

January 2026



# Being Well Project Report

Empowering individuals and communities to  
take control of their wellbeing and  
improve mental health



A collaboration between Age UK Wyvern and Citizens Advice South Worcestershire, funded by Malvern Hills District Council and Worcestershire Public Health

# CONTENTS

3...Introduction and Partnership Working

4...Our Evolution

5...Key Strategy

6...Measures

7...Summary

8...Early Intervention

10...Prevention & Resilience

14...Overcoming Barriers

16...Community Connectivity

17...Mental Wellbeing Summit

20...Impact & Legacy

Appendices

21...Appendix a. Social Value Report

22...Appendix b. Impact Stories

27...Appendix c. Project Ripple Effect Map

28... Appendix d. Being Well Outcomes Diagram

# INTRODUCTION

The Being Well project was a collaboration between AgeUK Wyvern and Citizens Advice South Worcestershire, funded for 3 years from 2023 by Malvern Hills District Council and Public Health, with the aim of improving low-level mental health and wellbeing across the Malvern Hills District through early intervention, community-based engagement, and accessible signposting to support. By working directly in local settings—without referral, appointment, or stigma—the Being Well team have empowered residents, strengthened community resilience, and built effective partnerships with organisations across the district.

The programme has delivered extensive outreach, suicide prevention training, wellbeing events, and comprehensive community mapping. It placed a strong emphasis on relational, face-to-face engagement and has positively influenced both individual wellbeing and community connectivity.

## PARTNERSHIP WORKING

The partnership at the heart of the Being Well (BW) project, South Worcestershire Citizens Advice and Age UK Wyvern, combines complementary expertise, networks, and resources including trusted knowledge of practical advice, wellbeing support, strong community links and grassroots engagement. Together, we ensured a holistic approach that addressed both the immediate practical challenges and the wider social and emotional needs that affect people's wellbeing.

This collaboration also strengthened the project's reach and impact across the district. By pooling knowledge, we identified gaps, reduced duplication, and targeted under-served communities more effectively. Joint delivery enhanced credibility and accessibility, encouraging individuals to engage with support they may otherwise avoid. Ultimately, this partnership ensured clients received integrated, person-centred care that not only tackled short-term issues but also built long-term resilience and community connection, as well as strengthening the ties between two key local organisations.

# OUR EVOLUTION

After initial mapping of support and services in the District, we found that the best use of resources would be to promote wellbeing through self-care and effective signposting to support in the community. There are a number of successful and established wellbeing services in the District that Being Well worked with and alongside, increasing cooperation and avoiding duplication. What made the Being Well approach stand out was our focus on offering residents immediate access to early intervention and prevention wellbeing support, working upstream to prevent problems worsening.

During the first year clients were taken on by Being Well, and support was offered over a certain period of time, with scheduled appointments and follow-ups. It soon became apparent that this was very similar to social prescribing, and clients were often already being supported by other professionals such as Onside, Mental Health Teams, and other support agencies. The challenge was to find where Being Well support fitted into the wider picture of community mental health support. We learnt that whilst there was plenty of support available to individuals, knowing about this support and how to access it was a gap.

The team also realised there was a gap in sharing knowledge and getting the message across about how to look after our own mental wellbeing to help improve mental health. This led to years 2 and 3 focusing on empowerment, access, and personable sharing of knowledge, making Being Well a unique service locally.

Talking to people 1:1 and face to face has been at the heart of Being Well. Going into the community and meeting people where they were at, without referral or appointment, was a way of breaking down that initial communication barrier. Chatting over a cup of tea de-stigmatised mental health and built trust so people did not feel they were being assessed.

Empowering individuals to take control of their own mental wellbeing through self-care ultimately reduces pressure on NHS and statutory services. It also encourages people who have taken control to pass on their knowledge to others, building confidence and emotional support in the community. It takes away the fear and stigma associated with mental health and shifts care from reactive to proactive, focusing on keeping people healthy instead of helping them when they are unwell.

# KEY STRATEGY

The support provided by Being Well can be categorised into these four principles:

## **Early Intervention**

Issues are dealt with early on to prevent crisis. Helping individuals recognise when they need support and encouraging appropriate help-seeking before issues escalate.

## **Prevention and Resilience**

Self-care and empowerment is promoted, taking pressure off support services, building individual and community resilience.

## **Overcoming Barriers**

Accessible support and wellbeing promotion through 1:1 connection in the community. Addressing transport, confidence, digital exclusion, stigma, and lack of awareness so residents can access support easily and safely.

## **Community Connectivity & the Mental Wellbeing Summit**

Sharing knowledge with VCSE and statutory partners, increasing cooperation and reducing duplication. Strengthening links between groups, volunteers, and organisations to create a cohesive wellbeing network that collaborates and shares knowledge.

Each category has a number of different work streams, all included in the Being Well role. These are described in this report and demonstrated in the Project Ripple Effect Map (appendix c.) and the Being Well Outcomes diagram (appendix d.)



‘Many strands make a strong rope’ - how a team member described the Being Well project

# MEASURES

With Being Well's informal and light-touch style of support, the team tracked activity through clear, simple measures that reflected real engagement.

## Outputs measured:

- Number of Supported Signposting conversations
- Number of groups attended
- Any follow up by the BW team
- Number of people at a presentation or event
- Number of directories and booklets distributed
- Feedback forms from groups and events
- Quotes

It was not possible to record follow-up measures and impacts over time due to the nature of informal support. Surveys were not used, as asking individuals for questionnaires and follow-ups would have made the experience feel formal and could have discouraged people from seeking support.

Conversations that led to a referral, a home visit, or further support, such as accompanying an individual to a group, were recorded as 'number of supported signposting conversations'.

Other outputs from individuals included feedback after events and presentations, number of event and presentation attendees, and quotes about BW provision.

Using these measures the BW team have built a picture of impact that can be demonstrated using these methods:

- Social Value - the Social Return on Investment was able to be measured using the project outcomes detailed in this report (appendix a).
- Case studies - stories of individual impact demonstrates the impact of BW on the lives of those supported (appendix b).
- Ripple Effect Map - a Ripple Effect Map shows how BW has evolved and the impact of each working stream (appendix c).
- Project Outcome Diagram - the outcomes have been demonstrated in a diagram (appendix d).

A summary of BW activities, measured outputs, and impact is detailed in the following table.

# AT A GLANCE

Activity	Output	Impact
<p><b>EARLY INTERVENTION</b> Working 1:1 with residents, giving information and support with practical and social issues.</p>	<ul style="list-style-type: none"> <li>• 100s of signposting conversations averaging 30 per week by the final year.</li> <li>• Approx. 290 individuals received personalised support, including referrals into other support services, home visits, being accompanied to social groups.</li> </ul>	<p>Barriers to accessing support are removed, people are able to easily access the information they need to resolve their problems and prevent them becoming a crisis.</p>
<p><b>PREVENTION &amp; RESILIENCE</b> Self care information presented to the community via booklets, talks and events.</p>	<ul style="list-style-type: none"> <li>• 2000 self care booklets given out.</li> <li>• 268 attended self care presentations.</li> <li>• 98% of attendees pledged to maintain or increase how often they practise self care.</li> <li>• 55 attended Breathe (Women's Wellbeing event).</li> </ul>	<p>People feel empowered to manage their own wellbeing in the future, reducing use of services.</p>
<p>Suicide Awareness training</p>	<ul style="list-style-type: none"> <li>• Three training sessions delivered.</li> <li>• 76 attended.</li> <li>• 34 became new Orange Button wearers - a 38.6% increase for Malvern Hills District since April 2025.</li> </ul>	<p>People are better able to support others.</p>
<p><b>COMMUNITY CONNECTIVITY</b> Connecting groups and organisations through conversations and networking.</p>	<ul style="list-style-type: none"> <li>• All 73 villages across the district were contacted.</li> <li>• Two mental health summits delivered.</li> </ul>	<p>Networking and collaboration enables groups to work better together, reducing duplication and increasing efficiency.</p>
<p>Raising awareness of local activities via directories and 1:1 conversations.</p>	<ul style="list-style-type: none"> <li>• 139 groups/parishes received the resource directory folder in digital or printed format.</li> <li>• 600 Community Activities booklets given out.</li> </ul>	<p>Community capacity is maximised, including in rural areas where there are fewer services in place.</p>

# EARLY INTERVENTION

**Helping individuals to connect to appropriate support in their local community before issues get worse and become a crisis.**

Being Well has always prioritised reaching individuals out in the community who would not necessarily contact their GP for initial help. The project operated where people naturally gather - community centres, coffee mornings, churches, food projects, social groups and village halls. This removes the need for formal appointments (and often waiting lists) and reduces the stigma associated with seeking help. Approaching individuals in a friendly and informal way, starting conversations and genuinely engaging with people allowed the team to build trust, listen and provide support in a natural and relaxed way.

The type of support provided could be suggesting a relevant hobby or social group, signposting to financial, food or wellbeing services, providing practical information or encouraging individuals to build their own wellbeing routines. The comprehensive working knowledge that the team has of local community services allowed for a wide range of signposting suggestions and offers of support. This was only made possible by being embedded in the community over a long period of time.

## **Example of supported signposting**

**The Being Well team met a group of residents at a Church 'friends' group in Upton. They discussed the new Healthy Worcestershire group, and how lack of transport was an issue. The group were unaware of the new Demand Responsive Transport bus and reluctant to use the app.**

**Action: Coffee mornings at two sheltered housing complexes were organised (working alongside Ticket to Ride and Community Builders) to help inform the residents and encourage their confidence in using this transport.**

**Short Term Impact: Four individuals attended the Healthy Worcestershire group for the first time. Two used the On Demand bus for the first time with the BW team's support.**

**Longer Term Impact: Once confidence has been built for short local journeys, they may also use the bus to travel further afield. Being able to get out and about reduces feelings of isolation. The ability to be able to use this bus will be shared amongst friends and neighbours, benefitting others in the community.**

# EARLY INTERVENTION

The Being Well team has been able to map community and wellbeing groups across the Malvern Hills District. **All 73 towns and villages in the district were visited and the groups we found were listed in a directory.** A printed copy of the directory is available as well as a digital copy (information is correct as of Autumn 2025). **117 folders with the printed directory were delivered** to village halls, community centres, churches, foodbanks, fridges and pantries, Malvern Job centre and community groups. **22 were emailed to Parish Councillors and Clerks.** We also had a few members of the public who requested digital copies having viewed the hard copy at a venue they attended. Therefore **139 different groups / Parishes have been supplied with information.**

Being Well promoted the Worcestershire County Council Community Services online directory alongside the directory and provided information to group leaders about how to sign up, helping to ensure our learning lasts beyond the life of the project.

Being Well has hosted information tables to increase knowledge of local activities at a number of social groups: Callow End coffee morning, the Food Pantry at the Octagon centre each month, Upton Baptist Church Front Door, Welland Parish Coffee Morning, Castlemorton Remembrance event, Upper Welland Methodist Church coffee afternoon and the Lansdowne Methodist Church Fellowship Group.

Having this knowledge and connection with local village halls, churches, community venues and groups, Parish councillors and clerks, has been a vital part of Being Well support. Helping to get the information to people, especially in the isolated rural areas of the district where fewer services operate, has been well received and supports the community signposting that Worcestershire County Council has invested in recently. Being Well has been able to get accurate, trusted, and reliable information about groups and services to people effectively, and has disposed of out of date information on notice boards and fed back to local websites when their information is incorrect.

By promoting foodbanks, community fridges and pantries, families now have access to fresh food that might otherwise have been out of reach. The information in the Resource folders encourages people to attend local coffee groups and community meals, providing company, warmth and nutritious food.

# PREVENTION & RESILIENCE

Being Well has aimed to support better health and stronger mental wellbeing by championing self-care, sharing the 5 Ways to Wellbeing, hosting a women's wellbeing event, and delivering suicide prevention training. This aligns with national guidance encouraging people to take greater ownership of their wellbeing to ease pressure on services. Being Well is at the forefront of the shift towards prevention rather than treatment.

The team created a **self-care booklet** with tips and activities to promote good mental wellbeing, and over 2000 copies were printed and distributed across the district. One individual described it as 'a little life line'.

**The team presented the 5 Ways to Wellbeing, along with ideas for self-care activities, to 23 groups across the district, reaching 274 people altogether.**

**Evaluation feedback showed:**

- **88% increased their knowledge of self-care for wellbeing.**
- **98% would either maintain or increase how often they practiced self-care.**

Groups presented to included: Stronger Together support group, The Circle support group, Healthy Worcestershire, Age UK & Citizens Advice staff and volunteer teams, Clifton-upon-Teme WI, Jigsaw support group, Platform Housing Successful Tenancies team, Tenbury Hypertension support group, and primary care staff.

## Quotes from presentation attendees:

**“Very well delivered session, informative, interactive, I had similar sessions before but this is amazing, wish I could use a stronger word, excellent!”**

**“I would like to thank Charlotte for presenting and engaging with us last night.**

**Her communication style was both informative and authentic and she certainly caught the hearts and mind of the group.**

**She is a major asset to your service and to the wider PCN (NHS) and her work with patients and public groups is clearly making a real difference to many lives.”**



*Self-care booklets*

# PREVENTION & RESILIENCE

The focus on self-care and mental wellbeing grew naturally for Being Well after an invitation to speak at the Clifton-upon-Teme WI health and wellbeing evening. The invite came from months of visits to the warm welcome space, where the team built trust, offered signposting support, and formed a close connection with the organiser, who was also involved in the WI. From this, a self-care booklet and presentation were created.

After a successful self-care week in 2024 and positive feedback from the community, self-care became one of the project's main strands. This shift was made possible by the team's time spent building strong relationships and understanding the needs of the Clifton-upon-Teme community.

As part of our wellbeing promotion activities, Being Well produced the **Breathe women's wellbeing event** at Malvern Cube. **Over 50 local women** in Malvern who were connected to community services, such as social prescribing and support groups, attended the free event.

There were 4 wellbeing demonstrations from community organisations:

- **Art for Relaxation** from Malvern Community Art Therapy
- **Sleep tips** from HW Wellbeing & Recovery College
- **Simple movement demonstration** from Active Hereford and Worcestershire.
- **Guided breathing techniques** from Healthy Worcestershire.

Attendees spent time learning more from each organisation, listened to a singer, joined in with games, and each person received a free drink and a goody bag of self-care goodies.

The evening had a friendly, relaxed feel and opened the door for people who might not normally attend a social event because of cost or nerves. Cube staff shared how delighted they were to see so many attendees from a demographic they don't normally reach. By building these links with community organisations, there are more chances for residents to connect with support in ways that feel comfortable. The event boosted wellbeing and encouraged gentle self-care through activities that were easy to join in with.

# PREVENTION & RESILIENCE



*Photos from the Breathe women's event*

## Quotes from the Breathe event attendees:

“

Lovely to see so many women out, listening to things and getting involved....I felt people were very receptive.

”

“

There's such a buzz around the room, it's been such a great atmosphere. I think people have enjoyed themselves, I definitely have!

”

“

Please do it again!

”

“

Thank you for all the hard work and organisation much appreciated. Can we have another one?

”

“

Thank you so much for a wonderful evening last night.

”

“

What an amazing evening—great speakers, and it really felt like everyone had a wonderful time.

”

# PREVENTION & RESILIENCE

As part of our prevention strategy, Being Well organised 3 well attended Orange Button accredited suicide prevention training sessions in Malvern, Upton, and Tenbury. These sessions were provided in partnership with Public Health, MHDC, and HWTGA.

Training Location	Number Attended	New Orange Button sign-ups
Upton-upon-Severn	19	8
Tenbury	28	15
Malvern	29	11
<b>TOTAL</b>	<b>76</b>	<b>34</b>

To advertise the events the team approached local organisations and venues, and posted on social media. The team also walked round the towns and asked shopkeepers to advertise the events in their windows. One pub landlord paid 4 of his staff to attend the training as he acknowledged that in his trade they spoke to a lot of people who could be suffering with their mental health and felt this knowledge would be very useful to his team. Many who attended the training were members of the public or volunteers, and there were several people who had been directly affected and were able to share their thoughts and feelings first hand, which was very valuable to the rest of the attendees. **The training resulted in 34 new sign ups to the Orange Button scheme, representing a 38.6% increase in orange button wearers in Malvern Hills District since April 2025.**



*Upton training session*



*Tenbury training session*

# OVERCOMING BARRIERS

A strength of Being Well was the personable and relational approach to support. The team visited groups, many regularly, and spoke to people one to one in person. By investing the time to get to know the groups and the surrounding local community, more effective and trusted support could be offered, to the point that individuals felt like they were talking to a friend rather than a service. They engaged in conversations where they were able to share informally any needs or ask questions about what could be available to them, and the Being Well team member would be able to offer support in a friendly and relatable manner, without being intrusive. Several people who had been helped and supported by the BW Team then introduced their friends for help. This overcomes the barrier of access.

## Feedback from a Community Group:

**The Being Well Project is a wonderful support. Lisa Phillips is extremely knowledgeable and very helpful to all those who come to Come On In as well as to the team who run it. Her support is given in a number of very important ways:**

- **She provides very useful and helpful information and advice on a wide range of issues relating to older people living in very different circumstances and with very diverse needs.**
- **She provides very useful contacts and puts us in touch with other supportive organisations**
- **She has set up a tutor for an adult wanting to learn to read. It is turning his life around.**
- **Very importantly, she encourages those in the community who are either very isolated and lonely or who have recently been bereaved and are in need of warmth and friendship, to join us all. She comes along with them to help them settle in.**
- **Lisa is widening the geographical area that we cover and extending the opportunity of joining us for coffee and support into the more rural communities.**
- **She is extremely caring and a wonderful listener which helps those who come feel valued and supported.**
- **Hopefully, it is also giving Lisa and others very useful networking opportunities**

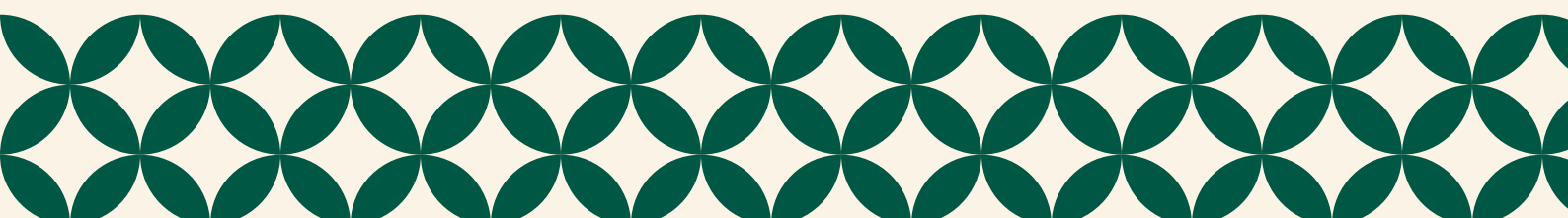
**The Being Well Project is an invaluable help to us all at Come On In and essentially, is a life line to the increasing number of older people living in isolation and loneliness.**

# OVERCOMING BARRIERS

Going to where people are in the community, rather than individuals having to make the decision and then the effort to look for and access support themselves reduces stigma and removes barriers such as navigating support online or through phone systems. The Being Well team has allowed for those who would not have been able to access information through a digital or official referral system the chance to be heard and supported. **Creating physical copies of directories gives individuals more of a choice about how they access information, particularly those who are not comfortable with or unable to access information online.**

Doing research and visiting each village to see what activities and social events are already running, contacting the group leaders and visiting the groups to chat to people and asking what they would like available in their area and what challenges they faced allowed the team to offer signposting to suitable support and social groups. Reading local village and parish newsletters to get a feel for the support in each area and asking for BW to be advertised in them was a proactive approach to reaching out. These newsletters are often hand delivered to each house in the area, **therefore increasing our outreach to the socially isolated** residents who do not attend local events and allowing them the opportunity to contact BW support. Often the BW team would go and meet the resident, ask about their challenges, their interests, and encourage them to join a local group. The team would often accompany residents for the first visit or meet them there as it can be quite daunting to go to somewhere you don't know with strangers. This has been a great support to socially isolated residents, especially in under-served rural areas of the district.

Some socially isolated residents had difficulty accessing services and activities due to a lack of transport, so the team encouraged drivers who attended groups to offer a lift. This enabled the isolated person to chat to the driver on the journey, walk in with them and sit with them which helped with anxiety. Often, once conversations were started with others around the table, it led to offers of friendship and invitations to other activities. BW also promoted the local Community Transport Charities for people to register with and appealed for Social Volunteer Drivers. **Tenbury Transport Trust now has 7 more volunteer drivers due to the increased advertisements and appeals BW has been involved in.**



# COMMUNITY CONNECTIVITY

Being Well has connected with other community and wellbeing organisations in the Malvern Hills District to share knowledge, work together, and help to prevent duplication.

## The team have connected with:

- Community Action
- CALC
- Community builders
- Upton Community Care
- Worcester Wheels
- Tenbury Transport Trust
- Community Action Malvern & District
- Greenspace
- Public Health Suicide Prevention team
- Malvern Hills District Council
- Malvern Cube
- Freedom Leisure
- Town & Parish Councillors & Clerks
- Social Prescribers
- Neighbourhood Mental Health Team
- Worcestershire County Council
- GP surgeries
- Barchester
- Sanctuary Care
- Top Barn Men's Shed
- Octagon
- Libraries
- U3a
- Poverty Truth Commission
- MAGGS
- Salvation Army

Communicating with group leaders about other groups helped link two local community food groups: the Octagon Food Pantry are now delivering surplus food to the Greenspace meal for attendees to take home so it's not wasted.

# MENTAL WELLBEING SUMMIT

The Mental Wellbeing Summit is an annual event in collaboration with Malvern Hills District Council. It brings together those working in community organisations, mental health, and wellbeing roles. It's a showcase of support that's available, an opportunity for MHDC to communicate their vision with helpful updates, particularly around funding, a chance to collectively discuss gaps and solutions to community support, and an opportunity to network with colleagues.

The first Summit in 2023, run by MHDC, focussed on mental health provision in the NHS and VCSE sector. Attendees were able to engage in discussions and networking in smaller workshops. A year later the BW team took on the event, and the Summit focussed on community mental health and wellbeing provision. Community hubs, men's mental health, and smaller grass-roots community groups were highlighted and celebrated. Feedback has been very positive regarding the sharing of information, hearing impact stories from residents, and connecting with colleagues. At the 2025 summit 45 attended from 19 different community organisations, with more roles represented, including councils, NHS, public health, the ICB, charities, voluntary groups, wellbeing groups, and community venues.

Feedback from the 2025 Summit highlights how valuable getting together as partners and colleagues can be. Attendees were keen to hear residents' stories, learn more about what's going on and how to access it, engage in open discussion, and appreciated the time to connect and work together. **Out of all the feedback forms 100% rated the event 7 or more out of 10.**



*2024 Summit in Malvern*

# MENTAL WELLBEING SUMMIT

## Snapshot of feedback from the 2025 Summit:

### What items or topics did you find the most interesting/relevant?

- New initiatives happening in MHDC.
- Time for collaboration and space to do it.
- Learning about resources available from Being Well service
- General discussion session - good to hear thoughts/ideas/challenges across sector.
- Networking - I always learn more.
- Hearing from all the community groups and what they do.
- The discussion session at the end. Although the points raised were familiar to the past summits, it is still extremely useful to recognise they are still there.
- Combined funding as a suggestion for community/volunteer groups.
- All of it - great agenda - very interesting.

### Further Comments:

- Really useful networking event.
- My first time here - very valuable, thank you!
- Well run and informative.

The Summit event gives the opportunity for open discussion that is a unique space for those in VCSE, community mental health, and wellbeing roles to listen, share, and be heard. The comments from the most recent Summit highlight how much attendees appreciate this opportunity, and how we can influence future working.

There were several themes and topics that came out of the 2025 Summit discussion. They have been shared with all attendees. It is encouraging to see that many of the points raised at the latest Summit are already streams that Being Well has been working in. The Being Well team have worked to connect groups and leaders in the district, encouraging collaboration, and sharing knowledge through the Being Well directory and visiting community groups in person. The project has focussed on prevention by delivering a self-care message to help empower individuals, including signposting to community support. There is a need and a want for this direction of work in the wellbeing sector, and Being Well has shown how this can be done as a role. Opportunities to expand and invest in this would be recommended by the team, as well as further events to bring colleagues and partners together.

# MENTAL WELLBEING SUMMIT

## Themes and Topics from the most recent 2025 Summit discussion:

### Suggestions for Collaboration and Working Together

- A single point of triage so that the most appropriate referral can be made first time based on assessment of need.
- Being able to refer into all services without barriers, including directly into NHS mental health services - it would reduce use of GP time if we can divert people away from primary care.
- Onward referrals made based on having a relationship with the person / service being referred to instead of just handing over a leaflet / phone number.
- Sharing information so that if one service has a long waiting list, alternatives can be suggested.
- Expanding on the phrase 'It takes a village to raise a child', it takes a community to provide support. We need to be able to connect people to what's already available, and location of services is key.
- VCSE sector working collaboratively not competitively and the possibility of joining together to make collaborative bids.
- Spend time networking to make connections and find out about what is already happening in the district for effective signposting or navigation.

### Empowerment and Self Help

- Working with communities not for them, creating a sense of belonging and empowering people to self refer or self help where possible.
- It's important to look after ourselves as well as others to build resilience.

### Wider Issues

- In order to continue delivering services we need ongoing support from major sectors like the NHS and councils.
- The uncertainty of long-term funding, although it's important to remember that shorter term projects can also have a really positive impact.
- Perennial issues we would all like to have more influence over policy on include long waiting lists, transport, and difficulty navigating complicated services.
- We would like to provide support that is preventative not just reactive, so that we can deal with things before they become a bigger problem.

# IMPACT & LEGACY

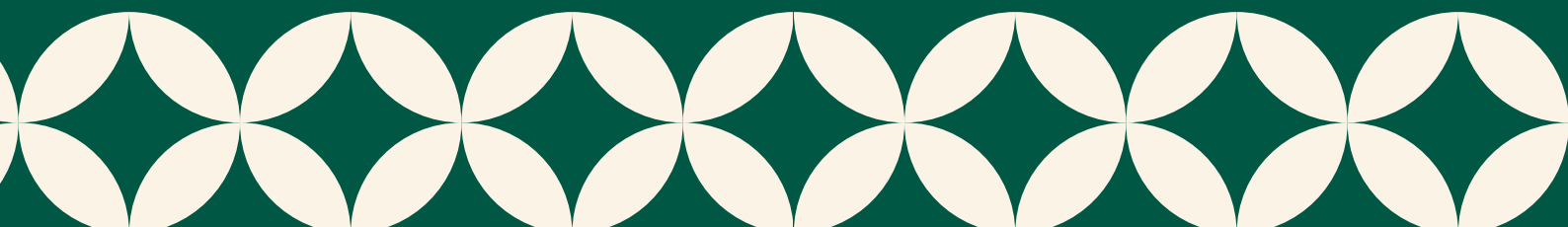
Being Well has delivered a highly relational, effective and community-rooted approach to early mental health intervention. By combining practical support, self care promotion, and strong local partnerships, the programme has strengthened wellbeing across Malvern Hills District and empowered individuals to take greater control of their mental health. It has built a foundation that not only responds to need, but also enhances community resilience for the future.

The stories, quotes, attendance statistics, evidence for improved self-care, positive feedback and case studies we have shared in this report all help to build a picture of the project, but the lasting impact of Being Well can never truly be measured.

The value of genuinely being part of the community and talking to someone face to face, listening, taking the time to understand and suggest a way forward in a friendly and informal way may not be quantifiable, but we have seen how significant that can be.

Someone who is feeling lonely, down, or stuck, may have met a member of the Being Well team at a group, attended an event, or picked up a self-care booklet, and from there found the confidence to find a way forward. These moments aren't always recorded, but the power of those personal connections and opportunities created by Being Well can be life-changing.

**Handing the power back to each person to look after their own mental wellbeing is the true legacy of Being Well. By sharing knowledge, building connections, and creating resources that stay within the community, the impact continues long after each interaction. This sense of empowerment strengthens both individual resilience and our wider community.**



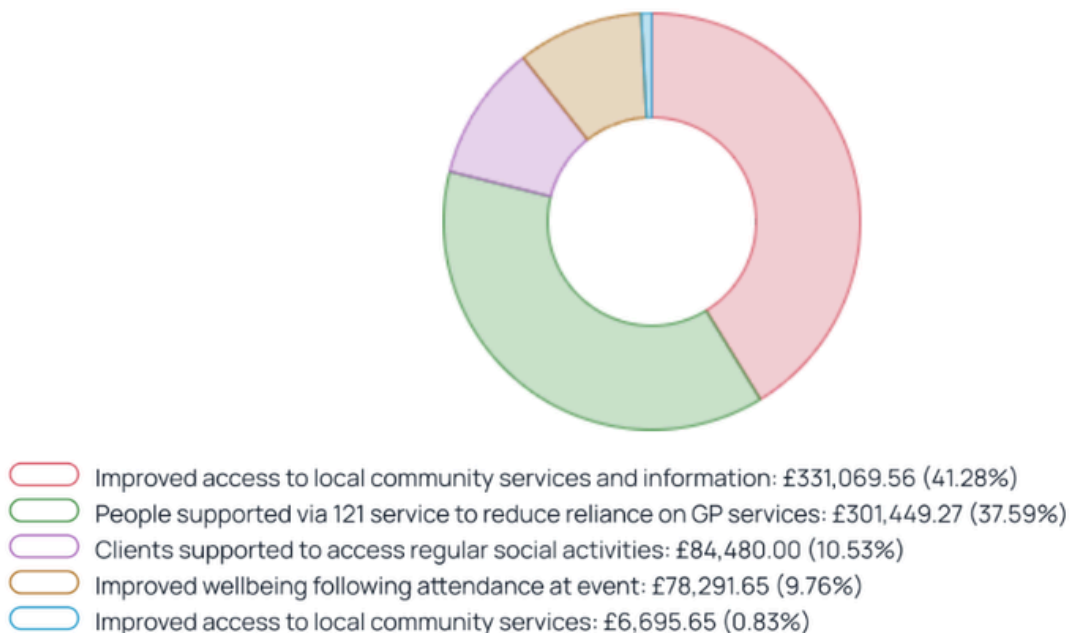
# SOCIAL VALUE

The social return on investment (SROI) for the Being Well project has been measured using the Social Value Engine (SVE). Using this method can show the financial and social impact of a project, based on accredited valuation methods.

The SVE assigns a financial value to each of the outcomes measured by Being Well and shows how much money has potentially been saved by the intervention, based on the cost to society if these measures had not been in place. The chart below shows the outcomes measured against and the value added by improving access to community services, reduction of demand on GP services, and increased access to social activities and events through Being Well.

For Being Well the **SROI value is £5.34**. For every £1 invested, £5.34 has been saved. This significantly positive impact on these outcomes as a result of the BW project continues to emphasise the importance and value of self-care and early intervention, community engagement and increased confidence and self-esteem.

Present Value by Outcome



# IMPACT STORIES

## Angela – Rebuilding Confidence Through Coordinated Support

### Background and Referral

Angela self-referred to the BW service on the suggestion of a police officer who had been supporting her following a serious domestic violence incident. As a result of the assault, Angela was left largely housebound in her first-floor flat. Angela continues to live with the physical and emotional consequences of the trauma.

Before the incident, Angela worked and lived an active, independent life. Since the injury, however, she has experienced significant mobility limitations, reduced confidence, and social isolation. Financial difficulties have compounded these challenges.

### Intervention and Support Provided

A home visit was arranged to offer practical assistance and explore opportunities to enhance Angela's wellbeing.

#### 1. Home Energy Check

A full Home Energy Check was completed, providing Angela with a heated throw, LED bulbs, a night light, and a torch—improving comfort and helping to reduce energy costs at a time of financial pressure.

#### 2. Mobility Support: Transformational Impact

Angela was loaned a wheeled rollator with a seat for outdoor use. She reported feeling immediately safer and more balanced, with the reassurance of being able to rest when needed. Before the visit ended, she walked to her bin outside—the furthest she had managed to walk outdoors since her injury, marking a notable step forward in rebuilding her independence.

# IMPACT STORIES

*Angela cont.*

## 3. Pathways to Ongoing Support and Community Engagement

Angela was introduced to a range of services supporting confidence, connection, and long-term wellbeing:

- Help at Home Service: Discussed as a practical option; Angela is considering this, and information is being provided.
- Community Action Malvern: Transport support and the film club were highlighted as accessible, community-based opportunities.
- Swim Inspiration: Recommended for gentle strength-building when she feels ready.
- U3A: Suggested as a supportive route back into social activities and personal interests.
- Befriending (Volunteer Involvement). Instead of seeking befriending support for herself, Angela expressed enthusiasm for volunteering as a befriender in the future. She sees this as a meaningful way to add purpose to her days, regain confidence, and provide companionship to someone else who may be isolated. This positive forward-looking aspiration reflects her desire to rebuild her life while giving back to the community. I will contact Julie Hall to arrange an exploratory conversation with her.

### **Outcome and Value of the Service**

This case demonstrates how timely, person-centred support can have a profound impact on someone's quality of life. Through practical help, mobility assistance, emotional encouragement, and connection to wider services, Angela has:

- regained confidence in her mobility,
- reduced her isolation,
- accessed new opportunities and support networks,
- and begun to identify purposeful future roles—such as volunteering—that align with her strengths and values.

The visit not only provided immediate assistance but also supported Angela in reconnecting with her sense of capability, independence, and hope.

# IMPACT STORIES

## Meeting Reg - recorded as poem and shared at the 2025 Mental Wellbeing Summit

I first saw him  
 at a community lunch,  
 alone at a table,  
 his plate before him,  
 his eyes down.  
 I asked if I might join him,  
 and he said yes.  
 The words came slowly at first—  
 how the days  
 between lunches  
 felt so very long,  
 how since his wife had gone,  
 the world had grown quiet.  
 He welcomed me to visit,  
 to sit in his home,  
 to ask about his life.  
 And there I found him:  
 a veteran,  
 a musician,  
 a man in his nineties  
 whose sight had dimmed  
 but whose love for music  
 still shone bright.  
 He told me he could not read notes now,  
 that his balance made roads a risk,  
 but when we spoke of music,  
 his voice lifted,  
 his hands remembered,  
 and he laughed when I confessed  
 my own clumsy clarinet.  
 I searched for doors  
 that might open to him.  
 The bereavement group he tried once,  
 but it felt too closed,  
 too much like stepping  
 into someone else's circle.

The Sight Loss Club, though—  
 there he found welcome,  
 a lift to bring him,  
 friends twice a month.  
 At St Mary's,  
 another meal,  
 where the organisers gladly  
 saved him a place.  
 And then—  
 one day the ukuleles played.  
 Reg lifted his clarinet,  
 played by ear,  
 and the room lit up.  
 I saw joy pour back into him,  
 a spark I had only glimpsed  
 in his stories before.  
 Now he goes out more often:  
 two lunches,  
 a club,  
 new acquaintances,  
 new music waiting.  
 There are still barriers—  
 transport,  
 his fragile sight—  
 but he is less lonely now.  
 There is laughter in his days.  
 And perhaps soon,  
 Morris dancers will step  
 to the sound of Reg's clarinet.  
 His song is still here.  
 And I am grateful  
 to have heard it begin again

# IMPACT STORIES

## Empowering Peter and Susan Through Person-Centred Support

This case study illustrates the journey of Peter and Susan, demonstrating how the "Being Well" service, through person-centred interventions and emotional support, significantly improved their quality of life after Peter's dementia diagnosis.

### **Background**

Peter and his wife Susan attended a local dementia support café. Peter engaged happily in the activities, but Susan was visibly distressed and approached a support worker, expressing profound feelings of isolation and being overwhelmed by her caregiving responsibilities. She felt she couldn't burden her family with her emotions and had entirely neglected her own well-being, always putting Peter's needs before her own.

### **Intervention and Strategy**

A support worker arranged a home visit to provide a comfortable environment for Susan to talk more openly. The core strategy focused on validating her feelings, emphasising the necessity of self-care for effective long-term caregiving, and encouraging small, manageable changes.

### **Key actions taken:**

- **Active Listening:** The primary goal was to provide a non-judgmental space for Susan to feel heard and understood.
- **Encouraging Respite Care:** Susan was encouraged to act on her idea of hiring a private support worker fortnightly, providing her with essential personal time.
- **Facilitating Social Re-engagement:** Susan used her new free time to reconnect with friends, addressing the social isolation she missed the most.
- **Overcoming Social Anxiety:** The couple was consistently encouraged to attend a local Community Lunch. Initial resistance from Susan, driven by fear of embarrassment over Peter's table manners, was managed with gentle persistence.

# IMPACT STORIES

*Peter and Susan cont.*

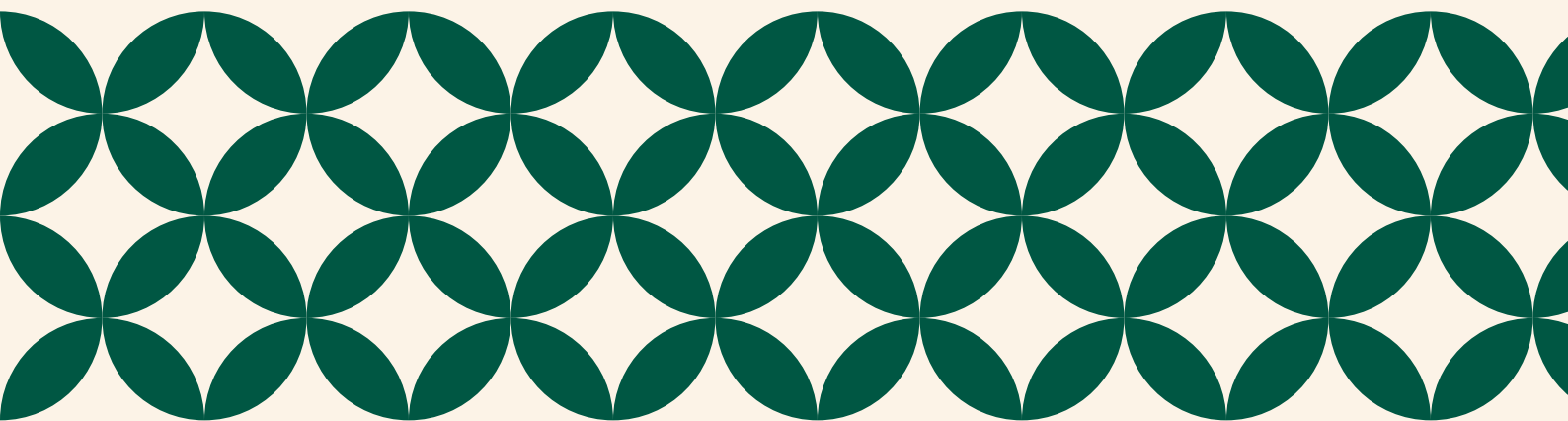
## Outcomes

The impact of these interventions, though seemingly small, was transformative:

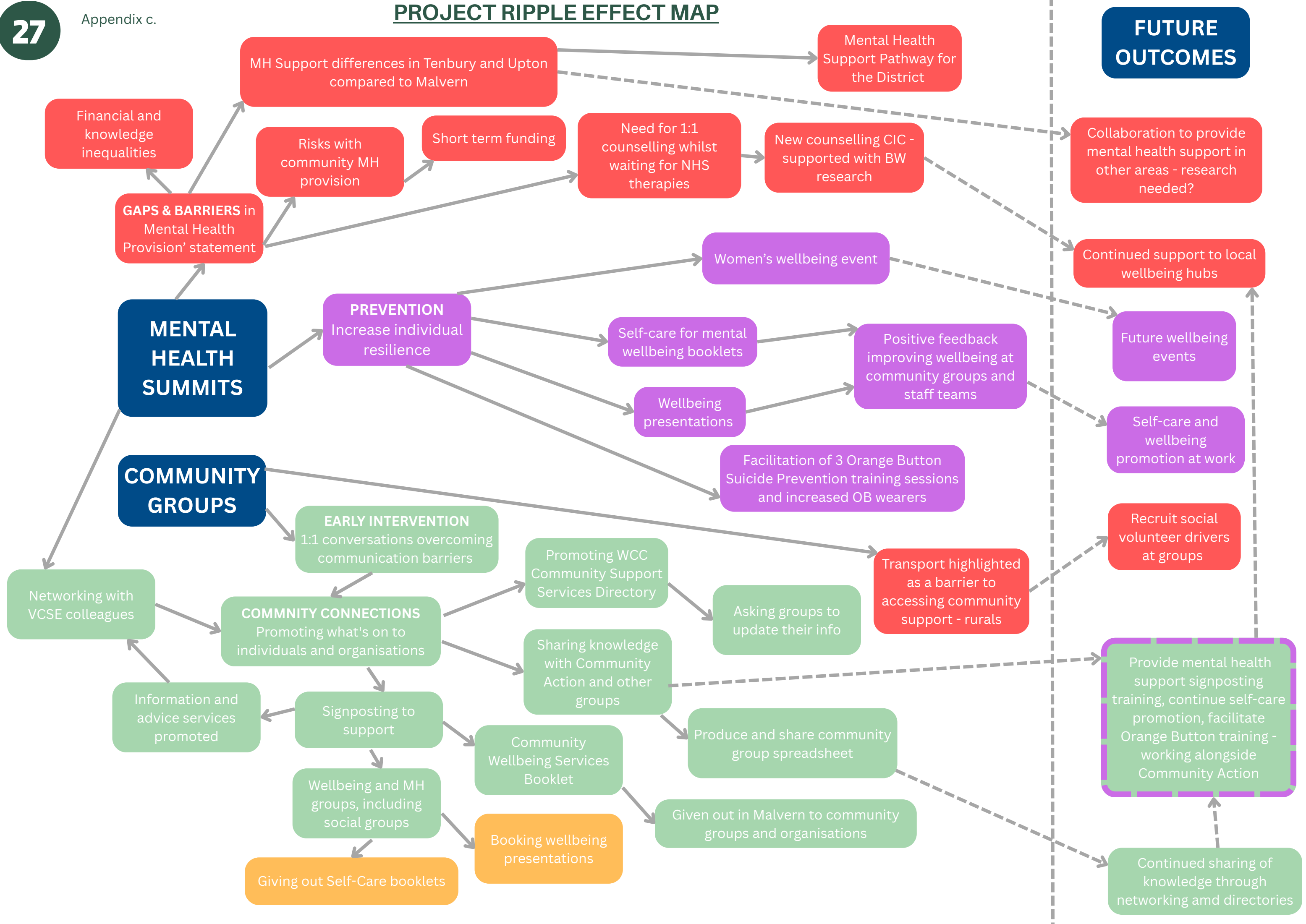
- **Improved Caregiver Well-being:** The implementation of regular respite care made a "huge difference" to Susan's mental and emotional state, allowing her necessary time to recharge.
- **Enhanced Social Connectedness:** The couple's attendance at the Community Lunch was a significant success. Susan reconnected with old friends, and Peter was content people-watching.
- **Increased Confidence:** Susan overcame her apprehension and committed to future attendance, demonstrating increased confidence in managing social situations with Peter.

## Conclusion

The case of Peter and Susan highlights the profound impact of a person-centred service like "Being Well". By offering an independent, supportive presence and providing gentle encouragement, the service facilitated crucial emotional release, promoted essential self-care, and successfully fostered social inclusion for both the individual with dementia and their dedicated caregiver. These focused interventions have paved the way for a more positive and sustainable future for the couple.



# PROJECT RIPPLE EFFECT MAP



## FUTURE OUTCOMES

Collaboration to provide mental health support in other areas - research needed?

Continued support to local wellbeing hubs

Future wellbeing events

Self-care and wellbeing promotion at work

Recruit social volunteer drivers at groups

Provide mental health support signposting training, continue self-care promotion, facilitate Orange Button training - working alongside Community Action

Continued sharing of knowledge through networking and directories

### BEING WELL OUTCOMES



### FUTURE DIRECTION

Self-care and 5 ways promotion to wider audience - schools (staff and parents), businesses

Wellbeing event

Promote community signposting including County Council online community service directory to groups and organisations through presentations and resources

Network event including MW Summit