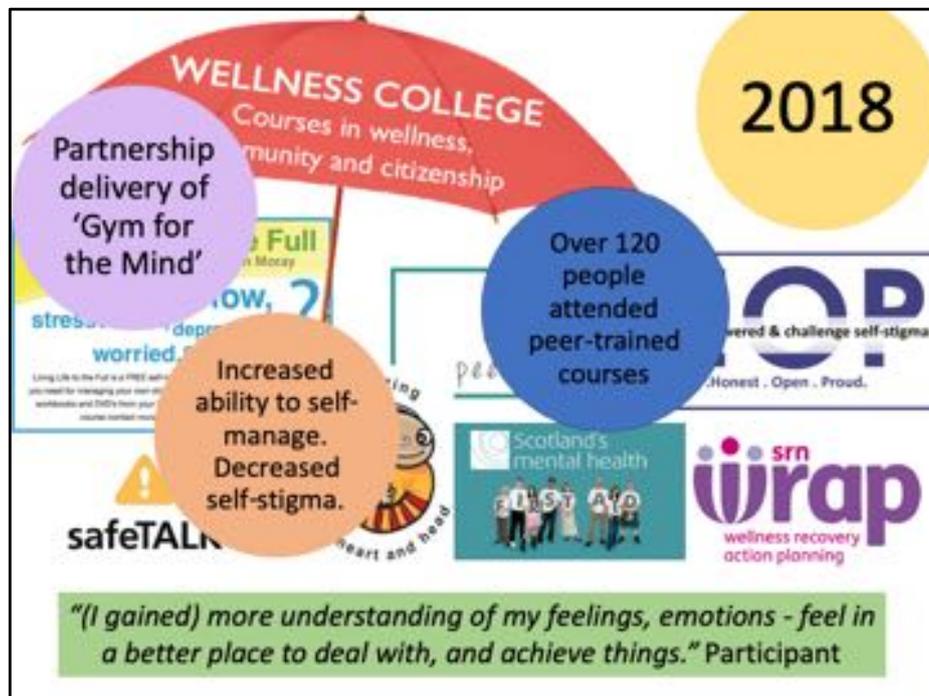
We all know this works but this is what we spend a lot of time explaining this to people as they are not used to the kind of human resource we are creating or can offer them. We are not a service, being a Champion sits in your heart, in your head and in your actions.



And in terms of making change with partners activities through research, facilitation, representation and more, we do this by making our human resource available to others– we oil the gears of community life in Moray – letting other specialist groups and services get on with their bit while we resource things widely or fill in any gaps that need doing.

This is so empowering for individuals involved – it says that life experiences of challenges CAN be used as a resource to make positive change.

Lets look at some of the things the Champions have been delivering using their values across Moray communities in the last year.



For many community members the front facing part of our work is via the Wellness College brand. Here we delivery courses in community venues such as Living Life to the Full, SMHFA, Parenting Matters and More

We have not run full analysis on all our evaluation from courses, but if you love stats then keep an eye out on the mailing list as we will pop a news story on our website with a report when we complete this.

Remember all of this is run and delivered by champions – a mostly pro bono or volunteered referral free resource.

## Peer2Peer: The 2018 Pilot

Aim to explore developing Peer2Peer tool for wider community empowerment roles

- ✓ Adapted materials and new assessment paperwork
- ✓ 13 evening sessions delivered to 18 participants
- ✓ 15 participants supported to complete learning outcomes
  - ✓ 13 gained a full pass
  - ✓ 2 converted learning in Adult Achievement Award




But standards are very important to us. Quality comes through constant training, reflecting and learning.

One key course is Peer2Peer - this resource available free and online, was developed by the SRN with European partners as a way to train people to use peer experiences.

We used it to support community Champions to use life experiences in their wider community empowerment roles (e.g. as trainers, mentors, connectors, event supporters, campaigners etc).

Now we are delivering another version condensed for those that work full time in practitioner or 'formal support roles.

The aim is to create a highly skilled workforce of Champions working in either existing partner organisations like health and social care Moray or third sector services or local groups as well as directly through us.

You can see people even gained qualifications as a result, it was no small undertaking in commitment, but it showed just how passionate people are about creating change



This year we have been here there and everywhere, stretching and connecting our movement – pop-up cafes such as at Greenfingers in Cooper park (remember we are there again on the 11<sup>th</sup> May if you fancy a cuppa), to Aberdeen with champions to challenging stigma between drug and alcohol recovery and mental health recovery, to national conferences in the central belt such as ‘Disorder for everyone’

Want to know more about them please look on our news pages at the reflections people wrote about what it meant to them and what they learned and shared.

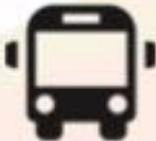
Champions find out about these opportunities through a weekly update, if they fancy getting involved they let us know and then they are supported with childcare and travel costs to come to training and gatherings. All this makes a massive difference to their wellbeing and therefore in our mobilised human resource to create yet more change for moray.

**WELLBEING ON WHEELS!**

MORAY wellbeing HUB

Get in touch: 01343 576219  
hello@moraywellbeinghub.org.uk  
www.moraywellbeinghub.org.uk

**COMING TO YOUR TOWN**



FORRES/LOSSIEMOUTH 4TH APRIL  
BUCKIE/KEITH 11TH APRIL  
DUFFTOWN/TOMINTOUL 18TH APRIL  
...check your local GPs for a detailed poster.

In partnership with



and many more!

This month Champions have been working on using the Health bus to tour Moray to connect local people with our work and wider.

Still time to go to this one tomorrow!



Champions are now being used to create change within health and social care around long term conditions and community empowerment.

Encouraging staff and commissioned services to work in intentional values based partnerships, with each other with community groups and other small organisations. working to change the feel of conversations, encourage staff to consider their own life experiences, make processes more accessible and community members to get involved in processes

**2018**

**Partnerships: Learning together & increasing impact**

- Pop-up cafes to support events
- Sharing volunteers, project delivery, evaluation processes
- Sharing spaces for drop-ins & events
- Supporting participatory budgeting processes

...really inspiring to see the peer trainer pool working together on a larger level and it never ceases to amaze me how much people are ready and willing to help others to improve their wellbeing.  
 WRAP Facilitator from Partner Organisation

None of the activity we have delivered would have been possible without partners.





A great example of this partnership can be seen in the creation of this new tool created to help GPs and community members understand and discuss their options in mental health in Moray.

Our training around this tool is becoming a key component to how we can support community members to self-manage and help others.



Finally a quick look at 2019 and what we have lined up for the future.

## 2019-2020 funded activity

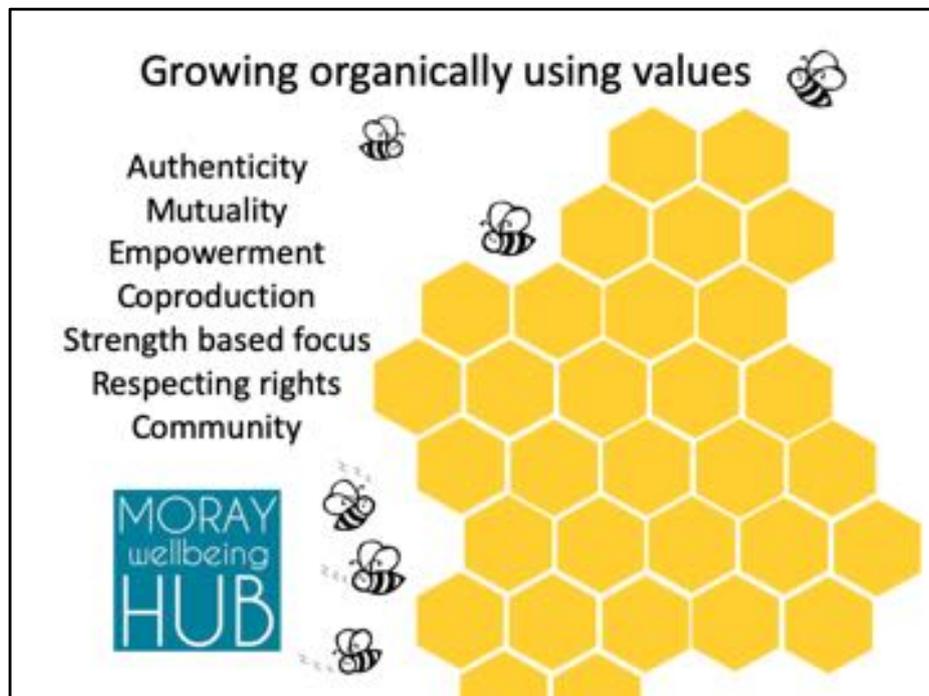
- **1. Peer Connectors:** NEW 1-2-1 role of walking alongside others to groups and activity.
  - **Get involved:** Signpost & sign up
- **2. Supporting the Supporters:** Nurturing peer support groups
  - **Get involved:** Talk to us about setting up or supporting groups in your area. Groups of all kinds welcome who want support to become more resilient and support wellbeing of members
- **4. Young Champions:** Anyone under 25 welcome
  - **Get involved:** Look out for information and signpost young people you know.
- **5. Wellbeing Connected Moray:** Locality focus to connecting local champions, groups, courses, volunteers and organisations. Challenging stigma linked to vulnerability and disadvantage including around drugs & alcohol use.
  - **Get involved:** Look out for information

**Funding for 2019-20: over £100k secured and £100k more in current applications!**

To deliver all this activity we need a new team structure and recruitment for paid roles is a key part.

Recruitment will be for people willing to use their life experiences of challenge as part of formal paid roles – flexible to fit around other jobs and commitments, passions and health needs.

It's an experiment we hope skilled people will step up and take advantage of as part of the social movement.



To recap: The social movement works because of the values approach.

Authentic – We are involved because we want to

Mutual – We are equal regardless of age, experiences, labels, current roles in life.

Empowerment – We take personal responsibility to get the resources we need to deliver

Coproduction – always with never to – partners partners partners!

Strength based – ensuring hope is possible

Rights – grounded in human rights approach and mindful

of diversity

Community – People make Moray and we harness what is already there.

[www.moraywellbeinghub.org.uk](http://www.moraywellbeinghub.org.uk)



**We are all peers of this shared human  
experience we call 'life'**

Together we are creating change in Moray for ourselves and others in wellbeing – I hope you will consider becoming a champion to deliver change through your roles, using your life experiences and making Moray a mentally wealthy place.