

# Our first three years at Budleigh Hub

A review of the value we create

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April 2021

**SEACHANGE**  
HEALTH & HAPPINESS FOR ALL





## About Seachange

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**“One of the few programmes operating  
at this scale in the UK.”**

Seachange brings together residents, activity groups, charities, NHS services, transport, a children’s nursery, a gym, café, and other businesses as one community. By integrating everything in this way and creating a place where people want to go, Seachange works to reduce loneliness and isolation and improve the health and wellbeing of the 50,000 people in Woodbury, Exmouth and Budleigh Salterton area of East Devon.

Opening in 2017, Seachange was set up by the community, for the community, in partnership with the NHS. It remains one of the few programmes operating at this scale in the UK. Much of it happens under one roof, at the Budleigh Hub, formerly the Budleigh Salterton Community Hospital.

After years of planning and considerable effort, the Seachange site has completely changed from the community hospital to what it is today.

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## About this report

**This report sets out the findings of the review into the value created by Seachange in its first three years, between 2017 and 2020.**

Like it has been for most of us, the last year has been a challenging one for Seachange. With COVID-19 and the older demographic in the area, the Hub has had to shut its doors for much of the last 12 months other than for NHS clinics. Local charity Age Concern Budleigh, a key organisation based in the Hub, also closed this year due to lack of funding. It may be some time before the footfall at the physical space of the Hub, that brings together a largely older population, returns to its pre-COVID levels. This has added to the underlying pressure on the financial viability of Seachange.

While it will be needed more than ever once people emerge back into social life again, the funding environment for charity-run endeavours like Seachange is extremely challenging. Seachange sees for itself every day the value it creates - for people, professionals and communities - but as it moves into the next stage of its development it wants to better understand, capture and share details of this value to seek more long-term funding.

**Even before COVID-19, the financial sustainability of Seachange was not certain. The sustainable funding of community hubs is a known challenge, and few survive without some form of grant financing or subsidy. Past experience from the Healthy Living Centres teaches us that the path to sustainability for health and wellbeing hubs is not quick, a minimum of five years, and most rely on external support in the long term.**

While things were really starting to take off in early 2020, the Seachange management team, the Westbank managing charity, the Advisory Group and its original supporters the League of Friends and Devon Clinical Commissioning were all starting to think about opportunities for developing new and sustainable funding streams. With COVID-19, the end of its three year set-up year grant, and potential rent rises on the horizon Seachange realised it was facing a cliff edge and needed to fast track this thinking. Consequently it commissioned this review.



## Wider context

This review was conducted during the second wave of the COVID-19 pandemic and against a backdrop of ongoing reform within the health service. The 2019 NHS Long Term Plan set out its vision to deliver joined up, preventative, tailored and community-based care to improve health and wellbeing.

Integrated Care Systems and Primary Care Networks are the key delivery mechanisms for achieving this vision, but these new structures are still forming. Both are tasked with bringing together the different parts of the NHS in local systems, with public health and social care, and voluntary and community sector organisations and local people as partners in the design and delivery of health and care services, to improve health and wellbeing and reduce health inequalities. Seachange, having been operating for over three years already in this way, has much to contribute to this effort locally.

## Structure

In this report, case studies detail the impact Seachange has on people and professionals. Considering this, along with national evidence, we set out what Seachange has achieved on loneliness and social isolation, physical activity and health inequalities and the impact this has on the NHS and other local services.


**The first section summarises what Seachange achieves. This is followed by sections on the local context and how Seachange works in practice. Subsequent sections examine case studies and evidence on loneliness, physical activity and health inequalities.**

## Summary of findings


Seachange seeks to improve health and wellbeing of the 50,000 people in the Woodbury, Exmouth and Budleigh area of East Devon by:

- Reducing loneliness and isolation through increased access to social activities
- Preventing the development and deterioration of long-term health conditions with opportunities for physical activity and other support
- Tackling health inequalities through the building of a strong community-based partnership in health and care, creating a community, and improving access to joined-up services and support.

**The achievements of Seachange in just over three years, when its Hub has had to close its doors for much of the last one, are impressive.**



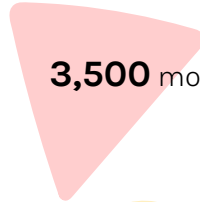
**£340,000** estimated costs saved each year to health and care just through Seachange's impact on chronic loneliness and falls prevention.



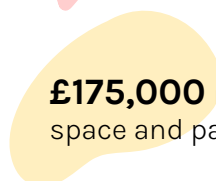
**£300,000** of wages into the local economy each year from Seachange

### How it works

People are attracted to the Seachange Hub by a wide range of activities and services offered by the NHS, charities, social enterprises, community groups and businesses.



**3,500** monthly footfall, pre-COVID-19



**£175,000** revenue comes from rental of space and payments for activities



**£335,000** costs to rent and run

Seachange also works in the community, supporting other charities, groups and volunteers with back-office functions, training and things like DBS checks.

During COVID-19, Seachange brought together local organisations to help coordinate support for those affected by the pandemic.

### **3,000+** meals delivered

The Seachange transport service ensures that people in the wider area can get to the Hub, and that Seachange users can get out and about, including to the COVID-19 vaccination centre.

### **200** regular users of the Seachange transport service

## What Seachange achieves

Seachange is well loved. It is frequently described as a 'unique place', a 'special place' and a 'game changer'. Surveys and cases studies show the Seachange programme makes a difference.



**9 out of 10**

visitors and professionals surveyed consistently score their experiences highly.



**79%**

of visitors surveyed report improvements to health and wellbeing.

Before COVID-19, the Hub was steadily improving its footfall. It was also increasing its outreach beyond its immediate vicinity with 25% of visitors coming from Exmouth.

**5% increase each month in footfall, pre-COVID-19**

Without COVID-19, continuing on this trajectory, the Seachange Hub would now have 6,000 users a month, and as a result doubtless more volunteers, and even more on offer. From its standing start as recently as 2017 this is very good progress.

However even without this expansion, evidence in this evaluation shows that Seachange already makes a significant impact on health and wellbeing. Case studies and data analysis in subsequent chapters show the impact on loneliness, physical activity and health inequalities.

**60%** of Seachange users surveyed have reduced feelings of social isolation and loneliness

But the value of Seachange is more than facts and figures. Through a process of exploring case studies with people and professionals that use it, we look to better understand and capture the full added value of the Seachange Hub.

**It is the fact it is a community for the community that makes the difference. There is a multiplier effect.**

- NHS and charities work in partnership under one roof
- Health inequalities are reduced through access to services
- Everyone is made to feel part of the Seachange family
- New relationships and trust develop between professionals from across the NHS and charity sector
- Easy referrals to trusted professionals mean the most is made of what is on offer
- Interaction of people of all ages happens with the nursery, gym and older people's groups
- Perceptions of people with learning disabilities are changed through their work in the café and with children at the nursery and older people
- Outreach benefits the outside community

## Seachange in context



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Three fifths of Budleigh's 6,000 population have a long term condition.

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Seachange serves the 50,000 people within the Woodbury, Exmouth and Budleigh coastal area of East Devon. Overall this part of Devon has an ageing population, however there are differences within the area.

- **Exmouth, four miles from the Seachange Hub, is the largest town, with 35,000 residents, 72% of whom are of working age.**
- **Nearly 43% of residents in the smaller town of Budleigh Salterton and its surrounding villages are aged over 65.**

This is considered a relatively affluent part of the country, but Exmouth has pockets of significant deprivation. Analysis by the Devon Sustainability and Transformation Partnership shows that the Littleham area of Exmouth, for example, is classed as one of the more deprived areas of England. A&E admittances per 100,000 are double the Devon average. 27% of the population are dependent on benefits.

Overall life expectancy in Exmouth is 78 years, four years less than across East Devon as a whole. In Budleigh Salterton people live longer but as a consequence, because the likelihood of long-term

conditions increase with age, the health needs of the population are high. Three fifths of Budleigh's 6,000 population have a long term condition.

Rates of dementia, kidney disease, type 2 diabetes, heart disease and osteoporosis are particularly high for the whole Woodbury, Exmouth and Budleigh area, compared to East Devon and national average.

### Local health and care services

People's primary health needs in the area are served by the Woodbury, Exmouth and Budleigh Primary Care Network. This includes seven GP practices. NHS outpatient services and clinics are provided at the Budleigh Hub, as well as at Exmouth Community Hospital which also has a Minor Injuries Unit and 16 inpatient beds. There are 26 care homes in the area. The nearest A&E is at the Royal Devon and Exeter Hospital, a 25 minute drive away.



## Seachange in action

### When fully open the Hub is a busy place and a thriving community space.

Members of staff from the charity Westbank and other permanent tenants like the nursery and café work alongside volunteers, businesses, NHS teams and other charities and community groups.









The Seachange vehicles ensure there is transport to the Hub for people that need it, as well as for organised day trips to the wider local area.

A monthly footfall of 3,500 people is attracted by a wide range of varied activities each week.

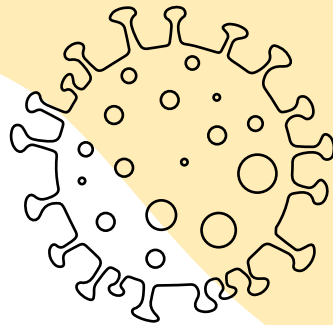
Income of £125,000 comes from rent and £50,000 from charges for activities.

To rent and run the Hub costs £175,000 with salaries and other expenses costing £160,000. This leaves the Hub with a financial shortfall of £160,000.

## What's on offer\*

 <b>Nursery</b>	 <b>Transport service</b>	 <b>Day trips</b>	 <b>Launchpad Café</b>
 <b>Health</b> <ul style="list-style-type: none"> <li>Physiotherapy</li> <li>ESCAPE-pain course</li> <li>Retinal eye screening</li> <li>Parkinson's support</li> <li>Screening</li> <li>Cardiac rehabilitation</li> <li>Hearing checks and Ear Care</li> <li>Podiatry</li> <li>Counselling</li> <li>Bladder and bowel clinics</li> <li>Nurse clinics, including wound dressing and minor operations</li> <li>Memory Café</li> </ul>	 <b>Social activities</b> <ul style="list-style-type: none"> <li>Board game Café</li> <li>Brunch Club</li> <li>Film Club</li> <li>Craft Club</li> <li>Men's Sports Club</li> </ul>	 <b>Wellbeing</b> <ul style="list-style-type: none"> <li>Singing for Wellbeing</li> <li>Reflexology</li> <li>Mindfulness</li> <li>Yoga, including seated yoga</li> <li>Baby massage</li> </ul>	 <b>Physical activity</b> <ul style="list-style-type: none"> <li>Gym, including Teen Gym sessions</li> <li>Balance and strength course</li> <li>Better balance class</li> <li>Health Walks</li> <li>Gardening Club</li> <li>Table tennis</li> <li>Pilates</li> <li>Circuits Gold</li> <li>Core and Stretch classes</li> <li>Personal training</li> <li>Seated Zumba</li> </ul>

\* In an indicative pre-COVID week



## COVID-19

In February 2020 as concerns about COVID-19 grew, the Seachange management team bought local organisations, churches, schools, councils together to create the Budleigh Support Group to help coordinate support for those affected by the pandemic.

A dedicated website and phonenumber was set up and managed by Seachange. Plans were made for the Launchpad café to run a frozen food delivery service. Details of over 30 other local food providers were collected. Additional volunteers at low risk from the virus were recruited to support the delivery of food and medicine and make phone calls to isolated individuals. A fundraising campaign was started to raise emergency funding for those in financial difficulty.

From January 2021 the Seachange vehicles started transporting people to the vaccination centres. Over 800 trips have been made so far.

### Current Situation

At the time of writing, in March 2021, with the country still in a national lockdown a lot of what the Seachange Hub has to offer, especially in terms of the café, social activities and physical activity is closed. The nursery and NHS clinics and services are still operating although many healthcare professionals are opting for video or phone consultations where possible.

There are lots of plans in development for reopening later in the Spring with a new reablement service, more low impact exercise classes, cognitive stimulation therapy for dementia and more support groups (for example for diabetes and fibromyalgia). Community days are also in the planning, to give residents, other organisations and groups in the community the opportunity to have their say in the future of Seachange.

### **154 VOLUNTEERS AND STAFF TOGETHER MADE:**

- **577** shopping deliveries
- **1,147** prescription pick ups
- **480** check-in phone calls
- **3,032** frozen meal deliveries

**£40,000** distributed in financial assistance

**800** trips to vaccination centre by Seachange transport service

# Seachange at the Hub

**1**

building

**800 m2**  
usable space

**40,000**  
visitors

**8,000**  
unique  
users\*

**A year in  
numbers**  
(pre-COVID)

**140**  
different  
organisations and  
local groups

**100+**  
NHS clinics a  
month

**200**  
users of the  
transport  
service

**62**  
volunteers

**23**  
jobs

**£175,000**  
revenue

**£300,000**  
of wages into the  
local economy

\*estimated



# Loneliness and social isolation

Often described as an ‘epidemic of loneliness’ in the UK there is now strong and accepted evidence that loneliness and social isolation is a major health and wellbeing issue. At the same time, it has been shown that people can recover from loneliness, and loneliness can be prevented.

In response, in 2018, the Government published its Loneliness Strategy. It includes a range of measures including the development of community spaces, support for community groups and ways for public services to better connect with people at risk of loneliness through things like social prescribing.

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**“I have built up quite a relationship with many of the staff and volunteers at the Hub. Their thoughtfulness is exemplary. It seems like a small thing, but it is a terribly important part of their work. I would feel quite isolated without it”**

**Ken, user of Seachange Hub**

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## WHY THIS MATTERS?



### SCALE OF THE ISSUE

**1.4 million** chronically older people in UK



**5%** of adults report feeling always or often lonely



**Very high risk of loneliness in parts of Woodbury, Exmouth and Budleigh**

**400** of Seachange's 8,000 users (5%) estimated as chronically lonely



### IMPACT ON INDIVIDUALS

**26%** increase in risk of death from loneliness



15 cigarettes a day equivalence in terms of risk to health



People with caring responsibilities, a disability, live alone in old age, are unmarried in middle age or a young renter are most commonly affected.



Lack of adequate social care is a factor, preventing 40% of older people from leaving their home, and over a quarter from doing basics like washing, dressing and toileting.



### IMPACT ON NHS AND WIDER SOCIETY



**50% increase**

in A&E use when older person lives alone

**3.5 times**

more likely that lonely older people enter LA-funded residential care



cost of chronic loneliness on health and other local services per lonely older person over a decade



min cost to employers from loneliness

## SEACHANGE IMPACT ON LONELINESS

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Case studies and surveys show that the Seachange Hub is having a significant impact and reducing loneliness and isolation.

**60** groups plus bring people together

**35** visitors daily to the café

**200** users of the transport service, bringing people to the Hub that would otherwise be isolated

**60%** of Hub users surveyed have reduced feelings of social isolation and isolation

**£1.4m** estimated savings to health and other local services over ten years. Based on assumption that Seachange helps 60% of their estimated 400 chronically lonely users recover, saving £6,000 per person.

- +** **Added value from carer respite** - an often socially isolated group
- +** **Added value from the café** - meaning that nearly all interaction with the Hub includes a social element, even a clinic appointment
- +** **Added value from the team** - always thoughtful, welcoming and friendly

## CASE STUDY:

# Ways 2 Wellbeing Social Prescribing Service



**The East Devon Social Prescribing Service, Ways 2 Wellbeing, has a base at the Seachange Hub. Health and Wellbeing Coaches enable people to identify their goals and then highlight the activities, support and opportunities at the Seachange Hub and elsewhere that they can choose to help achieve them.**

This approach, often called social prescribing, is based on the understanding that social, practical and emotional support and activities help people to improve their health and wellbeing. Highly personalised in nature, activities can include anything from gardening and craft, to exercise and volunteering to help others. Some people may enjoy such activities in a group setting, whereas others may prefer to do these independently. The process is driven by the person's interests and what they feel is going to help their wellbeing.

Different types of people, of different ages, in different situations benefit. Although in the Woodbury, Exmouth and Budleigh Salterton area Ways 2 Wellbeing commonly empower people with long term health conditions, mental health issues, those living on low income or the lonely and isolated to move their lives forward in a positive way.

## Why the Hub?

When the Ways 2 Wellbeing service expanded across East Devon, in March 2019, Seachange Hub board members made the team aware of

the opportunity to integrate with others working to achieve a similar thing. Other healthcare professionals based at the Seachange Hub also recommended it, again stressing the opportunity to integrate what was on offer for social prescribing. Ways 2 Wellbeing were keen to develop their knowledge of what was available in the local area so took up the opportunity to meet the Hub management team.

Ways 2 Wellbeing was attracted to the Hub by the:

- Community atmosphere, which is in line with the social prescribing approach and nature of their conversations with people.
- Mix of private and open spaces, providing different options depending on the level of privacy needed.
- Breadth of groups, activities, facilities and opportunities for volunteering under one roof.

## How it works

The Seachange Hub provides Ways 2 Wellbeing with an office. The health and wellbeing coaches let the Seachange Hub reception staff know their appointment schedule for the day and whether they plan to meet people in their office or the café. During their session the health and wellbeing coaches help people to identify their goals for living well.

To achieve their living well goals people are shown options in the local area, based around the 5 Ways to Wellbeing. At the Seachange Hub this includes:

- Physical activity - gym sessions, seated exercise classes, gardening group, walking club.
- Connect - craft and other groups including lunch clubs.
- Give - volunteering through one of the charities like Launchpad or Memory Matters, or at one of the groups run by Westbank or setting up something new.
- Keep learning - developing new skills through Hub groups and sessions.
- Take notice - mindfulness and other opportunities for coaching and supporting others.

The health and wellbeing coaches sometimes accompany people to a new activity or they might meet them in the car park if it is their first time at the Hub so they can give them a tour and introduce them to staff. They then meet afterwards to see how they are feeling and whether they had any issues getting there or during the session.

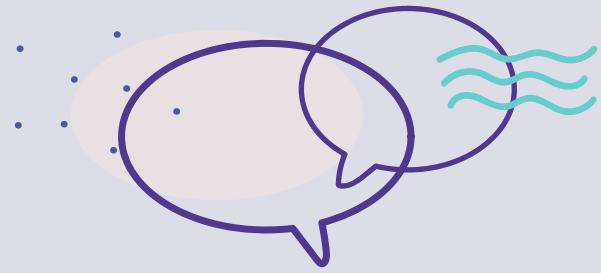
During COVID-19 Ways 2 Wellbeing have not been able to use the Hub as much, although they have signposted some people to join activities and groups that have gone online or in person when restrictions have lifted.

## What is the impact?

Ways 2 Wellbeing has been working out of the Seachange Hub for nearly three years, although most of their support has been offered remotely in the year since COVID-19.

In the two years from March 2018 the health and wellbeing coaches saw around 400 people for one-on-one sessions at the Hub. Many more were connected into the other onsite activities, support and opportunities for training and volunteering.

The support given to Lee, from Exmouth, is typical of the impact Ways 2 Wellbeing has on people by working at the Hub. Lee has multiple sclerosis and the life changing physical impact of his condition has really affected his mental health, to the point where he has been suicidal. Before being diagnosed Lee was a professional gardener. Volunteering at the Hub two days a week lets him use his skills to help others.



## “THE STAFF AND VOLUNTEERS AT THE HUB ARE ALWAYS SO WELCOMING...”

He says “Two days a week I have something to look forward to. One of the main things I like about this place is that there is no pressure. So if I’m having a bad day I can just supervise but if I’m having a good day then I can even pick up a shovel and feel a bit like the old me again.”

For Budleigh Salterton GP, Dr Richard Mejzner, the impact on people that Ways 2 Wellbeing support is clear to see. “I’ve referred so many people to the scheme. Patients have been losing weight and coming off some of their medications. They’ve been feeling better and from my point of view I see them less, which is usually a good sign.”

## A healthy community atmosphere

For the team, given their work connects people using the health service into support in the community and voluntary sector, the Seachange Hub adds significant value to what they are trying to achieve with its healthy community atmosphere. Caroline, the Ways 2 Wellbeing health and wellbeing coach for the Budleigh area, says “we are extremely grateful for the space we have at the Seachange Hub to meet with clients. This has been invaluable for our service and for the clients we work with, especially as an option for those that wish to meet in a friendly, community setting.”

“Having the café in the entrance hall is brilliant. It’s welcoming, the prices are very reasonable and having the youngsters there for their training is lovely. It is a really special part of the café.”

“More generally the staff and volunteers at the Hub are always so welcoming. There is just a really welcoming atmosphere, and the opportunity to have tea and coffee afterwards with a chat turns it into something social. This also works for other people who might not actually go to many of the groups, but may have their clinic appointments there. They can have coffee and feel



part of something rather than just attending their appointment. Also people with multiple long-term health conditions can have a lot of appointments. So being able to go somewhere where the waiting room is in the café and there is other stuff going on works wonders.”

### A lot to offer

Julia, the health and wellbeing Coach from Exmouth, further explains that “the Seachange Hub is a pretty unique place. I don’t know where there are any other places that have so much under one roof that is truly for anybody and everybody. The fact they’ve got the nursery, the Launchpad café, gym, exercise classes, gardening clubs, physio, podiatry and other NHS services, it’s such a holistic place. If people want it then there is almost something for everybody.”

“It works for us as it has a great range of activities delivered by people with familiar faces, always in the same place. One of my clients attends a board game café on a Monday afternoon which he really enjoys. I have often taken people to the seated exercise classes and these really work for some people as they are in a small group. The gym is also great, it is really unthreatening. For people with confidence issues, mobility issues or other barriers to overcome, it is super.”

### A supportive place to work

For Caroline and Julia, as well as other colleagues who may bring clients to the Seachange Hub, they also find it is a lovely place to work. Caroline says “There’s a great support network at the Seachange Hub. I’m in a team of seven, but given we serve the whole of East Devon we often have to work and interact remotely. With all the different professionals, organisations and support that’s on offer at the Seachange Hub I can discuss potential options for clients with others based on their interests.

“The Seachange Hub management team is very inclusive. We all got invited to the Christmas party. They are creating a sense of inclusion and community that you just don’t get elsewhere. It has such a warm and friendly atmosphere.”

“The fact they’ve got the nursery, the Launchpad café, gym, exercise classes, gardening clubs, physio, podiatry and other NHS services, it’s such a holistic place.”

Julia, Health and Wellbeing Coach



### IMPACT OF SOCIAL PRESCRIBING SERVICES LIKE WAYS 2 WELLNESS, ON AVERAGE:

75% increase in wellbeing

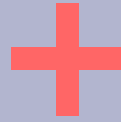
70% reduction in loneliness

59% of GPs think it reduces workload

Source: South West Institute for Social Prescribing, British Red Cross, Royal College of General Practitioners

CASE STUDY:

# Steve's story



“When you are here at the Hub, people care about your wellbeing and they want to help you. That includes the reception staff, the café, and the managers. It really does make a difference.”

**For years Steve Taylor and his wife Anne ran a successful haulage business. But their whole life changed when Anne was diagnosed with early onset dementia at the age of 42. For the next 15 years Steve cared for Anne at home until her death, supported by a specialist dementia nurse. Understandably this took its toll, and Steve's own health suffered.**

With the loss of his beloved Anne, and the responsibility and pressure of caring for her as she deteriorated, Steve was left with deep depression. He often found himself thinking of suicide. Steve considers the Seachange Hub as the single most important thing that helped him on his road to recovery.

A referral from his GP to the Ways 2 Wellbeing service introduced Steve to Seachange. From there he was offered counselling to help him find

ways to cope with grief and the loss of the life he had imagined. He was also encouraged to join the gym. “I had been given lots of different advice and suggestions for things to do. I was willing to try anything” Steve says.

“The gym helped me. It gave me a feeling of being able to get my own health back a bit more. I'm never going to be the man I was, but at least I can be the best version of the man I am today.”

But for Steve, who is now 63, it is not just the counselling and the gym that helped. It was Seachange itself that played a role. “When you are here at the Hub, people care about your wellbeing and they want to help you. That includes the reception staff, the café, and the managers. It really does make a difference.”

Steve is now a familiar face at Seachange as he works one day a week as a handyman, helping the Hub out with odd jobs. This also means Steve gets to see the ongoing impact of Seachange on others. "I see people coming in and out of the Hub all the time. They are sad when they come in and smiling when they go out. This must be the best measure of its effect you can find."

"The Seachange Hub is there to help anyone and everybody. With the transport service it means that anyone can ring up and book a car to be taken in, including wheelchair users. For people that visit NHS clinics it means they can without having to travel too far. It is a place you can go and get help. I tell all my friends to go and check it out, as there is a lot going on there that people might not know about. It's a nice place, with nice people and I also encourage people to just call in for a coffee or bite to eat if they are in the area."

Steve, who is now happily remarried, is back working full time on building projects. His wife uses the gym all the time too after an initial referral for cardio rehab. They are both looking forward to the Hub fully reopening as COVID-19 restrictions lift. Steve says "I am looking forward to seeing people around. The Hub is a great thing to have in Budleigh, as there are a lot of elderly and lonely people, especially with what we've all been going through in the last year. A lot of people just come in for a chat. It is somewhere people can go to feel safe and relaxed. It is just friendly."

"I remember it as a boy, when my Mum used to take me in with cuts and bruises. But now I am glad the hospital did shut down, or else we would not have got what we have now."

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**"I see people coming in and out of the Hub all the time. They are sad when they come in and smiling when they go out. This must be the best measure of its effect you can find."**

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# Physical Activity

“If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat.”

UK Chief Medical Officers, Physical Activity Guidelines, 2019

## A national policy priority

In 2019 the Chief Medical Officers (CMOs) reviewed the evidence about the impact on physical activity on health and wellbeing. They developed new Physical Activity Guidelines for healthcare professionals. This was followed with a suite of resources from Public Health England setting out the evidence on how physical activity is as good or better than treatment with drugs for many long-term conditions as well as the ways healthcare professionals can better support people with long-term conditions to become more physically active.

The CMOs Physical Activity Guidelines also show there are wider benefits from physical activity in a community setting, due to the social interaction. In terms of the wider economic benefits, Public Health England has assessed that “physical activity can lead to cost savings for the health and social care system. This is because in some cases, long term conditions can lead to greater dependency on home, residential and ultimately nursing care. However, physical activity supports greater independence and reduced requirement of support, including these statutory services, therefore leading to financial cost savings.”

## WHY THIS MATTERS?

### PHYSICAL ACTIVITY

**15 million people** are living with one or more long-term health condition

**20 chronic health conditions** prevented or managed through physical activity

**▼ 30%** reduction in all cause mortality

**▼ 40%** reduction in cognitive decline

**▼ 25%** reduction in coronary heart disease and stroke

**▼ 48%** reduction in depression

**£1 billion** a year cost to the NHS from physical inactivity

### FALLS PREVENTION

**1 in 3** adults over 65 who live at home will have at least one fall per year

**20%** of falls require medical attention

**£2.3 billion** a year cost to the NHS

**£1,906** average cost to the NHS per fall

**54%** reduction in falls through tailored exercise programmes

Source: National Institute for Clinical Excellence, Age UK, Public Health England

## SEACHANGE IMPACT ON PHYSICAL ACTIVITY

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The case studies and data show the physical activity offering at the Hub is one of its strongest assets.

**50%** of visitors to the Hub come for the gym

**200** gym members

**22** different types of exercise classes, including balance and mobility training

Walking groups and a gardening club also bring in the added element of connection to nature. There is strong existing evidence on the links between wellbeing and exposure to nature

Indicative cost savings on falls prevention from exercise at Seachange:

**3,200** users over 65 (based on population figures)

**1,066** falls a year (based on 1 in 3 figure)

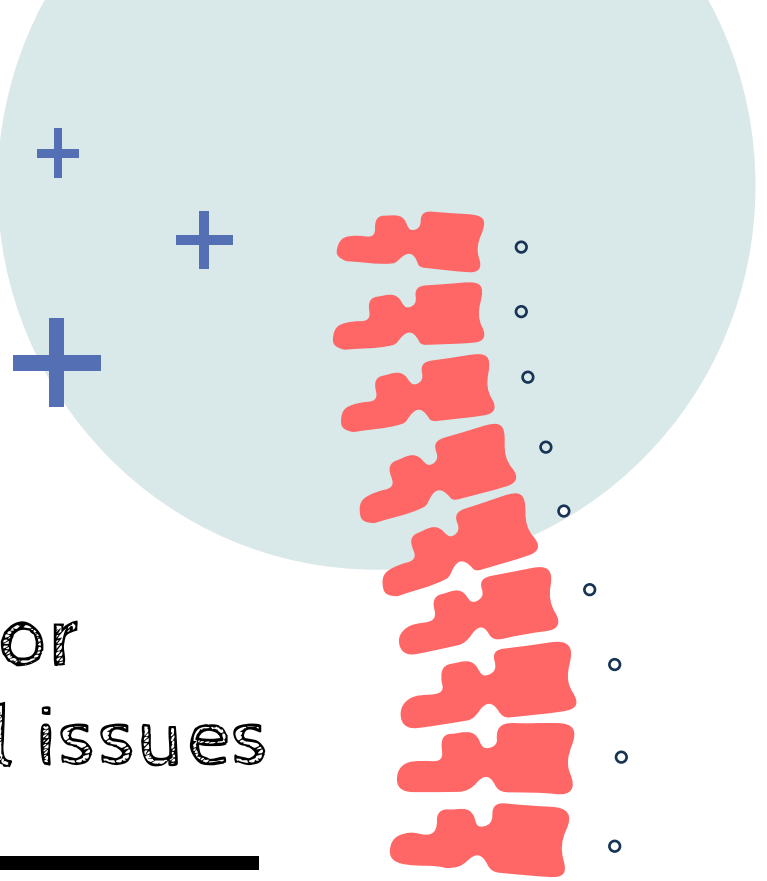
**200** serious falls expected (based on 20% requiring medical attention)

**108** prevented by exercise at the Hub (based on 54% reduction in falls through exercise)

**£206,000** saving to the NHS (based on £1,906 cost per serious fall)

- +** **Added value** - case studies show that the integrated way that professionals work at the Seachange Hub, for example like physios working closely with the gym manager, helps people to overcome confidence issues and other barriers to physical activity.
- +** **Added value** - case studies show that professionals being able to introduce people to new classes and activities in person at the same venue as their appointment, accompanying them if needed, can further help overcome confidence issues and other barriers. Having multiple options under one roof encourages people to try new things.
- +** **Added value** - small class sizes, unthreatening atmosphere which is right for the largely older clientele of the Seachange Hub.
- +** **Added value** - specific classes targeting mobility and balance issues.
- +** **Added value** - two wheelchair access buses ensure that people with disabilities or mobility issues can access the gym and classes on offer.
- +** **Added value** - the gardening club run by Launchpad at the Seachange Hub is the only one available to the 50,000 people across the area.

Source: Public Health England



## CASE STUDY:

# Physiotherapy for musculoskeletal issues

The musculoskeletal (MSK) physiotherapy team from the Royal Devon and Exeter Hospital Foundation Trust provides physio appointments for two days a week at Budleigh Hub.

Two physiotherapists see around 50 people a week that suffer with problems in their joints, bones, and muscles. This can be back, knee and hip pain and mobility problems, caused by one of 200 different health conditions including various forms of arthritis as well as some autoimmune disorders. MSK physiotherapists see people of all ages, although problems are more common as people get older.

## Why the Hub?

When Budleigh Salterton community hospital closed, the local NHS MSK Physiotherapy Service was aware this could reduce access to their service for the largely elderly population of Budleigh Salterton. Being mindful about the potential increase in isolation and health inequalities, they wanted to see if they could offer their service at the Hub in addition to Exmouth Community Hospital.

On visiting the Hub, the MSK Physiotherapy Service was attracted by the:

- Quality of the facilities, including a state-of-the-art gym in addition to treatment rooms
- Amount of parking available.

They realised that the parking would also make the Hub a good option for appointments from those further afield, including the bigger town of Exmouth, where parking can be more of a problem.

## How it works

The MSK Physiotherapy Service rents office space and a treatment room at the Seachange Hub. They can also use the onsite nursery for childcare as well as the other facilities like the café.

The office space is shared with the gym management team. The treatment room has two beds and floor space for exercise. There is no specific gym equipment in that room but the gym at the Seachange Hub is available for the physios to use with their clients.

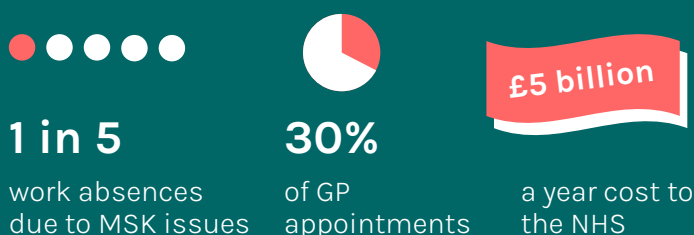


## WHY THIS MATTERS?

### MUSCULOSKELETAL (MSK) CONDITIONS ARE:

- The **greatest cause** of pain and disability in the UK
- Often associated with other long-term health conditions like **diabetes** and **depression**

### **NHS** IMPACT ON THE NHS AND WIDER SOCIETY:



Source: Versus Arthritis, Public Health England and WEB Health Needs Assessment



### AN EAST DEVON ISSUE:

**15%** of people report MSK plus another medical condition, compared to 13% nationally

**22%** of people report long-term MSK problems, compared to 18.5% nationally

With access to the gym, physios can personally introduce people to gym staff and provide up-to-date information about what classes and groups are available. Physios also work alongside wellbeing advisors, charity staff and other professionals. This makes it easy to keep on top of other activities and support at the Seachange Hub that may benefit their clients.

Being close at hand, physios can maintain a connection with clients in the longer term and provide ongoing advice to Hub users with MSK issues.

### The experience for individuals:

- People are referred to the MSK Physiotherapy Service by GPs and staff at the Royal Devon and Exeter Hospital.
- A choice is given between an appointment at the Seachange Hub or Exmouth Hospital.
- On arrival, Seachange reception staff welcome people and direct them to the treatment rooms.
- The physio session takes place in the treatment room.
- Physios can refer people to other specialist MSK support onsite - like ESCAPE-pain, a national

programme with a proven impact on MSK sufferers.

- People can also be introduced to the gym and its staff or linked up with other physical activity classes and groups like seated exercise classes for yoga and Zumba, or the balance group.
- During the appointment physios may identify non-physical issues affecting someone's ability to manage their MSK condition. This can include loneliness or other issues related to money or housing. To help with this people can be referred into other services onsite, like the Ways 2 Wellbeing social prescribing service, or linked in with other social groups and volunteering opportunities at the Seachange Hub.

**An estimated 10,000 people live with MSK issues across the Woodbury, Exmouth and Budleigh Salterton area.**

## What is the impact?

The MSK Physiotherapy Service is now in its third year at the Seachange Hub. Individuals that come to the Seachange Hub benefit directly from their physio as it is proven to have long-term effects and improve mobility and reduce pain. However for MSK physiotherapist Dominic Hazell, there is a real impact created from the quality of the facilities at the Seachange Hub. “These are amazing facilities. I feel like I can offer my clients a better service in the Seachange Hub than anywhere else.”

But the impact from having physio at the Seachange Hub does not stop there. By working side-by-side with different professionals it is easy to connect people to other opportunities for support, physical activity and social connection within the known environment of the Seachange Hub. As a result, take up of offers for follow-on support is high and people’s ability to manage their MSK health and wider wellbeing is improved.

For Dominic it is this multiplier effect of the Seachange Hub that really adds value to his clients. “What I see all the time is how the gym being onsite really motivates people. I can take them to meet the gym staff, they see the state-of-the-art equipment and the other older people there, on the bikes or machines. This really helps their confidence. With the close working relationship with the gym managers, it is also easy for me to find out about what’s available in terms of exercise classes and what has waiting lists, further removing obstacles to people joining.”

**“These are amazing facilities. I feel I can offer my clients a better service in the Seachange Hub than anywhere else.”**

**Dominic Hazell, MSK Physio, Seachange Hub**

### PHYSIO AT THE HUB – THE MULTIPLIER EFFECT

**1 physio appointment =**

**GYM AND EXERCISE CLASSES**

**30%**  
reduction in falls,  
depression and dementia

**25%**  
reduction in joint  
and back pain

**ESCAPE-PAIN SESSIONS**

**reduction  
in pain**

**SOCIAL PRESCRIBING**

**75%** of people report  
improved wellbeing

**VOLUNTEERING OPPORTUNITIES**

**Increase in wellbeing**  
**68%** of volunteers feel less isolated

**SOCIAL GROUPS AND ACTIVITIES**

**reduction  
in loneliness**

## Trust and confidence in other professionals

Working so closely with other professionals is not just beneficial in terms of the ease of introduction to other support and services, Dominic is also more confident to make the connections and encourage people to follow them up. "Wherever I am working, I often want to refer people into other services or activities. For me having a relationship with all these people - gym managers, social prescribers, the ESCAPE-pain team - gives me real confidence in the service they offer. I know who is running all these things in the Hub because I work alongside them. This encourages me to make as many connections as I can."

## Maximising use of other services

This close working relationship and trust amongst professionals helps make sure that the services on offer are fully utilised. For example "at the Hub the ESCAPE-pain sessions are always filled up quickly, there is never any problem finding people to join because of my close working relationship with the team that runs them. I can take clients along to meet the staff, offering reassurance and helping people to make the first crucial step. This is not the case in some other places where I know ESCAPE-pain teams can struggle to find the people who could benefit" says Dominic.



**USERS REPORT A 25% REDUCTION IN JOINT PAIN FROM PHYSICAL ACTIVITY**

**"My first attraction to the Hub was based on having a newborn child. When one of the physios left, I jumped at the chance to work there as I knew they had a nursery onsite and I could sit in my office and see my child playing outside. It's win-win from a personal point of view."**

**Dominic Hazell, MSK Physio, Seachange Hub**

"This team atmosphere is throughout the whole Hub and includes links with a whole range of charity and NHS services. It really is a good model for others to explore. In my opinion it should be how it works everywhere, with the NHS and charity sector working together under one roof to provide coordinated health and wellbeing support and services for people."

As a local resident Dominic also sees how the Seachange Hub not only creates a community within the Hub's four walls but it also plays its part in the community outside. Dominic says "it is great that we can still bring healthcare to the local community there. There is an infrequent bus service. No train service. Everyone is reliant on a car. Without the Hub the only option for people in the local vicinity would be an appointment at Exmouth Hospital."

## Part of a community

For Dominic, the Seachange Hub is a great example of the NHS and charity sector working together in partnership. For him this starts with the reception staff. "The reception staff are very approachable and very good at liaising with us which is greatly appreciated and beneficial. We did not expect this as we thought charity staff would not get involved in NHS stuff. But what happens quite regularly is that they actually accompany our clients, especially if they are elderly, less mobile or lacking in confidence, up to the treatment rooms."



## CASE STUDY:

# Ken and Judy

Ken walks to the Seachange Hub from his home every day. He is 93 and started suffering with mobility issues three years ago. It is not a long walk, but it is the furthest he can manage on his own. Because of this, for Ken, Seachange is a lifeline that helps him keep a feeling of independence. This is important to him given he is now otherwise almost 100% dependent on wife Judy's care. As Judy says "it gives him an anchor point to walk to everyday."

On arrival at the Hub, Ken often has a cup of tea and a catch up with the staff and volunteers. "I have built up quite a relationship with many of the staff and volunteers at Seachange. Their thoughtfulness is exemplary. It seems like a small thing, but it is a terribly important part of their work. I would feel quite isolated without it" he says.

On some days Ken may have lunch in the café run by social enterprise Launchpad, which offers adults with learning disabilities the opportunity to develop professional catering skills and get support to move towards employment. On another day he may get his hearing aid checked or have his feet seen to. Each week he also joins one of the chair-based exercise classes but it is the Talk Sport Men's group that is his highlight.

**"The Hub gives a focus, company and different conversations. Without it I think Ken would be very lonely."**

For wife Judy, these opportunities for Ken to get together with people for a chat and feel part of a group is the best thing about the Hub. "It gives a focus, company and different conversations. Without it I think Ken would be very lonely. We are comparatively new to the area. I'm a golfer and play bridge but Ken can be a bit shy. Without it we would really struggle to find a way for him to go outside on his own. And he's really quite self-sufficient so being able to do this is, have his own thing, is really important."

Such is the impact that Judy has seen on Ken from the Hub that she has dedicated her own time to Seachange, to support others that may be lonely or isolated at home. She set up a craft club, which before the COVID-19 lockdown had over a



dozen regulars. These include ladies in their 90's that live alone as well as some suffering with mild dementia. The group get together every month to make things that others need, supporting each other along the way. This has included baby clothing for the neonatal unit at the local hospital and cloth shopping bags that are on sale at the Hub. The proceeds from which, hopefully reaching £2,000 when all are sold, are then donated to the Hub.

In recent years Ken could have become increasingly isolated and lonely, had little or no opportunity for physical activity and become increasingly dependent on wife Judy for full-time care.

By enabling Ken to continue with the physical activity he can - by walking to the Hub and taking chair-based exercise classes - Seachange has helped prevent further deterioration in Ken's physical health, helped to maintain his independence and reduced his risk of falls.

This in turn has also helped his wife and carer, Judy, maintain her independence and keep up with her own activities like golf. This gives her respite and avoids her health and wellbeing being negatively affected by her caring responsibilities.

By giving Ken opportunities to feel part of a community - with the staff and volunteers, the Talk sport and exercise groups - the Seachange Hub has prevented him from becoming lonely and isolated and helped maintain his mental wellbeing.

Judy is giving back to the Seachange community through her craft group and fundraising, and this opportunity to volunteer is positively impacting on her life.

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**“For Ken the Hub is a lifeline that has helped him keep a feeling of independence”**

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## THE IMPACT OF SEACHANGE ON KEN AND JUDY



Reduced loneliness and isolation



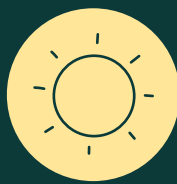
Maintained mobility and physical health.



Reduced risk of falls



Improved mental wellbeing



Carer respite and impact on wellbeing through volunteering



Giving back value to the Seachange community through friendship, volunteering and fundraising

# Health Inequalities



## A national policy priority

Government policy states that integration of health and care services, and partnership with the voluntary and community sector is a strategy to tackle health inequalities.

This is particularly true in rural areas, where place-based integration of services and wider support is needed even more given the reduced access and longer travel times to some services.

The theory is that through integration, like that through a health and wellbeing hub, you can widen access to local services, support and activities as you can make it easy and attractive to join social activities, mental health and other support to address social, environmental and economic issues affecting people's health. This reduces barriers to disadvantaged or excluded groups and reduces health inequalities.

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**“People that live in communities with strong relationships are likely to remain alive longer than similar individuals with poor social relations.”**

**Public Health England**

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Research from New Philanthropy Capital also shows that there is untapped potential in the charity sector to support health and care. This includes the leveraging of additional resources through the use of volunteers, but also increasing access and reach and offering flexibility and innovation, amongst other things.

## WHY THIS MATTERS?

### HEALTH INEQUALITIES

**80%** of health and wellbeing is determined by the conditions in which we are born, grow, live, work and age



Money worries, bereavement, poor housing, or feeling lonely or isolated can all make people feel unwell

**19 year gap** in healthy life expectancy in the UK for those on lowest incomes



### IMPACT ON NHS AND WIDER SOCIETY

**1 in 5** GP appointments about social issues



### A WOODBURY, EXMOUTH AND BUDLEIGH SALTERTON ISSUE

**1 in 5** have a long-term condition or disability



**59%** of people in Budleigh Salterton have a long-term condition



**9%** over 65 have depression

- Significant pockets of deprivation

Source: House of Commons Library, Law Commission, Health Foundation, Social Finance, Age UK, WEB Health Needs Assessment.

One problem commonly identified in place-based partnership work is that it is difficult for healthcare professionals to link in with the large and diverse voluntary and community sector in most areas, especially if there is no existing infrastructure body. Community hubs help to resolve this.

Community hubs can also act to build community capacity to respond to individual and community needs, and provide a place for others not involved in the hub to signpost patients towards appropriate support and services inside and outside the health service.

There is extensive evidence from Public Health England that the building of connected and empowered communities in this way contributes to health and wellbeing and the reduction of health inequalities. Communities that are well networked and supportive, where neighbours look out for each other, all have a positive impact on people's health and wellbeing.

In some communities, the addition of a physical communal space matters. This can be from the perspective of simply enabling access to a whole host of activities, support and services that would otherwise not exist in that community. It can also be the atmosphere of the space that turns it from somewhere that is used by a few for a specific purpose, to a space that is open and used by all.

## THE SEACHANGE HUB – PLACE-BASED INTEGRATION OF SERVICES TO REDUCE HEALTH INEQUALITIES

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### The case studies and data show:

- The very fact the Seachange Hub exists acts to reduce health inequalities as without it there would be nowhere for the largely elderly population in Budleigh and its surrounding villages to easily access the NHS services available.
- The physical space of the Seachange Hub gives others in the community easy access to space to hold their own sessions, building on the back office functions of the Hub.

**30%** of activities and exercise classes on offer are local community groups and organisations

**200** users of the transport service, which helps people to access the Seachange Hub that would otherwise struggle



The Seachange Hub community is strong, and not just within its walls. It also contributes to the building of the wider community. For example through the training of community volunteers



Needs of the population are constantly assessed and updated.



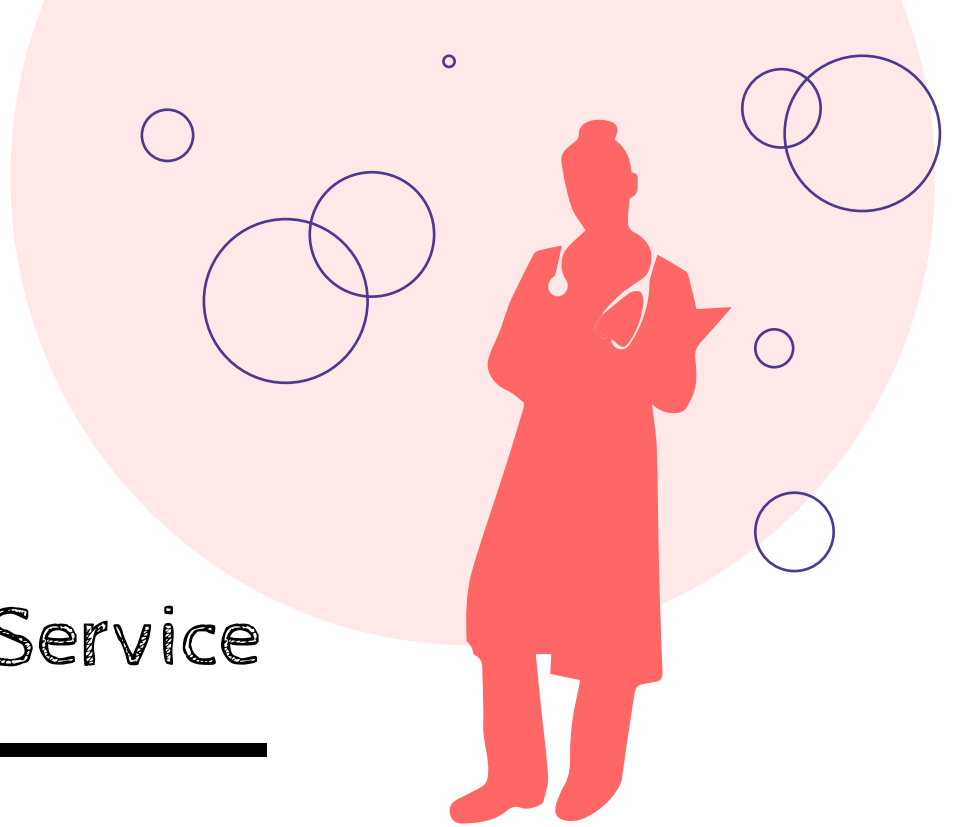
**140** relationships within the community, at least. Seachange is very good at engaging with other organisations in the area. The Manager sits on various boards - including the Woodbury, Exmouth and Budleigh Health and Wellbeing Board



Strong community network and relationships enabled Seachange to quickly build a system to coordinate support and a directory during COVID.

**25%** of people coming from Exmouth, where there are higher levels of deprivation

- +** **Added value** - with professionals working in partnership the support that is available at the Seachange Hub is often utilised fully - e.g. Escape Pain, gym, exercise classes etc all commonly full.
- +** **Added value** - Café supporting people with learning disabilities to gain work experience and training, also reducing health inequalities
- ▶** **Future value** - Seachange Hub marketing plan to increase its appeal and footfall from Exmouth communities. 4 miles away but the bus helps to bring people in.
- ▶** **Future value** - the plans for extensive community engagement in Autumn 2020 had to be put on hold due to COVID lockdown. It is now planned for July 2021. This involvement of citizens from across the area, in the next phase of development will allow Seachange to further increase its impact as citizens are involved in shaping the development of what is available in their local community.



## CASE STUDY:

# GP Nursing Service

**The Budleigh Salterton Medical Practice holds regular clinics at the Hub. This includes minor operations and things like treatment for leg ulcers and wound dressings as well as ongoing care and management for people with long-term conditions, or for people that have come home from hospital. These clinics can be for anyone, young and old and complement the wider work of the nursing team at the surgery and through home visits.**

**When the Seachange Hub is fully open the nursing team also holds a regular memory café for people with dementia and works closely with other charities in the Hub that support the practice's frail elderly patients.**

## Why the Hub?

GP partners of the Budleigh Salterton Medical Practice at the time were heavily involved in the effort to turn the community hospital into a health and wellbeing hub. The medical practice was attracted to the Hub by the:

- Opportunity to do something different for the largely elderly population of the area, bringing together NHS day services with opportunities for exercise, socialising, new skills and interaction with children and young people through the nursery and the café.

- Additional space and high quality clinical rooms for rent

## How it works

The Budleigh Salterton Medical Practice has a clinical room at the Hub which means the team of five nurses can hold clinics there everyday. A list of appointments is given to reception staff each day and people are met by a member of the nursing team on arrival.

Twice a month the nursing team also holds a memory café. This is open to people with memory issues - from dementia, Alzheimer's or other causes - and their families and friends. During the two hour sessions people can meet others in a similar situation and get advice from a healthcare professional about their diagnosis as well as tips about how to overcome daily challenges like managing money or self-care.

The sessions are not formulaic and instead offer the atmosphere of a café, with refreshments and time to talk. There may be age-related activities, involving music or crafts, or discussions that recall of times gone by. People are shown what else is available at the Hub that week to see if there are other activities they would like to get involved in. Other organisations in the Hub also connect people with the memory café.

## WHY THIS MATTERS?

Dementia care and support has been identified as a priority by Devon's health and care leaders.



**7%**

of over 65s diagnosed with dementia across Woodbury, Exmouth and Budleigh Salterton

### Many more people with memory issues

**500+** people in Budleigh Salterton are over 85 and live at home

**100+** people live in care homes



### IMPACT ON THE NHS AND WIDER SOCIETY:

**£26 billion**

yearly total cost to UK from dementia

**£4.3 billion**

covered by the NHS

**£4.5 billion**

from state-funded social care



**Two-thirds** covered by people and their families

Source: Alzheimer's Society, WEB Health Needs Assessment

## What is the impact?

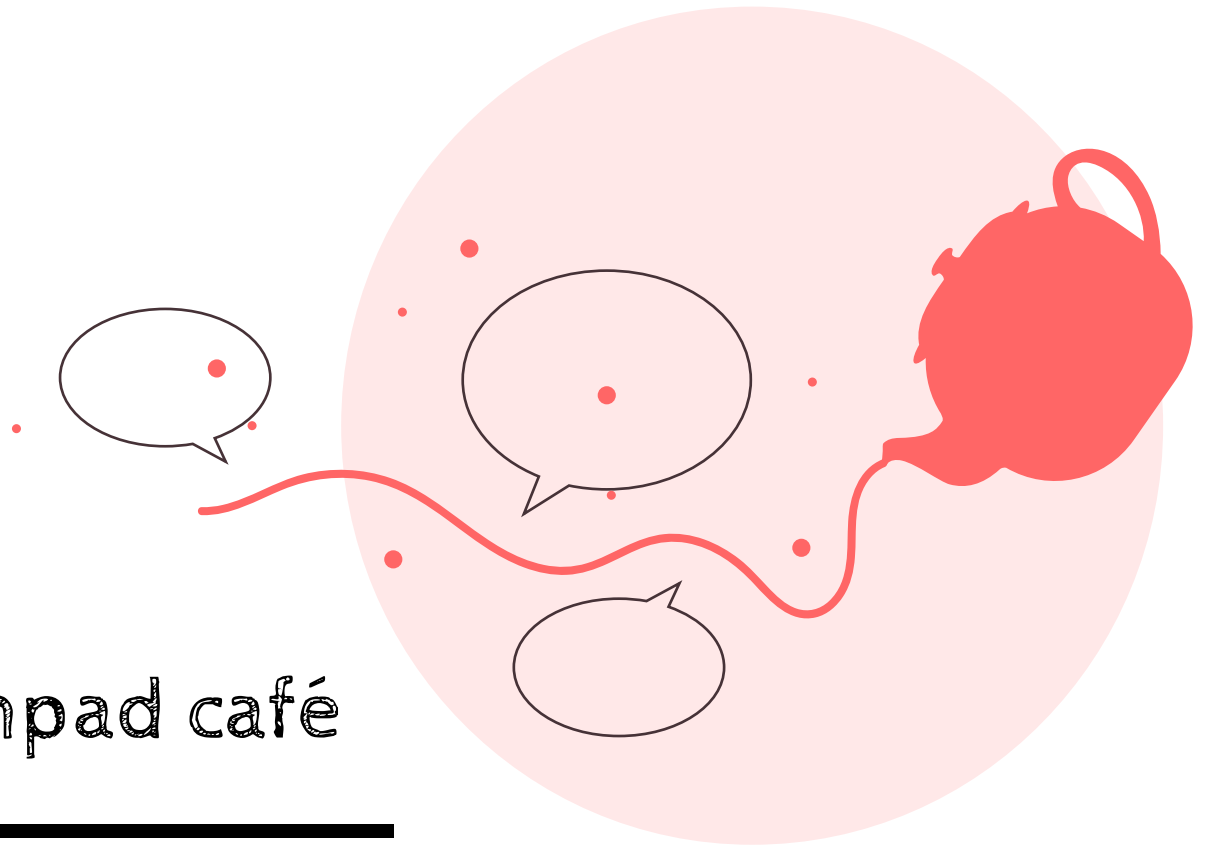
The Budleigh Salterton Medical Practice nursing team have used the space at the Hub since it opened for clinics and the memory café. On average there are 35 people attending the memory café. Many go on to join other activities that are on offer at the Seachange Hub.

The impact on Malcolm is a good example of how the memory café at the Seachange Hub helps. Malcolm is 56 and has early onset Alzheimer's. He regularly plays his guitar for the group. Malcolm says "I've had to retire from everything and so I do feel a bit down. But I feel much more encouraged being here and being allowed to sign and do some impressions, including of Elvis. Trying to help entertain other people, it takes my mind off myself."

While the memory café has not been able to run when COVID-19 lockdowns have been in place many of the people involved have been supported through the Hub in other ways. "The Hub has been brilliant during COVID-19. They set up a delivery service for meals, which has been brilliant as many of my patients needed access to food. The support was amazing."

**"Working at the Hub is a lot more relaxed as it is a lot more spacious. It is also nice for patients as there is a café, easy parking and lots going on. They can see all that and sign up for things, including day trips, while they are there"**

**Jo Keeler, Budleigh Salterton Medical Practice Long Term Conditions Nurse**



## CASE STUDY:

# Launchpad café

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**A local social enterprise, Launchpad, operates the kitchen and café at the Hub. It is run commercially with training opportunities for adults with learning disabilities to enhance their employment, social and independent living skills. Launchpad also manages the grounds of the Hub.**

## Why the Hub?

Launchpad was set up in 2017. The experienced team of educators of young people with additional needs had long talked about the need for a stepping stone between school and adult life. They specifically chose catering as an industry to develop this skills and training given the economy of Devon and the importance of tourism and service sector.

They were looking for a site at the same time as Seachange was created. One of the team took part in some first aid training at the Hub and so became aware of the space and opportunity it was offering. The relationship developed from there.

As well as the café and kitchens, Launchpad was attracted to the Hub because of the:

- Space, which is unusual compared to the many smaller cafés in the local area
- Opportunity to work in the garden too
- Potential for additional confidence building for the adults it works with from the interaction with the whole community, from the nursery to older people, and all the other people and organisations that are based at the Hub

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**“It is the community aspect of the Hub, and the opportunity this brings to change people’s perceptions about people with learning disabilities that is the real game changer.”**


**Carole Brown, Director, Launchpad**

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## WHY THIS MATTERS?


### Adults with learning disabilities:

**1.5m** people across the UK



### Jobs and volunteering opportunities are hard to find.

**6%** of people with a learning disability are in paid work




Source: Mencap

### They face significant health inequalities.

**60 years** average life expectancy



**1 in 3** people with a learning disability dies from potentially avoidable causes, compared to one in 11 of the general population.



## How it works

Launchpad leases the kitchens and the café from Seachange. The café, when operating normally, is open in the foyer and heart of the building. In addition the kitchen also provides meals and refreshments to the nursery, lunch clubs and other activity groups operating in the building. Launchpad also manages the grounds and offers training in garden development and plant care for the adults it works with, as well as a gardening for wellbeing club for other users of the Hub.


During COVID-19, with the café closed, Launchpad diverted its focus towards providing much-needed food to the community. They cooked and delivered frozen food from the site at the Hub, as part of the wider Budleigh Support Group.

There are four members of the Launchpad team including a chef, gardener and one-to-one support worker. Volunteers also support the team and help enable trainees to develop their skills.

People can book themselves or someone they know for trainee sessions with Launchpad, as can social workers or others that support people with learning disabilities. Trainees come from all over East Devon - from Axminster and Honiton to Exminster and Exmouth. They are offered training in basic kitchen and cooking skills.

Launchpad aims to build up an individual's skills and confidence so they can move onto other opportunities. This can be paid employment with other cafés or as volunteers in places like the National Trust or at the Hub. Launchpad has also recently taken on the running of the local Methodist Hall as a café, which can act as a stepping stone into other things.

LAUNCHPAD AIMS TO BUILD UP AN INDIVIDUAL'S SKILLS AND CONFIDENCE



## What is the impact?

Launchpad has been working from Seachange since it opened. During this time it has, on average, had:

- **30 trainees a week developing skills and confidence in catering through the on-the-job training.**
- **30 - 40 customers a day in the café**
- **60 meals a week to the nursery, lunch clubs and other activities on site**
- **3,000+ meals delivered during COVID**
- **Two trainees were due to start paid employment before COVID-19 but due to risks and restrictions this has been delayed.**

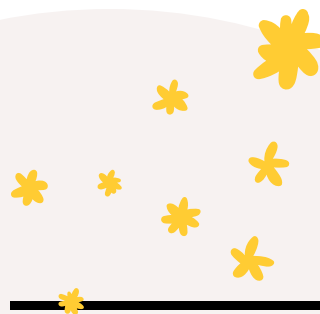
Launchpad also offers volunteering opportunities to others in the local area. This includes from people supported by the Ways 2 Wellbeing service or who visit the Hub for other reasons.

However even more than this impact, for Carole Brown, the Director of Launchpad, “it is the community aspect of the Hub, and the opportunity this brings to change people’s perceptions about people with learning disabilities that is the real game changer.”

Carole continues “when we set up we were purely a day service for adults with learning disabilities. But what we have found is that we have additional impact on other people using the Hub, and them on us and the trainees. For example our trainees see people in their local area that they serve in the café and the impact on their confidence and feelings of being part of a community is huge. They serve the lunch clubs for older people, participate in the

memory café and more. It has opened up the minds of a lot of the Hub’s customers that adults with learning disabilities are capable and can add value to the community and a workplace.

“It is this aspect, bringing change in people’s perceptions, that is truly transformational. We see people getting to know each other and this is different to what it would have been if we were just in our own café in town. It’s very easy to compartmentalise older people, people with learning disabilities and children, but what we see is that the interaction between them all is greater than the sum of its parts.”



**“It is the community aspect of the Hub, and the opportunity this brings to change people’s perceptions about people with learning disabilities that is the real game changer.”**

**Carole Brown, the Director of Launchpad**

## CASE STUDY:

# Emma's Story



**Emma Barker has a full and happy life. She is busy running one of Budleigh's popular ice cream café, Granny Gothards, working part time at Boots opticians and preparing for the arrival of her first child.**

However, Emma's life has not always been like this. Living with Ehlers-Danlos syndrome, a condition that causes joint and mobility issues due to a lack of collagen, and a mental health condition, Emma had previously found it hard to hold down a job and engage socially. After a particularly difficult period, Emma moved back to the area in 2018 to be nearer family and the sea. Being back in Devon also meant that she was able to access cognitive analytical therapy through the NHS to help with her mental health. This was the start of her beginning to turn her life around.

At the same time, Emma also started attending physiotherapy at the Seachange Hub to help with her joints. Through this she met the team at the Launchpad café. They invited her to volunteer, supporting their trainees one day a week in the garden. For Emma this made a big difference. She says "it was brilliant to be able to work with Launchpad and the Hub. Whilst I was still getting

back on my feet it was a life saver. I felt safe and I loved working with the trainees in the garden." For Emma, the whole team at Seachange have become like extended family. "Since the beginning of 2018, everything I have gone through, getting a job, finding a partner, and now starting a family, I have done with the Hub by my side. With the patience and support from Carole and Rob from Launchpad, and Marc the Manager, I have developed the confidence I needed to get back out into the world."

**"The Seachange Hub is an inspiring and comforting place. It is a real community and I feel proud and privileged to be part of it."**

**Emma Barker, Seachange Hub user**

## Research methodology

The review included a site visit, desk research of management information, previous surveys, data on health and wellbeing in the local area and 18 one-on-one interviews, with local stakeholders, professionals and people that use Seachange. Case studies form the basis of the analysis about the value created.

### The challenge of evaluating impact

There are challenges to capturing the value created by a community-based integrated health and wellbeing programme like Seachange.

- With many different determinants of health and wellbeing, attribution to a specific intervention can be hard.

- With approaches focused on prevention and early intervention there is a time delay, sometimes of many years, before the benefits may be realised. And these benefits may not end up where they are expected or can be easily measured. This is especially true for those, like charities, that are outside the health and care system. Being party to data on demand in hospitals, GP surgeries, social care or elsewhere is rare for organisations from outside the system.

- There are differences in expectations and experiences around evidence in clinical and community spheres. Clinicians and the health service are often used to making decisions on new treatments and drugs on the basis of randomised control trials. These are rarely possible in a community-setting, especially given the associated expense.

- It is also hard to capture the value of what something like Seachange provides over and above the support, services and activities that are offered within.

However just because it is hard to capture it does not mean that there is no added value created. There is now strong and accepted evidence of the impact that things like loneliness, physical inactivity, community strength, partnership working and wider social, environmental and economic factors have on our health and wellbeing. By examining some of these different causes of ill health and reduced wellbeing that Seachange aims to address, setting out what evidence tells us and assessing what the case studies and other information tells us about the work of Seachange we assess value in that way.



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## Governance and supporters

Seachange is part of the Devon charity Westbank. Westbank's management of Seachange at the Hub is guided by an Advisory Group with representatives from Devon County Council, Devon Clinical Commissioning Group, the Budleigh Hospital League of Friends, the Woodbury, Exmouth and Budleigh Salterton (WEB) Health and Wellbeing Board, East Devon public health, WEB Primary Care Network, Royal Devon and Exeter hospital managers, members of the community and a local GP.

The establishment of Seachange and Budleigh Hub benefitted from the generous support of the Budleigh Hospital League of Friends and Devon Clinical Commissioning Group to get it up and running. The League of Friends continues to provide much welcome financial and other support to Seachange to this day.

## Videos about our work

The following videos show more about about the history of the Seachange Hub, and the people and professionals involved.



## Acknowledgements and thanks

This review of the value created by the Seachange Hub was produced by Raisin Consulting and partners. The project lead and main author was Aimie Cole. Illustration and design was by Domini McMunn at Crackle & Pop. We would like to thank all of those that have input into the review.

First and foremost, we are grateful to all the case studies for their input and the Seachange Hub management: Emma Barker, Caroline Biggs, Carole Brown, Julia Hammond, Dominic Hazell, Marc Jobson, Jo Keeler, Ken and Judy Robinson and Steve Taylor. We would also like to thank all of those that took the time to be interviewed and share their perspectives and reflections about the Seachange Hub with us.



We hope you've enjoyed learning about our work. Please feel free to visit us to find out more.

**SEACHANGE**  
HEALTH & HAPPINESS FOR ALL



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