

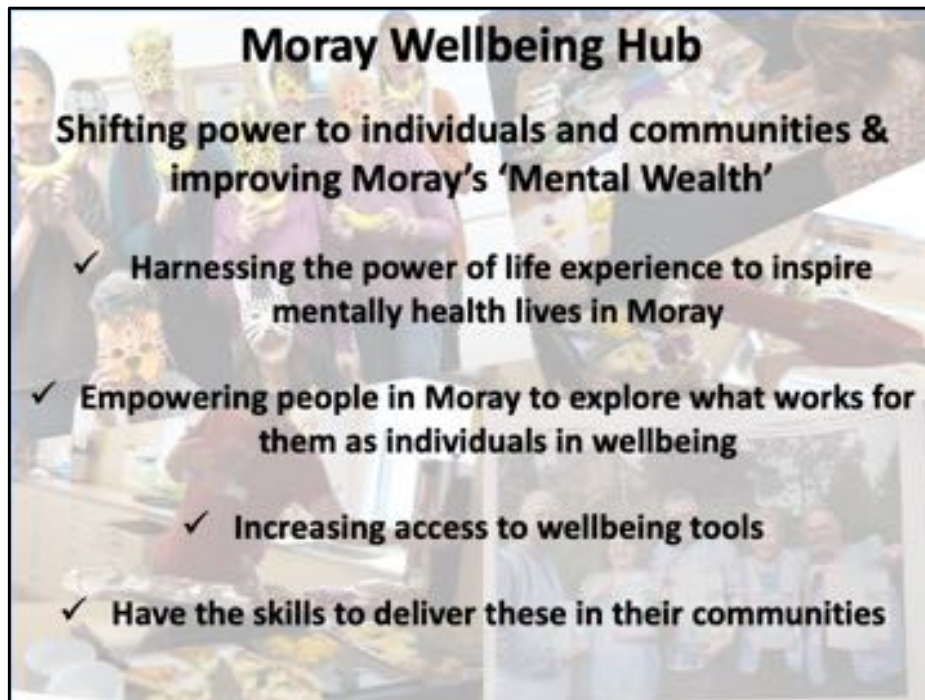
27th March 2019: Moray Wellbeing Hub CIC
2018 celebration and reflection event



CHIRS:

Welcome to you all and thank you for coming along today.

Some of you will know the hub well and others will know very little. This presentation is designed to explain how, why and what we do – covering a bit of history and background in to how we were set up what we achieved in 2018 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.

Power is a big theme for us – the power to make decisions about our lives, to have resources like decent housing and a living wage, to be able to access education and healthcare without stigma, and to live equally with others despite our many differences.




Let's explain our structure a bit more. We have a social enterprise that resources the social movement and vice versa. One can't exist without the other.

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.



Financial overview (AGM info)



- 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
Turnover	121%	£ 64,473.24	£ 29,137.00



If you have ever been to an AGM or annual general meeting, perhaps for a charity, you'll notice we do things a bit differently, but social enterprises have to share information publicly too, just slightly differently.

Here are some headlines to give you a sense of the business. 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.

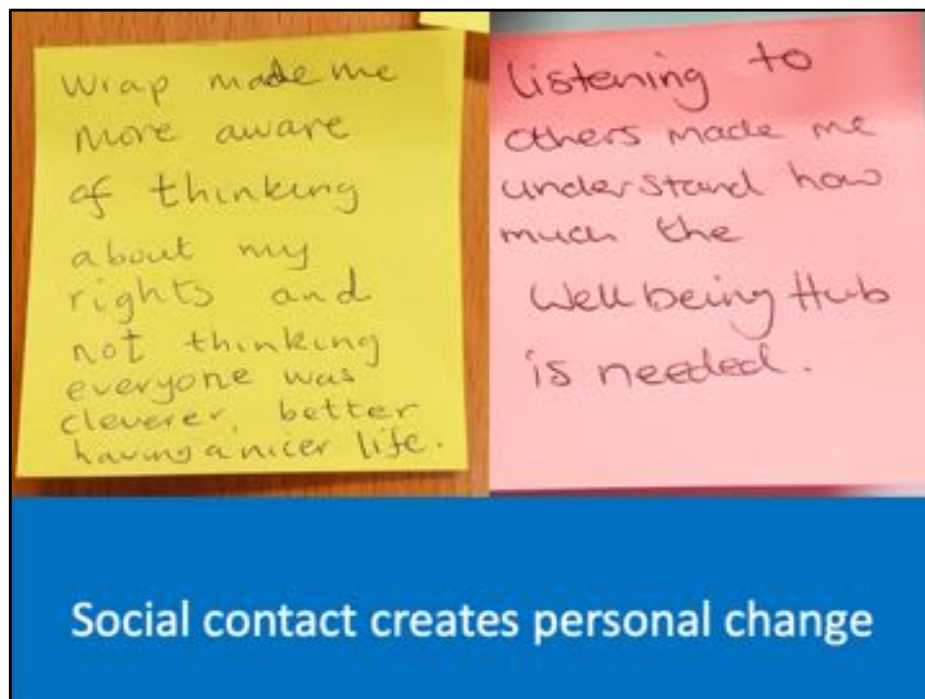
We have also made income by selling our courses as well as consultancy and pop-up café donations.

The exiting news as you can see is that we have grown significantly. Our turnover is up over 120% to just under £65k for last financial year. I'm going to come back to some figures at the end in terms of what we are planning this coming year and our funding to do this.



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

Without this we would have no products to sell, no skilled peer-trainers for courses or peer-researchers to support change in services.




As you may have experienced 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 to partners locally 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.

**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"



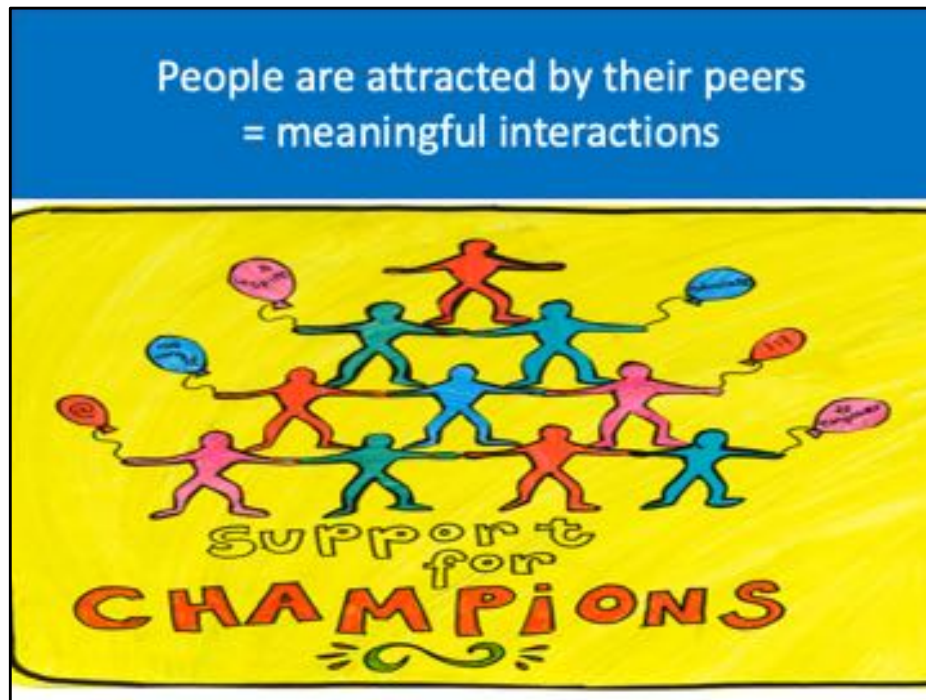
Key to our local social movement is the power of self-definition as a peer – it's inclusive and focuses on shared perspective, rather than external definitions. What we are aiming to do is sidestepping hierarchy of well or ill, supporter or provider, worker or volunteer. Labels that have the potential 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 financiers, some of us are paid when we have funds, some work pro-bono, and some choose to volunteer.

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.



The way we grow is natural - People meet people in their community, in workplaces, homes, shops, cafes...and they are attracted to what we do and we grow.

We have created a web of connection - relying on us all sharing the load to create change, taking personal responsibility to decide what actions small or large we want to take, whether these actions are part of existing roles like our jobs, home lives or volunteer positions elsewhere, or learning new ones and creating new projects.

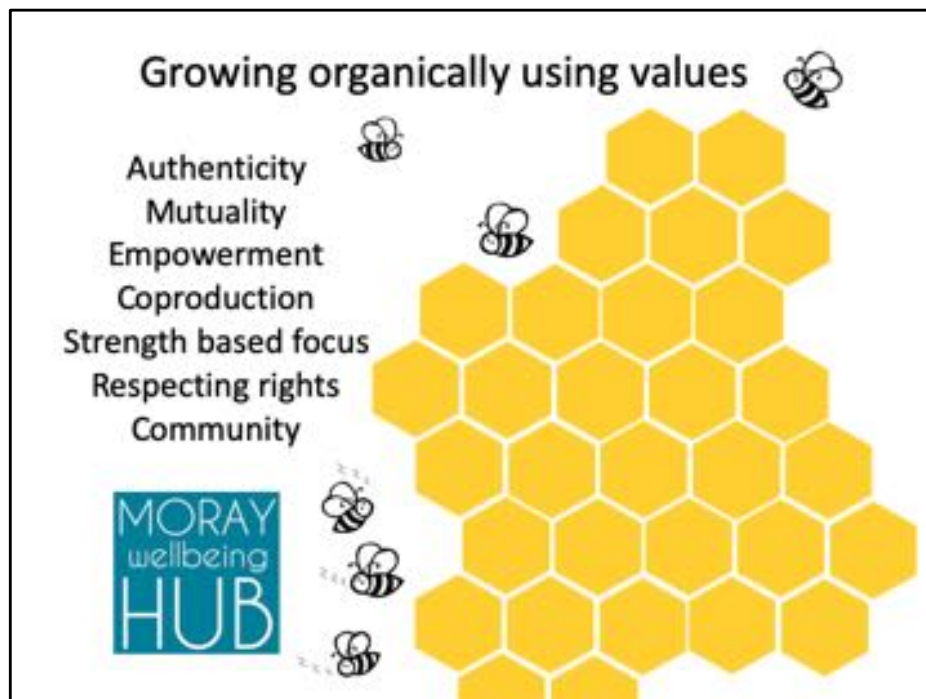
Getting folk to embrace this and understand what this looks like in practice is challenging, but the more folk do things and then share with other champions, the more we move forward.



Many of the people who are part of our movement or who attend our courses and events, have either thought about themselves as people who need support of supporters – and what we do is gently encourage people to be both.

What this approach does is it mixes things up and releases the most common and untapped resource in communities - the people who face the most challenges themselves in their wellbeing – note that we do not label what this is and we let them decide on how they define this.

The hub works to celebrate their skills or strengths, not illness or weakness, so that they are empowered to model for other individuals that they are the answer not the problem, switching roles and embodying a change for better wellbeing themselves. Be they those traditionally supported by systems or those who provide the support, who's voice is also not heard from their personal experiences.



it's the values that make the big difference for us – We all sign up to the same positive and active focus regardless of any role that we choose to take on in the community or in the hub.

It very much is how we deliver activity rather than what we deliver that makes a difference.

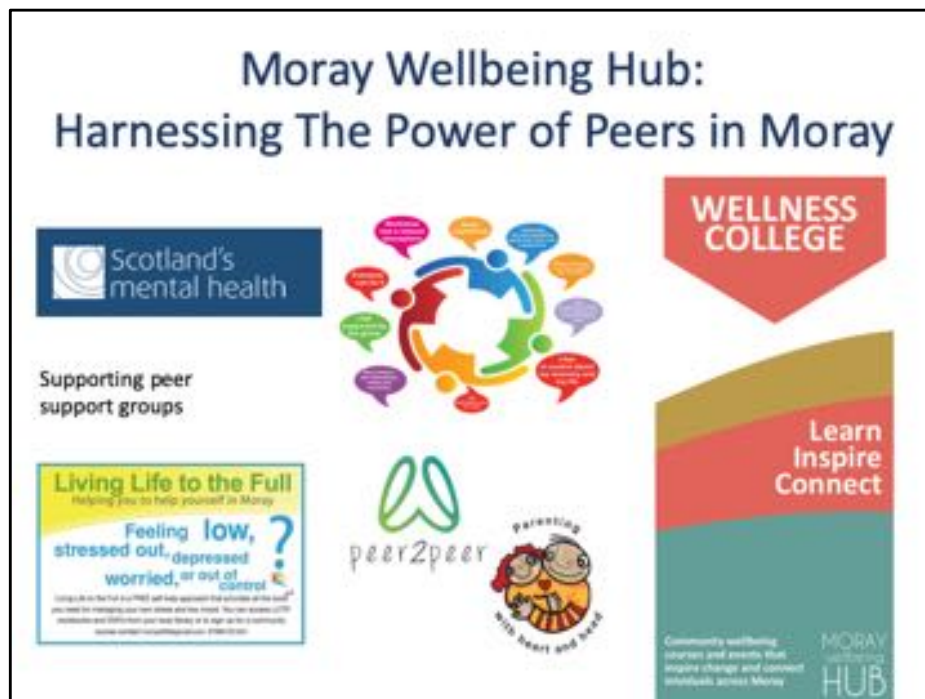
This gives you a sense of what we are, our structure and aims - but what does this look like and what have we been up to this last year? .



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.

Our skilled and motivated team, this collective of people who share a set of values, are a resource – Locally and nationally, those requiring community input save their own resources and increase outcomes by coming to us.

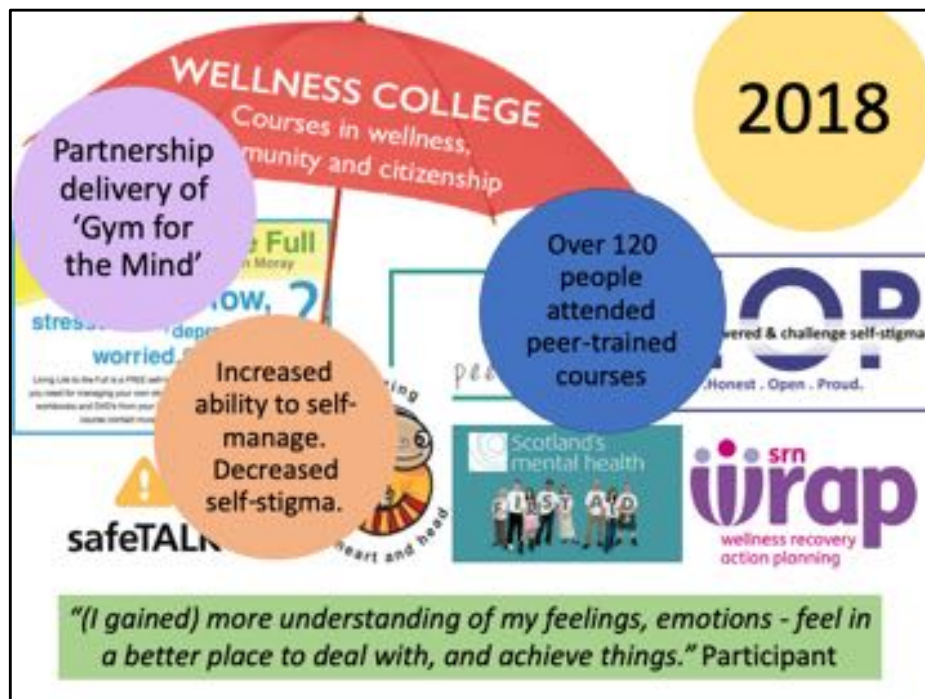
This is so empowering for individuals involved – it says that life experiences of challenges CAN be used as a resource to make positive change.



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.

Let's start here in terms of sharing and celebrating what we have achieved over the last year.

And I will hand over to Heidi Tweedie to take us through this.



We have not run full analysis on all our evaluation from courses yet as some are still to complete this week, 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.

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



We agreed to explore this tool through an organic process and developing 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). It ran from January to June earlier this year.

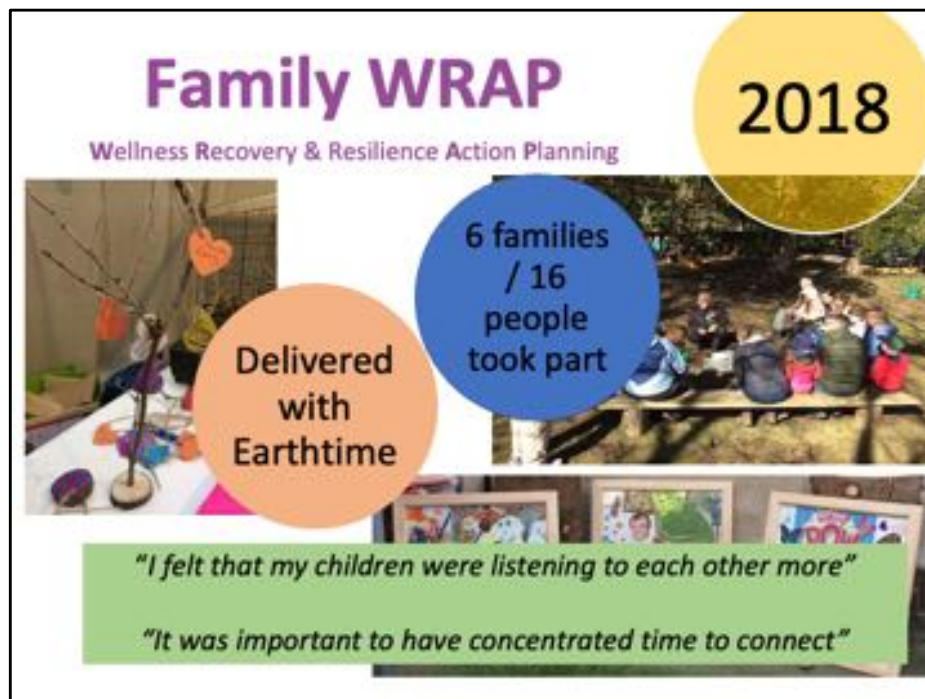
Wow it was a lot of work! Here are some headlines from our evaluation - we have a few copies of our full report if you would like it. You can see people even gained qualifications as a result, it was no small undertaking in commitment, but it showed just how passionate people are about creating change. These figures are fine but really you want to hear from the folk themselves what it was like.

Peer2Peer:
Course participant experiences



"... personal change happens through a journey of discovery, this course has been an empowering journey. Found out more about myself, more about life and stepping out of my comfort zone."

Whilst it was lengthy the course provided a deep space of reflection that many enjoyed and felt stretched by. There was a lot of personal reflection.



Another stand out event was our first family WRAP which we delivered together with the fantastic Earthtime, who focus on children and families getting connected to nature in groups like their Waddle Toddle.

Strengthening Our Social Movement of Local Champions

2018



176 Champions (29 joined this year)

Increased connection, hope, ability to give and receive support

Weekly updates, regular training & gatherings

"Hopefully sharing my own experiences with mental health in the past contributes to the creation of a growing openness to speak about issues, and inspire others to accept that it is ok to talk."

The festival was one the largest project we tackled at the hub, but it reached hundreds of people and we had an excellent turn out. Approx. 100 under 16 attended & good spread of age groups across the festival



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

Now recognised as a key partner for mental health strategy but also in wider healthcare around long term conditions, and community empowerment.

We've even gathered European partners for the future through trips to Ireland, Sweden and the Netherlands in 2018 to help us bring learning back to Moray with new ideas.

2018

Partnerships: Learning together & increasing impact

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

Logos visible: Coyote Initiatives, tsi, NHS, Earth for Life, Greenfinger, t/Me, Health & Social Care, URAY.

“...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.



CHRIS: That was 2018 but it's now time to look at 2019 and what we have lined up for the future.

Directors:
Moray Wellbeing Hub CIC



All are visible Champions
Legal responsibility for company

2018 Directors:

- Ewan Mathers
- Chris Ritchie
- Heidi Tweedie

Directors departing:

- Ailene Matthews

2019 NEW appointments:

- Jean Pryde
- Jim McCulloch

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



WILLIAM GRANT
FOUNDATION



and many more!

2019-2020 funded activity

- **1. Peer Connectors:** NEW 1-2-1 role of walking alongside others to groups and activity.
 - **Get involved:** 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
- **3. Wellbeing on Wheels:** Working in partnership with the HSCM health bus to bring the hub to local communities
 - **Get involved:** pop along to meet local champions and groups, share what you want in your area for the future.
- **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.

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

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

Recruitment April 2019

Range of roles – full, part-time and flexible freelance hours now available for peer-led projects with Moray Wellbeing Hub CIC

- Work in your Moray locality and area of expertise as part of an empowered and dynamic team of individuals.
- Use your skills combined with the power of your life experiences to create change for those with experience of disadvantage and vulnerability in Moray.
- These roles are designed to be flexible to best meet our project needs and work around your existing health or work commitments.
- Applicants selected who meet the essential qualifications and skills will work as part of a team to organise and plan their hours.
- Aim is to create a dynamic and skilled peer-led team who have existing additional roles that compliment

Recruitment April 2019

- Volunteer & Wellness College Coordinator (employed, full time)
 - Administration Supports (employed, part-time)
 - Volunteer Supervisors (self or employed)
 - Peer Trainers & Mentors (self-employed)
 - Graphic Designer (self-employed)
 - Web Developer (self-employed)

Role descriptions and further information will be available on our website from 1st April.

Under each of these roles there are a number of positions.

Moray Wellbeing Hub CIC is a peer and values led employer and contractor; we actively encourage applications from those facing barriers to employment.



CHRIS: It's a very exciting time for us all it MWH so get involved, become a champion, apply for roles, go on courses and lead activity.

Together we are creating change in Moray for ourselves and others in wellbeing.

Thank you all for coming – myself and my fellow directors will be around for a wee while to chat with you should you have any questions. Please do check out the feedback station and help us shape future activities in your area of interest, and have another cup of tea for the journey home.