

Impact Plan

May 2021 – April 2022

Aims - A trusted people-led therapeutic wellbeing service shaped by our staff, volunteers and clients. Helping people to be well by offering a positive environment that enables choice, improves experience and addresses mental health needs locally.

Need - Life experiences can impact on mental health and wellbeing in different ways. To help people to be well, preventative support needs to be people-led, responsive to our community needs and boldly promote holistic wellbeing.



The Ellesmere Centre 267 Beverley Road Hull HU5 2ST



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Executive Summary

S2BH is a Community Interest Company (CIC) and was established in April 2019 in response to an identified need to grow our service delivery alongside the Ellesmere Centre for Psychotherapy and Training (ECPT). Our mission is to identify our communities needs and provide creative, quality and dynamic mental health provisions to meet these needs.

The Board of Directors is formed from a group of like-minded individuals, bought together at ECPT, all with a clinical background and a shared vision of making therapy accessible to our community.

We are proud that as a young organisation that entered the Pandemic within the first year of trading we have maintained a stable and supportive environment during such uncertain times. The business experienced some impact on cashflow due to a reduction in forecast referrals, a familiar story across many healthcare settings during the early lockdowns. However, throughout the period that this Impact Plan covers we have experienced an upturn in referrals that exceeds previous needs. Throughout the last 12 months we have been able to meet many of our strategic aims, which of course includes positively impacting our stakeholders lives and adding real social value through our work.

Stakeholder Statement

Our commitment is to three key stakeholder groups within the S2BH community. We refer to our community often and feel a definition of what we believe to be our community is important. S2BH is situated in Hull and operates from a number of different locations in the city. Our service users currently reside in Hull and the East Riding. Our focus is to remain a local business serving local people. The S2BH workforce provides the central hub to our community, providing a mix of experience, diversity and knowledge to best support our service users. Then supporting us in bringing our service users to S2BH are our partners in the form of funders, refers and collaborators.

Our service users: We intend to offer our community of users in Hull and the local area therapeutic options that have not been previously available. We will engage with our community by establishing strong relationships with other organisations and being creative in engaging with groups who have found accessibility to mental health services previously challenging. We intend to reach these groups in several ways including;



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- Participation and representation on the Hull Impact Group led by CHCP
- Membership of Hull Champions
- Liaison with North Bank Forum and the HEY Smile Foundation drawing on their network and experience
- Holding focus groups representing a cross section of society to identify need
- Feedback from current service users on additional needs and therapeutic wants
- Close collaboration with other local providers sharing knowledge and specialisms
- Collaborate with Healthwatch to engage with serviced user feedback and identified areas of need

The Space2BHeard Workforce Team: All parts of our team including Business, Clinical (including self employed staff and trainees on placement), volunteers and Leadership staff form part of S2BH's Community. As such the Directors are committed to supporting personal and professional development as well as tending to our teams wellbeing. We will do this through engagement activities, rewards, investment in CPD and Training, high quality supervision and self-care promotion. Our Workforce Development Plan and Staff Wellbeing Plan provides further details of our purpose and aims.

Our partners and funders: S2BH works with a range of key partners including commissioners, local authorities, mental health providers, third sector organisations and many more to deliver our services. Without these key relationships S2BH would not be able to achieve our objectives. We always aim to deliver as we promise on the work that we procure, be open and consistent on our communication and behaviours and endeavour to provide quality balanced with good value. Our belief is that we can better meet our communities needs through collaboration, providing variety and choice. We seek to uphold these key principles through our development as a CIC.

Impact by Stakeholder Group

Service Users:

Valued Minds

Valued Minds is our affordable therapy service for local people that are in receipt of a low income and seeking their own independent therapy. It is S2BH's intention to deliver this service through reinvesting profit that, in turn will cover the costs of the Valued Minds infrastructure. A key objective during this period for our Valued Minds service was to continue to develop a service which created a great clinical placement opportunity for the trainee therapists that would deliver the therapy and counselling to our clients and



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also create an efficient referral process and care pathway that would enable clients to purchase their own therapy in confidence.

During the 12 month period we reinvested £48,069 (12% of S2BH overall income) in direct and indirect costs including assessments, management and room hire. Beyond the direct costs S2BH alongside our partner ECPT we have invested resources through supervision, training, mentoring, guidance and more to ensure that this service is delivered with our stakeholders interests at the centre.

117 people accessed the Valued Minds service during this period, some clients will have received short interventions whilst others will have engaged in longer term therapy depending on what is established during the contracting process. Our clients having the option to access long term therapy which continues to be a key objective for Valued Minds as there are limited options for long term therapy locally beyond full private paying arrangements.

During this period we recruited 14 new volunteer clinicians to deliver the one to one therapy sessions for Valued Minds. They joined the 10 volunteers currently working within the service who are now entering the second year of their placement.

Re-Mind

The Re-Mind service is a unique service developed by our Long Term Conditions Director Gemma Wardell and is a mix of therapeutic approaches that work with and treat the mind and body connection of those living with long term conditions such as pain, ME, Fibromyalgia and Chronic Fatigue.

During the period April 2021 – May 2022 we increased the reach of this service by 23%, working with a total of 131 Hull and East Riding residents. To meet the increased need for the Re-Mind service we recruited one additional clinician who has added real value and expertise to the team of 4 specialist clinicians

We use a variety of data capturing methods throughout treatment to measure recovery and efficacy. We are proud to report the following impact data, sourced from NHS England recognised Data Measures completed by service users that attended their whole treatment:



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- 80% of patients engage for at least 6 sessions - 40% of these patients recover
- 70% of those patients engage for 10 session or more - 57% of these patients recover
- 60% overall improvement on energy levels and tiredness (PHQ9)
- 70% of the group were Recovered (as measured by GAD7 and PHQ9)
- 50% of patients felt that their ability to undertake their usual activities was improved
- On average patients felt their daily health had improved by 22%
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Lets Talk

The Lets Talk contract is a core part of S2BH and was the first contract we were awarded – working alongside ECPT in the summer of 2016 taking our first patients in January 2017. The pandemic had a significant impact on people accessing mental health support nationally and we did see a decrease in referrals of approximately 66 patients less than the previous year. However from January 2021 numbers returned to pre pandemic levels with a steady increase during the period that this impact plan covers.

S2BH were included in the Let's Talk network to increase options and accessibility for the most complex clients within Hull's primary mental health service, that had perhaps exhausted other therapeutic options available to them. It is with this in mind that we approach our treatment of these clients as flexibly as we can within the constraints of an NHS funded service, ensuring that each client receives the amount of sessions possible within available funding. We ensure each client is able to access additional sessions as needed and we boundary profit for this purpose. It is important to us not to take a one size fits all approach with the traditional 6 sessions available approach often associated with the NHS.

During this period we have worked with 325 patients ranging from moderately to severely anxious and/or depressed with a recovery rate of 56% in April 2022 (NHS England target is 50% recovery). During the previous year we worked with 241 patients over the same period, meaning we have seen a 35% increase in patients accessing this service.



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Hull City Council

We were very excited to be successful in procuring the Independent Counselling contract for Hull City Council in April 2020 which of course coincided with the start of the pandemic.

We work closely with Occupational Health and Human Resources to offer a service that is accessible and confidential for Hull City Council staff – we were chosen and are considered to be “fresh”, “vibrant” and “creative” putting the client at the centre of our work.

Anne-Marie Bird, the Occupation Health Lead for Hull City Council provided us with the following testimony:

“As an organisation the emotional and mental wellbeing of our staff is something that Hull City Council takes very seriously which is why provision of an external staff counselling service is something that has been firmly embedded for many years. Space2BHeard (S2BH) are the current staff counselling provider and assumed responsibility for the provision of 1-1 counselling support to our staff in April 2020. S2BH are an absolute pleasure to work with, they are an extremely professional and very approachable company. Their approach to delivering a service amidst the confines of the coronavirus COVID-19 pandemic has been second to none”

Feedback such as this is really welcome and assures us that we are providing a service which fits the needs of Hull City Council and their staff. We continue to develop new ways to support the staff, including offering free psycho-educative workshops around wellbeing, stress management and self care which are above and beyond our contractual requirements.

We have worked with 225 members of staff throughout the period this plan covers with 74% of these clients reaching recovery (PHQ9/GAD7) and those that have not recovered are on the whole supported to access further therapeutic intervention via our other service areas.

University of Hull

Towards the end of this impact period we established a small volunteer led therapy service, in partnership with the University of Hull specifically for some of their students that have been identified as needing additional Mental Health Support beyond the Wellbeing Team resources at the University. The University matched funded £4,000 to a grant that



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S2BH secured from the Key Fund at the end of October 2021. This funding contributes towards the ongoing running costs of the service such as room booking fees, assessment and admin costs. Beyond this the team as S2BH use their skills and expertise to deliver a high quality therapeutic service to approximately 40 students from March 2022 over the next 6 to 12 months. We are excited to be working with the University and we look forward to reporting positive outcomes in the next impact reporting period.

Workforce

Part of S2BH's workforce strategy is to provide a mix of employed, self employed and voluntary positions to best meet the needs of our business and stakeholders.

Our clinical, qualified team are all self employed to suit their flexible approach to their profession, however we recognise that whilst they may not be employed at S2BH we would like to offer as much additional benefits as possible to ensure their value is met and appreciated. As part of this we invest in their training and CPD, high quality supervision, DBS costs, annual reviews and ongoing professional support.

Over the past year we have recruited 6 new clinicians to our team, increasing our team to 15 working across all areas of our service delivery. Each clinician is able to manage their own caseload and take on as much clinical work as suits them. On average our clinicians regularly complete 15 hours work per week for S2BH, leading to a good and regular income. The hourly rate we pay our clinicians is competitive and is approximately 38% more per hour than if the clinician was employed full time in a role as a counsellor ([Salary: Counsellor \(July, 2022\) | Glassdoor](#))

Our core team of employed staff consists of 5 members of staff including, an apprentice, Business Support Lead and 3 Directors that have day to day operational roles in the business. The formation and development of this team has been work in progress running alongside the growth of our business.

During the last year the Business Lead role has continued to develop and has increased from a 25 hour to a 30 hour per week contract with a 6 month training and support programme running in to the next year which will see our Business Lead take further responsibility to ensure S2BH is delivering good customer service and care pathways.

In January 2021 we also recruited our first Business Admin apprentice. Our apprentice is working within the Business Support Team and is progressing in her journey of training, learning and employment with us. Her role became full time during this period and she will go in to employment with us in August 2022.

Volunteers are a core part of the S2BH clinical team and we are fortunate to have access to high quality trainee therapists that are mid-way through their psychotherapeutic training journey with ECPT. We work closely with ECPT to provide placement opportunities within the Valued Minds service that enable the trainees to gain quality and valuable experience working with S2BH clients in a safe, supportive and empowering environment and culture. In turn S2BH offer a key part of their strategy – affordable therapy to our community.



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We have recently established a link to the University of Hull and have taken two Clinical Psychology students on long term placement. They have integrated in to our clinical team with the support of the University. We are providing a hands on placement opportunity for the students to gain essential experience to run alongside their University based learning. This includes the students undertaking key research and evaluation work within the services, developing Accessibility protocol and good practice, working one to one in sessions and assessments as well as providing support in group therapy settings. We fully support and invest our time in developing the students and they provide a rich resource back to our organisation.

We are passionate about investing in our workforce through CPD and training. We identify key areas of development with our team and source training that helps meet needs and gaps identified. This year we have invested £4,042 income in training including 6 places on mindfulness training courses, 5 group facilitation places, safe online training CPD, supervision training and Brief Intervention Therapy (BIT) training devised specifically for our 5 session Hull City Council care pathway.

We also source and offer funded training to our team via our network of partners in Hull.

Beyond our basic standard of support for our staff, we strive to find other ways to offer value, appreciation and wellbeing support. This year particularly we have been mindful of the additional strain as a result of the pandemic and are aware that we have not been able to be “together” as a team. As a way of providing down time and space our clinical director has offered regular online “coffee breaks” for staff and ongoing mentorship and supervision around their own wellbeing.

We also provide a “free” therapist directory in which our clinicians can advertise their profile via S2BH and receive referrals from self funded clients at no direct cost to them.

During this period we have also held two staff development days with funded social events in to the evening.

Our additional wellbeing investment this year totalled £1,379 and we will be prioritising this budget 2022/23 and finding more creative ways to give back.

Partners and Funders

Our key Strategic Partner is The Ellesmere Centre for Psychotherapy Training (ECPT). S2BH evolved out of ECPT, Kathie Hostick and Laura Stead initially set up the “Lets Talk” service under the umbrella of ECPT in 2017. Within the safety of this establishment and experience of ECPT we were able to grow this service to the point that we found organisationally that it made sense to separate what is essentially a service driven business out of ECPT which is a training organisation.

Moving both the “Lets Talk” service and Valued Minds into a CIC ensured that we could maximise our ethos of reinvesting in our community and may give us access to wider



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opportunities. The Partnership has evolved over the past year and is managed by Mike Hostick and overseen by a Partnership Steering Board. A Memorandum of Understanding has been developed to hold the key areas of governance for the partnership. The partnership is recognised as mutually beneficial and adds strength, quality and continuity to S2BH as a service provider.

Specifically S2BH benefits from:

- Affiliation with ECPT's longstanding reputation for excellence in the field of Psychotherapy and Training
- Access to regular consultation with qualified experts in the field of Mental Health Service provision, Psychotherapy and Education.
- Opportunities to work jointly on new ideas, research and best practice
- Discounted access to continuing professional development (CPD)
- Managed office space
- Discounted access to sessional therapy space
- Access to Therapy Trainees and ECPT affiliate therapists
- Enhanced recruitment of staff from ECPT affiliate network

ECPT benefit from:

- Access to high quality placements in a variety of practice contexts
- Provision of supportive and appropriate first placements for students
- Mutually enhancing current and real-world practice links
- Opportunities to work jointly on new ideas, research and best practice
- Longer term rental agreements and improved cashflow

Through forming, prioritising and maintaining this relationship both organisations compliment and add value to each other which in turn is recieved by stakeholders of each organisation.

To ensure the partnership is active and meets its aims we have our developments as an agenda item at each Board Meeting, meet Bi-Annually for a full review of our joint operations and ventures and also identify projects as we go along that will mutually benefit us.



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We continue to prioritise building upon our partnerships and networks. This year we have made new connections with the following organisations:

HEY Smile Foundation
Beverley Golf Club
The Humber LEP
Humber and North Yorkshire Integrated Care Service
HEY Mind
Humber Teaching NHS Foundation Trust
The University of Hull
Mental Health Alliance
East Riding Emotional Wellbeing Service
East Riding Public Health

As S2BH grows and we become more known within our community we have been fortunate to receive financial donations that have helped fund free at point of access therapy sessions for people unable to fund themselves through Valued Minds and our other service options. Examples of these kind donations have been a service user donating £1,000 to enable others to access sessions to support them with mental health struggles around anxiety, depression and other issues. This funding enabled 8 people to access independent therapeutic support. Likewise the Malt Shovel pub on Anlaby Road, Hull collected funds for S2BH in the lead up to Christmas 2021 raising an amazing £1,400. It was wonderful to see how the community supports improving mental health outcomes for people in Hull and East Riding. These funds continue to support people with free at point of access therapy, to date 6 individuals have been supported with another 6 places still to allocate for those assessed as benefitting most from the funding.

Another exciting development has been that the Captain of Beverley Golf Club, Pat Howdle has chosen us as their Social Enterprise of the year and all funds raised will go towards projects within our organisation that support people living with long term conditions and mental health distress. We are all about accessibility at S2BH and we ensure that all these donated money goes 100% towards the direct costs of working with our service users and we establish services that are unavailable via other routes such as the NHS.



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