



INNOVATION AGENCY
Academic Health Science Network
for the North West Coast

THE INNOVATION AGENCY
**COACHING
ACADEMY**



Coaching for Spread and Adoption Mental Health and Wellbeing in the Workplace



Meet the innovators

Introduction

Well done to the participants of our coaching for spread and adoption programme focussed on innovations in mental health and wellbeing in the workplace. They brought a range of fantastic innovations at different stages of development; many were fully fledged businesses while others were at earlier stages of planning and set-up.

They took part in a series of workshops with online learning and also received tailored coaching to help tackle complex challenges, while enjoying the support and camaraderie of fellow innovators.

This report includes some of their stories and their 100-word 'pitches' which were honed during the programme.

If you would like to find out about any of our coaching programmes, there are contact details at the end of this report.

Karla Rimaitis

Improvement and Education Coach



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Active Cheshire's Active Minds

Active Cheshire's Active Minds works with schools, large and small employers and community groups in Cheshire and Warrington, providing bespoke plans and value-for-money programmes to improve mental health and quality of life through regular physical activity.

The service is designed around the needs of the organisation; it is wide ranging and can include training, workshops and other activities aimed at increasing physical activity – all measured and evaluated to provide evidence of impact.

Active Cheshire's small and diverse team is proud of their creative and innovative ideas, such as a dog walking programme for those who have had a diagnosis of early dementia; or post-COVID-19 walks for COPD patients.

My story - **Roberta Pomponio**

I have worked in further education and in the NHS for the last 20 years and whether I was dealing with the most ambitious of young people in school, young apprentices, their employers or adults it has become more and more apparent that a healthy mind is an essential requirement to live a long, healthy life.

I joined Active Cheshire without any clinical or academic training but simply with my personal experience and the desire to promote physical activity as a way of achieving better mental health.

I enrolled on the Innovation Agency coaching programme because I felt I needed a better understanding and a clear idea of how to put together a competitive but also effective offer for the sub-regional market. I have gained a lot of interesting knowledge that I also intend to review over the next months; but the most valuable gift has been joining a group of colleagues with shared ambition, who I hope I can continue to work with going forward.

Website: www.activecheshire.org

Email: Roberta.pomponio@activecheshire.org





Students in Mind

Students in Mind will help you meet your commitment to improving mental health for both students and teachers.

As an experienced lecturer, mental health first aider and coach, I offer sustainable classroom strategies and tools to help students and teachers thrive.

Introducing these changes into the classroom will improve wellbeing, reduce absenteeism, increase academic achievement and equip students with coping mechanisms for the present and the future.

Over the last two years, by including wellbeing activities into my teaching practice my students' A level results rose to the top 10 per cent in the country, with A*- B grades increased by 150 per cent.

My story - Sarah Harvey

I was an A Level Literature lecturer for 17 years. For the final couple of years of my teaching I embedded wellbeing tools into my lessons to support myself and all students to enable them to thrive in their educational journey.

After noticing an increase of stress, anxiety, depression and self-harm each academic year I found that caring for our wellbeing in a supportive and safe environment, the classroom, their self-esteem, self-belief and confidence in their abilities improved; as did their results.

I was extremely interested in learning how to develop my idea to the next level to take to the relevant stakeholders and gain access to appropriate commissioners in order to benefit others in my chosen field. Joining the Innovation Agency coaching programme has been extremely beneficial by gaining skills and experience that have enabled me to develop my innovation.

The programme has been invaluable in its structured approach towards identifying stakeholders, understanding business models and honing pitching skills. This, in turn, has enabled me to refine my programme approach, fine-tune the details offered to potential clients and understand the benefits of a sleek pitch.

The support from Karla and the course content has very much enabled me to develop my business acumen and confidence in this field.

Website: www.studentsinmind.co.uk

Email: studentsinmind1@gmail.com





Breathe Therapies

Breathe Therapies is a social enterprise offering services to organisations to improve the mental health and wellbeing of their staff.

The corporate mental health and wellbeing programmes include training in mental health first aid, legislative requirements and knowledgeable and practical advice about improving mental health and wellbeing in the workplace. An assessment of the organisation's needs is carried out before designing and delivering a programme which is monitored to ensure successful outcomes.

Breathe Therapies was established in 2011 by skilled and experienced practitioners whose background is in providing treatment and therapy for individuals suffering with eating disorders, obesity and mental and physical wellbeing challenges.

My story - Shelley Perry

I have been a mental health nurse for 14 years, before deciding to start a not-for-profit in 2011 to provide holistic treatment and therapy for those suffering from eating disorders, mental health and wellbeing challenges and obesity.

Through the pandemic, we have seen an increase in the need for mental health and wellbeing awareness within industry, as more and more people are working from home, lacking contact with colleagues and struggling with workload.

This led me to create bespoke packages for organisations, offering mental health support through early intervention, workshops, counselling, wellbeing coaching and more. As I haven't marketed to this sector before, I wanted to gain some insight into the most effective approach and tone of voice.

Since starting the Innovation Agency coaching programme, we have created a one-minute pitch for our corporate programmes, created copy that best reflects our aims and we have gained commissioner support. These were immediate outcomes of the coaching programme, as the integration of this copy into our website, marketing strategy and sales strategy has enabled us to communicate better about our offer.

Website: www.breathetherapies.co.uk

Email: marketing@breathetherapies.co.uk





Sean Bailey Wellness

Sean Bailey Wellness CIC provides coaching to enable positive behaviour change to improve mental and physical wellbeing.

A ten-week programme of workshops and coaching focusses on the themes of sleep, nutrition, hydration, movement, stress awareness and mindfulness.

Participants design the behaviour changes that suit their lives, based on the learnings from each theme.

Immediate benefits include improved sleep quality, increased energy levels, greater mental capacity and overall healthier and happier individuals.

My story - Sean Bailey

In 2005 I broke my neck. I was completely paralysed with a prognosis of never walking again. While I was recovering I put a lot of focus on sleep, nutrition, physical activity as well as creating a hydration strategy to support my recovery. I applied the same strategy in 2016 as I recovered from challenges with my mental health.

From 2007 I became involved in coaching elite Paralympic athletes, while continuing to work as a corporate finance manager in industry. I started giving 'lunch and learn about wellness' talks at work, which were very popular. When the pandemic started I was asked to do more to help staff – and I developed a 10-week wellness programme which I was able to test on colleagues.

At the same time, I joined the Innovation Agency coaching programme which has been invaluable, connecting dots between my past, current and future aspirations and giving me great learning.

I have now delivered my innovation in a workplace setting with significant success - without the coaching it would still be an idea on paper. I have been overwhelmed by the results and the responses from those taking part in my wellness programme.

Participant Lorraine said: *"On Friday night I managed a good eight hours' sleep and my energy level was outstanding, so much so that I actually did 15,815 steps on Saturday! I had been averaging 5,500 steps - and the trend is carrying on."*

"Thank you Sean, your Wellness Sessions are working."

Website: www.seanbaileywellness.com

Email: sean@seanbaileywellness.com



Moving Essence

Moving Essence provides cinematic nature installations which therapeutically reduce stress and anxiety and improve sleep and pain management. These NHS award-winning specialist art films are installed on large and small networked screens in hospitals, schools, prisons and businesses.

Evidence shows that they encourage positive mood and attitude, create deep relaxation in 86 per cent of patients; increase pain thresholds by up to 52 per cent; and improve sleep. The deeply calming, therapeutic environment supports well-being and leads to improved clinical outcomes. Moving Essence has won two Patient Experience awards in the NHS North Excellence in Supply Awards 2017 and 2019.

My story - Bryony Rogers

I have a professional background in television production in London; and community and educational film making in Lancaster.

This involved developing skills in working with people experiencing mental distress. I stopped working while suffering my own mental health struggles in 2006, which led to me to develop an interest and then an occupation in, creative arts and therapeutic healing work. This now feeds into my work with Moving Essence which I joined in 2016, ten years after it was founded by Mark Minard.

In 2019 we won the Patient Experience Award in the NHS in the North Excellence in Supply Awards for the impact of our installation at the Ingleside Birth and Community Centre; and we were finalists in the Mental Health and Community category. In 2020 we were short-listed for our work in dementia units in Morecambe Bay.

In light of this, and because of the evidence we have produced about the significant positive mental health benefits of our product, we were keen to learn how to emphasize these benefits and to increase spread and adoption.

I have enjoyed, learnt and benefited from the coaching programme and connecting with other business owners. I increased my understanding of a number of business planning and development tools and I have gained greater awareness of what makes our business unique.

Linda Mitchell, Office Manager, Countess of Chester Hospital Breast Screening Unit, said: *"This visual art calms people. We've had a lot of positive feedback from the patients and relatives. Is it money well spent? Most definitely!"*

Website: <https://www.vimeo.com/markcameronminard>

Email: bryony@movingessence.net





With-you

With-you provides training and consultancy to support organisations and individuals in implementing peer support for people's mental wellbeing.

They are a small and diverse consultancy offering professionally qualified and lived experience expertise. They work with organisations across statutory and voluntary sectors across the UK, from the initial co-design through to longer term supervision support.

There are many examples of the power of their approach: people achieving exciting new roles they would never have dreamed of; women maintaining peer support groups after a project ends; and police family liaison teams reducing annual staff turnover from 15 per cent to 2 per cent.

My story - Karen Machin

In 2018, my business partner and I decided to build on our decade of experience of delivering peer support training and set up our own company. While we had a national reputation which secured us sufficient work through word of mouth, we also wanted to grow the company and offer opportunities to our network of associates.

However, traditional business support seemed to concentrate on fundamental financial and legislative requirements of building a business, rather than emphasising more innovative and creative pathways to success. While we appreciated the importance of securing solid financial foundations, the Innovation Agency coaching programme seemed to offer a perspective which appealed to our values of curiosity and creativity.

In practice, the coaching programme came along at just the right time. The emphasis of our delivery was on experiential learning delivered in person. Feedback had always been about how people value our approach and our encouragement to tackle difficult topics with authenticity and honesty. How could we translate these with the growing restrictions enforced by the pandemic?

The online programme supported our thinking in defining our own offer and how to communicate it. As a direct result, we have had the confidence to move our training online. We have secured our own 'Virtual Venue' so that we can invite learners into an online space which fits with our way of working, rather than trying to fit our way of working into existing platforms.

Website: www.with-you.co.uk

Email: k.machin@with-you.co.uk





Photo Walks for Wellbeing

Photo Walks for Wellbeing is a structured project which organisations can use to inspire and motivate staff to improve their wellbeing. Involving staff in a photography project helps them to achieve four of the five ways to wellbeing – to be active, connected, learn and take notice.

The project offers short training in running the project, tips and templates for participants such as how to take a great photo, understanding the five ways to wellbeing and a communication toolkit. The photographs and accompanying stories can be displayed in a public place, with the option of a photo competition for participants.

My story - Sue Henry

I worked in the NHS for more than 25 years and in the year before I left, I co-designed and delivered a number of health and wellbeing projects connected to the 2012 London Olympics.

One of these projects was 'Life through the Lens' - a photographic competition to promote wellbeing in communities across the North West of England, based on the five ways to wellbeing.

More than 1,300 photos were submitted; a wellbeing calendar was published; and the competition was judged by five international photographers. The winning photos were displayed at a community art café and gallery.

After leaving the NHS I set up my own business focussed on improving mental health and wellbeing in the workplace, using the five ways to wellbeing as the cornerstone of my work.

In 2016 I was diagnosed with breast cancer and as part of my recovery process I used walking and the art of photography to improve my own mental wellbeing. This developed further when I was asked to set up a project, funded by the National Lottery, to organise photo walks for wellbeing.

I joined the Innovation Agency coaching programme to help me to build on this project and create something that could help with staff wellbeing in the workplace, particularly in the NHS.

The coaching has enabled me to review the project and apply new tools and techniques to develop it further and to adapt to the COVID-19 restrictions, in particular with social distancing.

I have now teamed up with a professional photographer and developed a short training programme to support organisations to run their own photo walks, plus a communications toolkit to organise a photographic competition similar to Life Through The Lens.

Website: www.mshpartnership.org

Email: sue@mshpartnership.org



Testimonials from other participants

Saad Alshukri, volunteer at Mersey Care Life Rooms:

"The coaching programme was inspiring, informative and helpful in developing and progressing our projects to improve mental wellbeing for service users and carers who access the Life Rooms services within Mersey Care."

Sharon Shelbourne, Beehive Healthcare:

"The coaching has got me fired up again and now I'm ready to take the next steps with my business."

David Webb, hypnotherapist:

"The group sessions with Karla and the Innovation Agency have been ace. Even though the course was delivered online there was still plenty of interaction. It has been useful to have input and feedback from Karla and the other attendees of the course to help get past any business challenges."

"Going to the workshops it has also helped me to take a step back and look at ways of improving my business. Thank you to Karla and the Innovation Agency."

How to get involved

The Innovation Agency Coaching Academy offers long and short learning programmes throughout the year, aimed at helping individuals and teams to develop an innovation or to adopt or spread an innovation.

There are also more informal ways of getting involved, including those mentioned below.

Innovation Coaching and Collaboration weekly session

Every Wednesday from 11am for an hour, this meeting is for anyone who would like to receive group coaching specifically for innovation. The session is also a great chance to connect and collaborate with local and national colleagues.

Join via:



Website: <https://us02web.zoom.us/j/83406449705>

Meeting ID: 834 0644 9705

Password: 324180

Innovation Scouts

Innovation Scouts is a community looking to making a difference and drive the spread and adoption of innovation from within the health and care system. The Innovation Scouts is open to innovation and entrepreneurial enthusiasts, who are offered a programme of activities delivered by our Coaching Academy, including networking opportunities and skills and knowledge development, exploring the latest thinking on innovation. For more information please contact coach@innovationagencynwc.nhs.uk.

To find out more about the Coaching Academy:

- Visit the Innovation Agency website
- Sign up for our newsletter

@ Coach@innovationagencynwc.nhs.uk

 www.innovationagencynwc.nhs.uk

 Karla on 07845 791362

Follow us on Twitter @InnovationNWC; LinkedIn; Facebook; Youtube for videos; and iTunes/Spotify for podcasts.