

# Impact Report



2020-2021



## **Our Business: Living Well UK and Living Well Consortium (The Living Well Group)**

Living Well UK (LWUK) is the parent charity, registered with the Charity Commission, Charity number: 1179472.

Living Well Consortium Limited (LWC) is the trading subsidiary, a company (Company number 07412677) limited by guarantee, and under the control of LWUK.

LWUK relies on the contribution of the trading subsidiary, LWC for most of its activity. Through LWC, LWUK has employed central staff, working on clinical activities and oversight, data and administration, and a core team that services finance, HR, marketing, and other key functions. Through LWC, activities are undertaken such as invoicing under contracts and paying providers for delivery.

The Living Well Group comprises the activities both of LWUK and LWC in furthering the charitable goals, namely the relief of sickness and preservation of health, with particular emphasis on mental health, in principally (but not exclusively) the West Midlands geographical region, by:



**Providing psychological therapies and counselling**

**Promoting research for the benefit of public**



**Providing education for organisations and professionals in the mental health field**

**Providing grants to third sector organisations**



## What LWC does and stands for

Living Well Consortium offers a unique service to NHS and Local Authority commissioners and other funding organisations. LWC represents a membership of over 30 specialist third sector organisations, charities and social enterprises working broadly in the field of mental health. Over the last seven years LWC has built a reputation for high quality service delivery and excellent recovery rates. The unique benefit of LWC is its flexibility to scale services to the emerging needs of the contract and client. By drawing its resource from a wide provider base (all of whom are quality assured and have been trained to meet a high standard of service delivery, clinical excellence and safeguarding practice), LWC is able to offer a cost-effective service that can develop with the emerging needs of both patients it serves and its commissioners.

LWC can take into consideration each individual's needs and signpost them accordingly to support their mental wellbeing. LWC's services and approaches range from: one-to-one counselling services; culturally sensitive support, guided self-help, relaxation techniques, telephone counselling, and many other accredited talking therapies. LWC's services are available everyday including evenings and weekends on request.

## LWC Model and Operational Structure

The Consortium operates with a 'hub and spoke' structure. The hub is the central office that holds executive responsibilities including negotiating and sub-letting contracts, while the spokes are the individual member organisations which provide and deliver the work, with oversight, management, and support from the hub.

LWC offers a unified, community-based mental health and psychological wellbeing service, delivered by charities and social enterprises with a wide range of specialisms and expertise.

LWC's interventions have been designed to strengthen and improve access to psychological therapies and the wider suite of counselling provisions within primary care in the West Midlands region.

LWC has two core factors that make it unique and sustainable:

- LWC's delivery model of diverse, specialist organisations working together to deliver integrated mental health and wellbeing services that meet the needs of all members of the community.
- LWC's offer of a triage and single point of contact so individuals can be navigated to the most appropriate treatment for them.

## LWC's Vision

To deliver high quality health and wellbeing services through third sector organisations, sharing opportunities and responsibilities to improve the wellbeing of those affected by or at risk of mental health problems.

## LWC's Mission

To secure sustainable investment in, and bring together, third sector mental health providers in Birmingham and the wider West Midlands to deliver high quality health and wellbeing services at a local level.



# The Impact We Made

## IAPT (Improving Access to Psychological Therapies)

IAPT provision is a core service in the West Midlands for which LWC is a leading provider. IAPT is a primary care mental health and psychological wellbeing support service for those experiencing depression and anxiety.

**10,000**  
clients seen

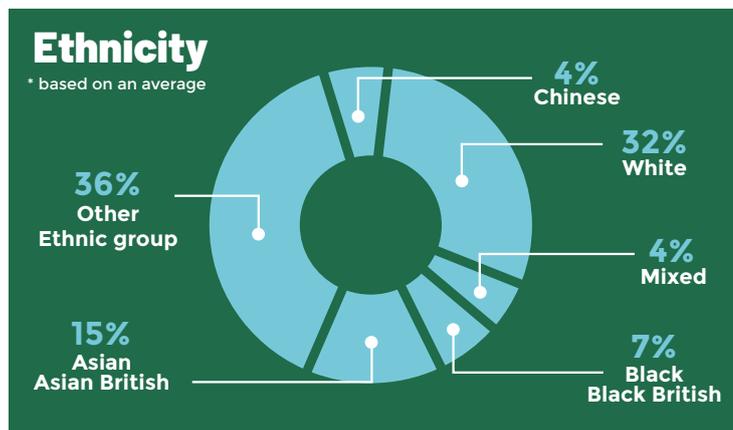
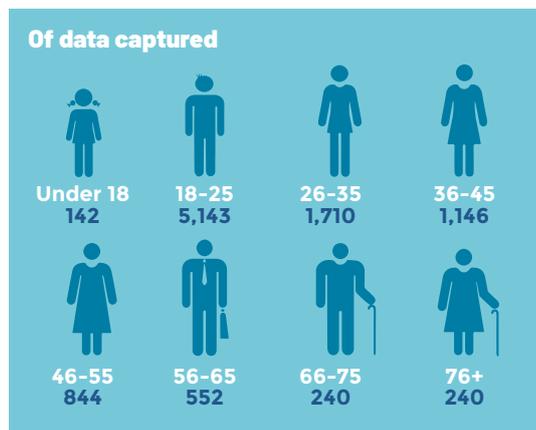
During 2020-2021 LWC saw over 10,000 clients for one-to-one treatment sessions.

**12,000**  
trianes completed

LWC triaged 12,000 clients.

**90%**  
extremely  
satisfied

Based on patient feedback surveys, over 90% of clients were extremely satisfied with the service that they received from LWC.



## LWC Overall Results:

**52%**

The national target for patients to move to 'recovery' is 50%; LWC has surpassed this, achieving an average of 52%.

**94%**

The national target is for 75% of clients to be seen within six weeks; LWC has massively exceeded this, with 94% of clients being seen within six weeks.

**99%**

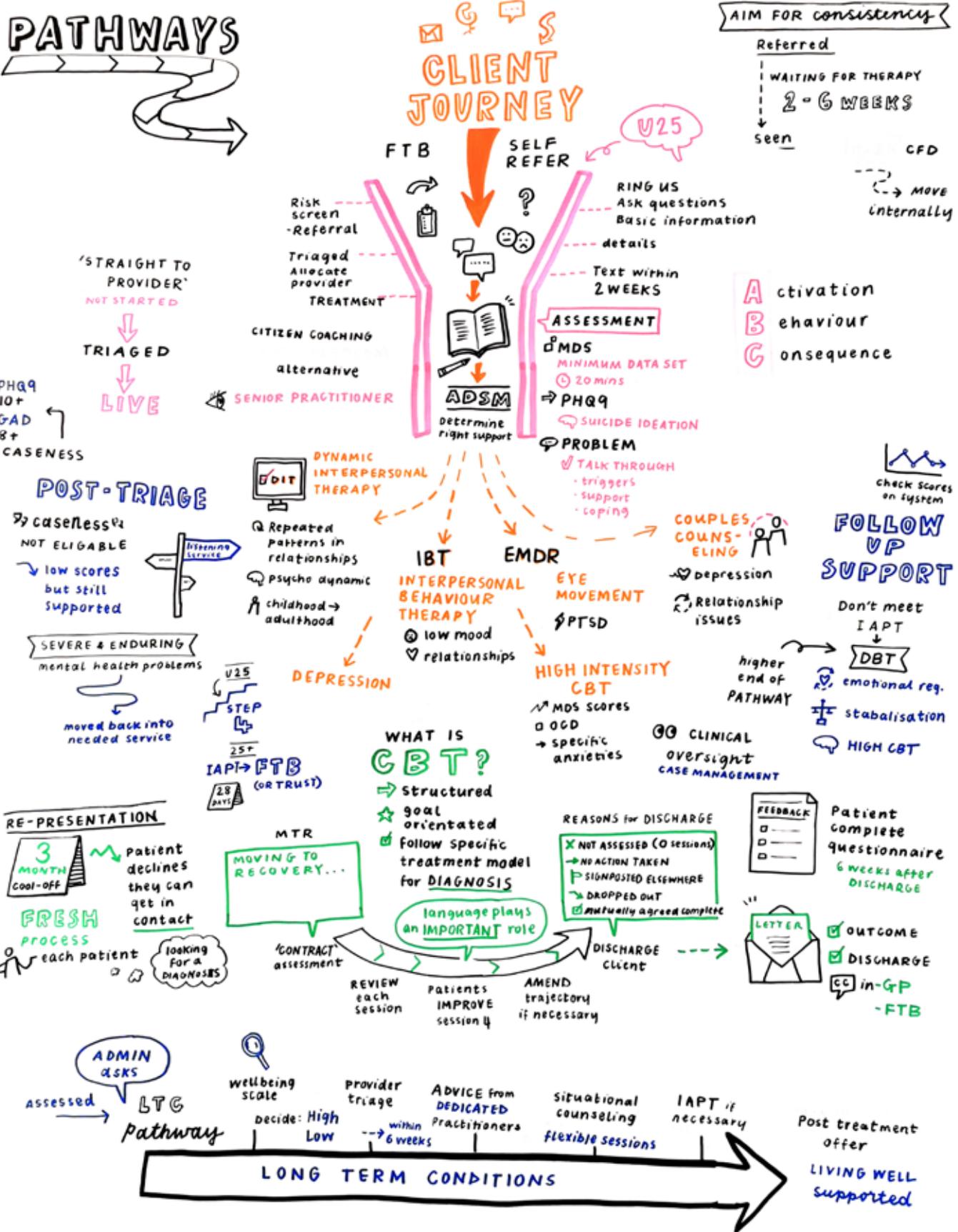
Adding to this, the national target for waiting times aims to have 95% of clients seen within 18 weeks; LWC has an almost perfect record here, with 99% of clients being seen within 18 weeks'.

## Birmingham and Solihull CCG & Sandwell and West Birmingham IAPT Service

One of LWC's contracts is the delivery of triage and IAPT treatment services in Birmingham, Solihull, Sandwell and West Birmingham, as requested by the Clinical Commissioning Groups. These high volume services triaged 9,970 people and provided IAPT treatment to 4,301 people during the year 2020 -2021.

**NHS**  
Birmingham and Solihull  
Clinical Commissioning Group

# The many routes through treatment LWC offers



PEOPLE MOVEMENT in TREATMENT

## Disability Resource Centre Case study

Mr A recently lost his wife, was due to be made redundant and had been left with the responsibility of caring for his two sons and father-in-law. One of his sons also has a disability. Mr A was feeling overwhelmed with grief and anxiety. He felt he needed to be strong for his two sons and father-in-law. Mr A presented with extreme depressed mood, lacking motivation, isolation, poor diet and sleep patterns, feelings of guilt and high levels of anxiety.

The therapist at Disability Resource Centre (DRC, a consortium member) worked collaboratively with Mr A whilst providing support around managing emotions and improving motivation. Regular mini goals were agreed with Mr A to work on after each session which included physical activity and self-care.

Mr A was also signposted to an online bereavement group for adults and was provided with details of support for his two children and the family. The therapist worked together with DRC's wellbeing team to ensure he was receiving support around benefits such as Personal Independence Payment, carers allowance and guidance around social services support in relation to his father-in-law. Mr A was also signposted to his local social prescribing team to support him with any additional practical and wellbeing support.

At the end of therapy Mr A and his sons were regularly receiving bereavement support. Mr A was feeling more motivated, doing jobs around the house such as gardening and decorating and occasionally meeting up with friends and going for regular walks. Mr A's father-in-law is now receiving more support to meet his care needs, which has had a positive impact on Mr A's mood. Mr A reports his mood has improved, he is now less anxious about the future, is having better quality of sleep, his eating pattern has improved, and his feelings of guilt have reduced significantly.

\* Names have been changed to protect people's identities.



**457**

**CLIENTS TREATED BY LTC IAPT**



**21**

**IAPT TRAINEES**



**65**

**IAPT QUALIFIED THERAPISTS**



**8**

**IAPT GRADUATES**

## IAPT and Long-Term Conditions (LTC) Pilot

LWC was commissioned to pilot delivering IAPT as an integrated pathway with LTC management, based on the success of other similar schemes that have taken place in England. From these existing results, the conditions that were chosen for the initial service were Diabetes, Chronic obstructive pulmonary disease (COPD) and Medically Unexplained Symptoms (MUS). The pilot continues to be successful with 457 clients using the pathway during 2020-2021.

## LWC IAPT Workforce Development

LWC's core contracts enable LWC to hold one of the highest IAPT placements in the West Midlands with 21 IAPT trainees placed across the Consortium, endorsed and funded by Health Education England. LWC has gone further to increase IAPT capacity by self-funding additional trainee posts under the same National IAPT curriculum. LWC continues to receive funding for IAPT trainees, with 16 trainees confirmed for 2021-2022.

In addition to trainees, LWC's workforce includes around 65 IAPT qualified therapists, enabling LWC to meet 100% of commissioned targets and service demand. This makes LWC one of the leading IAPT workforces in England.

LWC was proud to finish the 2020-2021 financial year with eight IAPT Graduates in Cognitive Behavioural Therapy High Intensity and eight Psychological Wellbeing Practitioners, all securing jobs within the Consortium organisations after completion of their university courses.

LWC has invested in clinical training programmes for its members to upskill their staff and ensure service quality is of the highest standard.

Forward Thinking Birmingham (FTB) partnership comprised of statutory, voluntary and community sector (VCS) and independent sector organisations to collectively provide a dynamic approach to mental health services for children, young people and young adults (CYPYA) living in Birmingham.

- 1 Improvement and Transformation of services
- 2 Integration of Services
- 3 Innovation from a clinical model through to a Governance model
- 4 New sectors within Mental Health care pathway
- 5 Recovery focussed outcomes.

During 2020-2021, LWC supported 4,906 CYPYA through this service.

**DURING 2020-21 LWC SUPPORTED  
4,906 CYPYA THROUGH THIS SERVICE**

**PROVIDING ASSESSMENTS FOR 2,437  
PEOPLE IN SHROPSHIRE AND  
289 PEOPLE IN TELFORD AND WREKIN**

### Forward Thinking Birmingham Case study

Miss B was a 21-year-old female presenting with anxiety, depression, and fleeting thoughts of wanting to end her life but with no plans, preparation or intent. Miss B had strong protective factors in her life. Her main presenting problem was her low mood and lack of motivation. The low intensity therapist worked with her using the behavioural activation model. Activities she was supported with included applying for jobs, exercising twice a week, and tidying her room. This was broken down in to 10-minute bursts initially as Miss B had poor motivation. By the end of the six therapy sessions, Miss B had transformed her bedroom, was going on her exercise bike twice a week and had a job interview lined up. Her depression and anxiety were reduced with no fleeting suicidal thoughts.

\* Names have been changed to protect people's identities.

## Shropshire, Telford and Wrekin IAPT Service

In 2020 LWC was commissioned by the Midlands Partnership NHS Foundation Trust to deliver remote assessment for people living in Shropshire and remote treatment services for people living in Telford and Wrekin. Since June 2020 the service has been very successful providing assessments for 2,437 people in Shropshire and providing treatment services for 289 people in Telford and Wrekin.

All treatments were provided within the 18-week national target.



### IAPT Wrekin Case study

Rachel was referred to IAPT due to her experiencing overwhelming stress, anxiety, and depression. Rachel sometimes felt the 'urge' to commit suicide and she regularly woke up feeling anxious and panicky with an overwhelming feeling of 'pending doom'. She was often left feeling 'not good enough' and isolated. When she was growing up she was often dismissed or compared to her younger sister whom she perceived to be better. These emotions internalised her to constantly question her self-worth and ability. Rachel noticed these emotions became worse over the last two years and while in her first year at university, these emotions seemed elevated and she was on constant alert. The pressure she felt of failing or not passing her exams and assignments was unbearable.

Validating and accepting Rachel for who she is without having any expectation of her was key. Furthermore, giving her tools to support her when she was feeling overwhelmed in the form of visual imagery played a crucial part to help her to manage her low mood and anxiety. Rachel spoke about how she found the visual imagery work very calming, and combining this with the CBT techniques to explore alternative thought process was especially helpful. Rachel has introduced mindfulness into her daily routine for when she is feeling overwhelmed. She is also using thought challenging worksheets to support and guide her to find alternative more positive thought processes which she has found extremely helpful.

\* Names have been changed to protect people's identities.



**VIRTUAL FITNESS  
& EXERCISE AND  
MINDFULNESS REACHING  
OVER 3,000  
CLIENTS**



**25,617  
ONLINE  
LIVE CHATS**



**572  
CHILDREN AND  
YOUNG PEOPLE  
SUPPORTED**

# Grant Funded Wellbeing

## National Lottery Community Fund Reaching Communities Project

With COVID-19 bringing about national social restrictions, LWC wanted to ensure clients had access to wellbeing support during such uncertain times. Being in lockdown meant people could not operate the same activities as before, such as socialising with others and going to the gym to improve their physical health. LWC therefore looked at how it could reach clients whilst at home. This led to the introduction of the LWC's Online Therapy Room. Funded by the National Lottery Community Fund's Reaching Communities Programme, LWC was able to deliver weekly online wellbeing sessions, such as Yoga, Pilates, Fitness & Exercise and Mindfulness and since launching, the service has reached over 3,000 clients.

To reach more clients, LWC introduced a Live Chat feature on its website, funded by Tesco Bags of Help COVID-19 Community Fund. LWC has been able to interact with clients by enabling them to make enquiries with the administrative team via the website. During the 2020-2021 period, the total number of Live Chats LWC had with clients was 25,617.

## The Good Things Foundation Funding

The growing transition to online platforms brought about by COVID-19 starkly highlighted the digital divide with many of LWC's clients facing digital exclusion. After securing funding from Good Things Foundation, LWC worked alongside members to provide 10 digital devices to clients who did not have access to internet-ready devices and lacked digital skills. Clients were given tutorials on using the device and how to use the internet to access further wellbeing information and advice including:

- NHS.UK
- Birmingham City Council services
- Living Well UK site
- Police website

After realising the importance of digital inclusion, LWC was also successful in receiving funding to support Census 2021 delivery also through Good Things Foundation. As the 2021 Census was online, LWC support service offered those without internet access, digital devices, or knowledge, the opportunity to attend on-site sessions to complete the Census with guidance and assistance from trained staff. Over the nine-week delivery, during which most of England was still in lockdown, LWC supported over 150 people.

## Children and Young Peoples Grant Funded Activity

LWC was successful in securing funding from Birmingham City Council, Heart of England Community Foundation and BBC Children in Need, to improve the wellbeing of children and young people. Working in partnership with Consortium members, LWC was able to deliver nature therapy, sports and creative activities, and one-to-one support for low intensity mental health needs such as anxiety and depression. The number of children and young people supported through this partnership was 572.

successfully awarded

£396k+

# FUNDING

OUTREACH  
 £300 HAND OUT DEVICES  
 £2k LIVE  
 Good things Foundation  
 B'HAM SANDWELL  
 10 PEOPLE

£36k WELLBEING ONLINE  
 National Lottery Funding LIVE  
 B'HAM ONLINE  
 3197 PEOPLE

£36k WELLBEING ONLINE  
 National Lottery Funding LIVE  
 B'HAM ONLINE  
 3197 PEOPLE

£500 LIVE CHAT  
 Tesco bags of help (Rolling) LIVE  
 B'HAM ONLINE  
 20K LIVE CHAT

£45k BOOKING  
 Catalyst Project  
 NATIONAL LOTTERY & COMIC RELIEF  
 LIVE ONLINE 60%  
 → aimed at service users  
 → staff training  
 £250 USER TESTING

HELP TO COMPLETE CENSUS  
 £4410  
 Office of National Statistics  
 CENSUS 2021 PROJECT  
 B'HAM  
 OPEN AMOUNT

YOUR FMH ONLINE  
 £45k DELIVERED  
 B'ham City Council  
 WELLBEING WEEK  
 B'HAM ONLINE  
 1000 PEOPLE

CREATIVE THERAPY  
 £10k  
 Young persons provision  
 11-24 year olds  
 B'HAM COUNCIL & HEART OF ENGLAND & CHILDREN IN NEED  
 LIVE MARCH '22  
 WEST MIDS  
 11-13 yrs 24 OYP 6 MONTHS  
 11-18 yrs 360 YP  
 £80k

TEMPERARY ACCOMMODATION FAMILIES  
 £2k  
 Gateway Locality Team  
 COBDON HOTEL  
 LIVE SEPT 21  
 EDGBASTON  
 support with mental health  
 100 FAMILIES

360 PPL  
 National Lottery / AHC  
 Dpt. C & M  
 SUPPORT TRAINING & SESSIONS  
 £83k  
 16+ AFRICAN HERITAGE



# FUNDING

through vulnerable bgs.

100  
VOLUNTEERS  
FOR GAMES  
18+

Commonwealth  
Games

£36K

Funding through  
National Lottery & WMCA

WEST MIDS LIVE



LIVE INTL.

LIVING WELL UK  
For AHC

£50K

676  
PEOPLE  
TO REACH

12  
MONTHS invested

Listening  
Services

£62K



LONGLY  
ISOLATED



240  
PEOPLE

LIVE 12 MONTHS

WEST MIDS

Kick Start  
DWP

38  
PLACEMENTS

WEST MIDS LIVE

£53.5  
K



16-24

YP PLACEMENTS  
across Consortium



## National Lottery Community Funds Reaching Communities Project - African Healing Circles

LWC collaborated with Consortium members to introduce African Healing Circles, created by Pattigift Therapy who delivers the service along with Our Roots. African Healing Circles are a way to bring those from African and Caribbean backgrounds to meet for group discussions and talk about the impact of race on their mental health. Funded by the National Lottery Community Fund Reaching Communities Programme, this alternative form of therapy has been delivered to over 612 individuals.

### African Healing Circles Case study

"Thank you for the opportunity to share my journey with you this week. I was encouraged to attend the Nyansapo by a dear friend of mine, whom I have known for over 20 years. Despite having had a full life the last four years have been challenging at work. I have been passed over for promotion three times - all by white colleagues, despite unions stepping in to support me through an industrial tribunal which was successful - I ended up being diagnosed with depression.

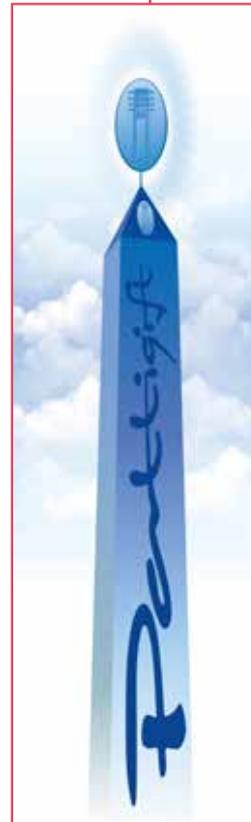
The killing of George Floyd and the global pandemic left me a shell of the former person I once was. I was sick and tired of being sick and tired and having no place to go and get the help I needed. I was sent to CBT sessions with a therapist who simply was unable to identify with me, nor I to her... so even then my score sheet registered that I was non-compliant with the weekly tasks I was unable to adhere to.

In comes the 'Healing Circle!' I have to say my friend had told me to attend many times, as she was a regular, but I had every excuse not to; having run out of excuses, and after a particularly low day I decided to sign in. The session began with the Pattigift Broadcast - come to breathe, listen and heal! (eight sessions on and that phrase still catches my breath). For the first time I heard that there wasn't something wrong with ME, but that I was experiencing the 'weathering' of what is wrong with society...it was there I exhaled!

Clancy and Michele's grace, fun and listening gift to every woman was a joy to be part of. I learnt ways to regulate my stress, and affirmation of who I am and culturally strengthening values, principles and practices that carried me from one week to the next. I found that I was able to see myself and the experiences that I had gone through with compassion because I did not feel judged and I felt I could speak openly and freely knowing that every woman understood in some way shape and form what I was sharing.

I have a much brighter and calmer outlook in life now, and I too attend the sessions as often as I can, knowing that some days I just need to turn up and the group have got my back! Thank you Pattigift... and thank you Clancy and Michele... these sessions should be available on prescription!!".

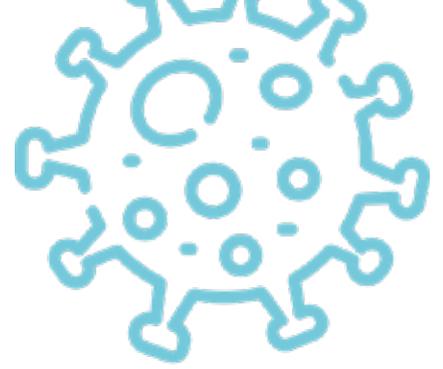
\* Names have been changed to protect people's identities.



### Kickstart Scheme

COVID-19 has led to a high unemployment rate with many people losing their jobs, or subject to continued furlough and this has particularly impacted younger people. In Summer 2020, the UK Government announced the Kickstart Scheme, funding six-month job placements for young people aged 16-24 who are currently on Universal Credit. LWC has been successful with the scheme offering 38 job placements across the Consortium membership to young people which are taking place in 2021-2022.

**38**  
**JOB**  
**PLACEMENTS**  
**ACROSS THE**  
**CONSORTIUM**  
**MEMBERSHIP**



# COVID Support Services:



LWC  
RECEIVED  
**539**  
CALLS  
RELATED  
TO COVID-19



**415**  
FROM THE  
GENERAL  
PUBLIC



**124**  
FROM KEY  
WORKERS

## COVID-19 Situational Counselling Service

Like many organisations across the globe, LWC normal service was completely disrupted overnight with the introduction of COVID-19 social restrictions. Accustomed to running face-to-face support services and in-person therapies, the 'stay at home' advice meant that LWC's operations, both internal and external, transitioned to an online platform, with remote working and virtual service delivery. At the same time, the demand for mental health support services increased significantly, amidst anxiety around health, low-mood and anxiety, and intense isolation.

Swift decisions around technical and operational adaptations were made to ensure clients treatment plans were maintained to the same quality, whilst ensuring they, and the staff, were safe. This resulted in the concept of the COVID-19 Situational Counselling Service. With additional training to specialise in COVID-19 and Long-COVID support, therapists were able to support and place clients on the right path to recovery.

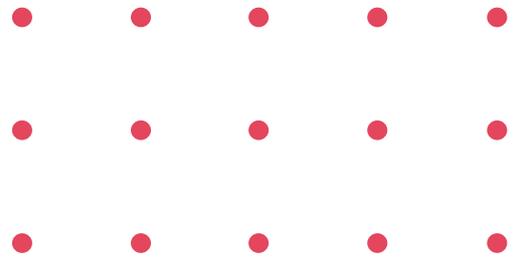
LWC saw over 500 people for counselling and supported over 120 keyworkers with stresses brought on by the pandemic. Throughout the pandemic LWC ensured that people referred for counselling were seen within two weeks and in many cases within 48 hours.

### Situational Counselling Case study

Miss A was placed on the COVID-19 caseload due to reports of her mother passing away in February owing to COVID-19. She then contracted the virus herself as did her brother, and he required hospital inpatient treatment for 10 days. She was worried about her father contracting COVID-19, as he has underlying health conditions. She was experiencing fleeting thoughts of suicide as if her father died, she would be homeless. Miss A received six sessions of counselling for worries and anxiety around her family catching COVID-19. Miss A's father then passed away and she was referred to the IAPT service. Her sessions are ongoing, but the therapist supported Miss A with the loss of her father and supported her with issues around housing. Miss A was also supported by the therapist to receive food parcels from a local church. Miss A is now securely housed and is taking her dog out for regular walks to get out of the house and keep active. Although therapy is ongoing, Miss A has shown a dramatic reduction in suicidal thoughts.

\* Names have been changed to protect people's identities.

# Partnership and Delivery on Demand



## It's Okay Campaign

Responding to the unprecedented COVID-19 crisis and the resulting increased pressure on NHS services, the Third Sector rallied to find mental health solutions that could deliver outstanding support and timely interventions for those in need. Pooling the knowledge and capacity of Birmingham and Solihull NHS Clinical Commissioning Group (CCG), LWC, and Birmingham Mind, the partnership piloted a one-stop mental health helpline, the first of its kind to bring together NHS and Third Sector resources.

Consisting of a 24-hour phonenumber, an instant messenger function, and an email service, this provision ensured the client journey was significantly simplified, despite the added pressure of running all support remotely. For the first time, clients could self-refer with a call, be instantly assessed and helped by trained therapists, and given a bespoke follow-on treatment plan. In creating a one-stop mental health helpline, the partners established a streamlined way for people to access rapid mental health support, regardless of case severity.

Designed to be suitable for mild worries and befriending services, through to triage-support and crisis intervention the 24/7 one-stop mental health helpline offered a solution for those struggling, while reducing pressure on under-resourced GPs and A&E departments.

As the aim of the collaborative campaign was to broaden awareness of the provision in Birmingham and Solihull, the key indicator of results was whether the volume of calls to the helpline, coupled with the number of emails sent and LiveChats started, increased.

Throughout the course of the campaign, the statistics collated from the helpline clearly demonstrated and supported this. In the first full week that the multi-channel campaign was live, unique calls passed 400 for the first time since its launch in March, with 418 calls; and by the third week, calls to the helpline were over 500, with 525 calls being made in total. The total call numbers increased from 1,466 in December 2020 to 2,074 in January 2021.

With regard to the promotional campaign, a great spread of regional coverage was achieved, resulting in 10 pieces of coverage in the month, including online news sites and on-air radio interviews. The campaign saw a total media reach of 290,000 across titles with a combined monthly circulation of over 9 million.

Overall, the campaign received very positive feedback (both internally and externally), raised awareness, and most importantly drove calls and action. Since January 2021, weekly call numbers have consistently stayed over 400.

**It's okay...**

*if you can't do it alone*

**We're here to talk, 24/7. Call us on 0121 262 3555.**

**NHS** **LivingWell** **mind**  
UK for better mental health  
Birmingham

# Training & Development

The training and development programmes are designed to support consortium members and during 2020-21 more than 20% of members benefitted and 273 online sessions were accessed. LWC made a total investment of £47,000 on training and development and this meant members had a competitive advantage over other organisations by growing the internal talent pool. LWC development programmes made the consortium more flexible in the sector and upskilling employees and members meant they were better equipped to respond to changes in the landscape of the mental health sector. There was 0% staff turnover during the pandemic and no employees were subject to the Government's furlough scheme.

With the effects of increased loneliness and burn-out of individuals, the subsequent negative impact on mental health and wellbeing is on the rise. LWC wanted to help ensure that its staff and members were equipped with coping tools, which led to the introduction of the online Lumien platform. This enables companies to gather anonymised information on all aspects and measures of mental health within the workplace. Elements of this platform include advice on nutrition, finances, and working from home and it is designed to remove the stigma of talking about mental health in the workplace.

## Living Well UK Grant Scheme

As part of ongoing development LWUK wanted to pilot projects that demonstrated the wider impact it can make on the mental health and wellbeing crisis in Birmingham and the wider Midlands. Through showcasing these, LWUK demonstrated solutions to commissioners and stakeholders. A total investment of £65,000 was allocated to achieve this in both member and non-member organisations.

Under the two investment strands, grants were available for venue improvement and innovation, with applications ranging from £500 up to £5,000. In 2020-2021 LWUK supported 10% of members with venue funding to improve their premises and 15% with innovation funding to develop and try new ideas.



### SIFA Fireside Case study

Simon was well known to homelessness services and SIFA Fireside for many years. He was rough sleeping for approximately 15-20 years. Simon experienced anxiety and claustrophobia which meant he was unable to settle in a hostel or supported accommodation. Simon had been unable to complete his benefits applications and as a result had no income for 17 years. The only service that Simon would engage with was SIFA Fireside and he repeatedly declined offers of support with his housing. Simon continued to access SIFA Fireside during the COVID-19 pandemic and the reduced number of people attending the service provided an opportunity to deliver more intensive assistance to him. Staff members found out about his interests in music, film and literature and as the relationship developed started to talk to him again about possible housing options. Under the Protect scheme, funded by Ministry of Communities, Housing and Local Government, an alternative support package was offered that was outside of the standard housing pathway. This enabled SIFA Fireside to highly personalise the support provided to Simon in a way that had not been available previously. Simon chose to stay in a city centre hotel where he was provided with a digital radio which has helped him to settle in. He has not returned to the streets and is currently waiting to move into a self-contained 'Housing First' property. Simon was further supported to obtain his birth certificate which enabled him to open a bank account. SIFA Fireside helped him work with the Department of Work and Pensions outreach worker to set up his Universal Credit and for the first time in 17 years, Simon has benefits in payment. The increased stability of his situation has meant that Simon has been able to engage more fully with addiction recovery services and he is now receiving support to address his anxiety, claustrophobia and other issues related to having spent so long on the streets. The years that Simon has spent attending SIFA Fireside has built trust and facilitated his ability to engage with mainstream services. Simon is looking forward to moving into his new property imminently.

**DURING 2020/2021  
MORE THAN  
20%  
OF MEMBERS  
BENEFITTED AND  
273  
ONLINE SESSIONS**

**LWC MADE  
A TOTAL  
INVESTMENT  
OF OVER  
£47,000  
ON TRAINING AND  
DEVELOPMENT**

**GRANTS WERE  
AVAILABLE  
FOR VENUE  
IMPROVEMENT AND  
INNOVATION WITH  
APPLICATIONS  
RANGING FROM  
£500  
UP TO  
£5,000**

## IT Equipment Grant Scheme

LWC provided grants to members to improve their IT and supported over 40% of members with IT funding during COVID-19. This additional investment of over £30,000 enabled providers to improve in their IT infrastructure, particularly important during COVID-19 as services were moved to online delivery models.

## Leadership and Business Support through iSE

During 2020-2021 the Institute for Social Entrepreneurs (iSE) has been supporting LWC members with a range of capacity building support, including business diagnostics, access to a range of topical workshops, business coaching for senior leaders, and dedicated business consultancy.



## Headlines

One-to-one mentoring	10 hours
Number of events/masterclasses	6
Number of people participating across events/masterclasses	43

## Marketing Reach

During 2020-2021 LWC continued to develop and increase its audience with concerted marketing activities, both through traditional media outlets and social media platforms including Facebook, Twitter and Instagram.



### PRESS

- 14 comment pieces
- 15 press releases
- 109 pieces of coverage
- 3.7m press reach



### INSTAGRAM

- in January 2020
- 887 followers
- 137k reach
- 366 website clicks
- 3.3k profile visits



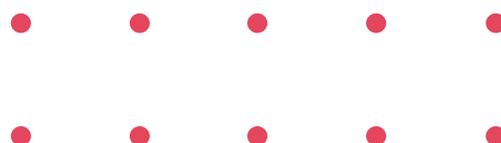
### FACEBOOK

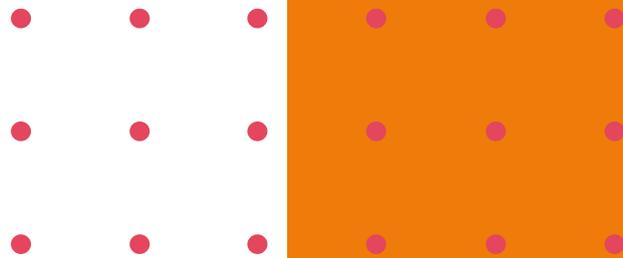
- 640 page likes
- 261k reach
- 288k impressions



### TWITTER

- 755 followers
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Heart of England Community Foundation  
Good Things Foundation

### **Thank you to our consortium members**



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