



Healthworks
the community health charity

IMPACT REPORT

2023 - 2024



Welcome from Paul Court, our Chief Executive

As Chief Executive, I am delighted to present our annual Impact Report. Healthworks commitment to innovation, excellence and integrated working between the NHS, local authorities, universities and voluntary sector makes a huge difference to reducing health inequalities and we improve health, wellbeing and life outcomes across the North East.

I believe Healthworks is effective for a number of reasons. We deliver what people actually want from a service. Our personal touch fosters stronger connections between staff and service users, leading to better communication, trust, and ultimately, improved health outcomes.

Healthworks recognises that each person's health needs are unique. Face-to-face interaction allows for a more thorough assessment of an individuals' health needs and enables us to deliver more personalised, effective, and tailored interventions. Whether it's designing a fitness plan, offering dietary advice, encouraging uptake of cancer screening or quitting smoking, Healthworks ensures that all aspects of its services are customised to meet the distinct needs of our users.

We go beyond merely providing health interventions - we foster a supportive environment that aids individuals and families in their healthier life journey which we strongly evidence. Healthworks succeeds because we recognise and deliver what people need: responsiveness, support, personalised care, and meaningful face-to-face interaction. By embodying these principles, Healthworks continues to strengthen our reputation as a trusted provider of bespoke health solutions.

This year we teamed up with Sportfin to report on the staggering social value of all that we do here at Healthworks. You can read more about it in this report but in the last year we have enabled estimated cost savings to local health and social care services of over £41.3 million.

This level of success has enabled us to tell our Healthworks story at national events and conferences, share our work and demonstrate how, through partnership, we have been able to address the unique health challenges faced by our communities across the North East. Please get in touch if you would like to explore how we can work together.

Paul Court
Chief Executive

A message from Professor Sir Michael Marmot, our Patron

Health is not just a personal concern but also a reflection of a nation's performance and, in the UK, the situation is alarming. Health is deteriorating and inequalities are widening. The UK has fallen below the EU average for healthy life expectancy for the first time since 2014.

The root causes of ill health and avoidable deaths lie in social and economic conditions. Those living in the North East of England now have an average life expectancy five years lower than people in London. It is not just that people are dying sooner than previously anticipated: before an early death, the number of years spent in poor health or with a disability has increased for both sexes.

Despite previous recommendations for action outlined in my 2010 review "Fair Society, Healthy Lives," successive national policies have failed to address health inequalities effectively.

However, there have been localised efforts by the NHS and community sectors to address these inequalities. Organisations like Healthworks play a crucial role in addressing health inequalities at the local level. By focusing on the social determinants of health, Healthworks can tackle the root causes of poor health and prevent health problems before they escalate.

This approach improves individual health. Importantly it also prevents costly hospitalisations and reduces the demand for primary and social care services; and strengthens the overall resilience and sustainability of healthcare systems.

Professor Sir Michael Marmot is Professor of Epidemiology at University College London, Director of the UCL Institute of Health Equity.

Sir Michael has led research on health inequalities for over 40 years and is known worldwide for his research and policy advice to the World Health Organisation. He has advised many local and national governments and organisations throughout Europe and the rest of the world about Health Inequalities.

He is the author of *Fair Society, Healthy Lives* (The Marmot Review 2010), *Health Equity in England: The Marmot Review 10 Years On* (2020) and *The Health Gap: The Challenge of an Unequal World* (2015).



Healthworks is an award-winning charity, working across the North East region with people of all ages to enable them to lead longer, happier and healthier lives.

From the antenatal period onwards, we offer a range of services that help and support people to; reduce the risk of preventable ill-health, become more active, eat more healthily, give up smoking, improve mobility, reduce the risk of a fall, improve mental wellbeing, have a healthier lifestyle and manage existing medical conditions.

NORTH EAST REGION HEALTH CHALLENGES*

34%

of the 2.6m people living in the North East live in places classified as being in the 20% most deprived areas in England

69.7%

of adults are classified as overweight or obese, compared to 63.5% in England

7

out of 12 local authorities are within the 25% LA's with the highest deprivation score overall

59 years

Healthy Life Expectancy for males is 59.1 and 59.7 for females (the England average is over 63 (for male and female)

16%

of adults in the North East smoke which is almost 2% higher than the England average

15.7%

of pregnant women smoke compared to only 10.6% across England

17%

The region has some of the lowest literacy levels in the country, with 17% of people aged 16 to 65 thought to be at or below the reading level of a nine to 11 year old

43%

of adults are living with chronic pain in the North East. This is the highest prevalence across the nine regions. London is lowest with 29%.

59%

breastfeeding initiation compared with 74.5% in England

63.5%

of adults do the recommended 150 mins of weekly physical activity compared with 65.9% in England

15.6%

of adults report a mental health problem in North East and North Cumbria compared with 12.7% in England.

7%

Above the England average for emergency hospital admissions in 65+ year olds due to falls. The North East is second highest in England with a rate of 2320 per 100,000 compared to the England rate of 2170 per 100,000.

**according to most recent figures available for this period*

By applying the SROI framework, SportFin estimated the potential cost savings to the NHS and Social Care, and gains to the public through the enhancement of human and social capital generated by activities and interventions delivered by Healthworks.

Health value by outcomes

Cardiovascular Disease Risk Reduction	£5.0M
Diabetes Risk Reduction	£654.9K
Breast Cancer Risk Reduction	£13.1M
Colon Cancer Risk Reduction	£4.1M
Injuries & Long-term effects	£15.7K
Depression Risk Reduction	£188.2K
Dementia Risk Reduction	£9.6M
Life Satisfaction (Subjective)	£2.5M

Educational value by outcomes

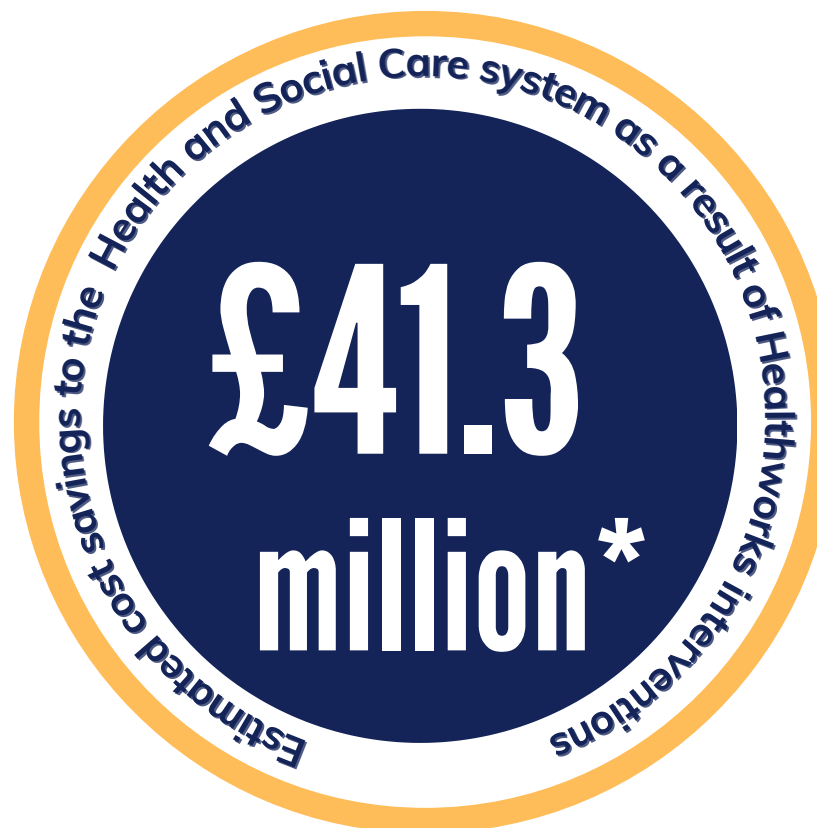
Educational Attainment Improvement	£2.2K
Employability	£24.2K

Societal value by outcomes

Social integration	£116.8K
Volunteering intent	£116.8K
Anti-social behaviour reduction	£16.79K
Recidivism	£61.6K

Healthworks Smoking Cessation Programme for 2023/24	£5.9M
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Estimated cost savings to the Health and Social Care system as a result of Healthworks interventions



Societal value:

£295.2k*

Health value:

£35.1m*

Educational value:

£26.4k*

Smoking cessation:

£5.9m**

*Estimated cost savings calculated using Social Return on Investment (SROI) in Sport framework and www.sportfin.io impact correlations algorithm based on 12 month continuous participation.

**Estimated cost savings based on Healthworks Community Smoking Cessation, Social Value Report 2024.

MAKING A DIFFERENCE

Health and wellbeing



15,631 people accessed our services and **5,849** were referred to our targeted programmes



2,013 support telephone and video support calls were made to individuals, equating to **743 hours** of remote lifestyle support



137 individual eligible NHS Health Checks were completed to spot early signs of stroke, kidney disease, heart disease, type 2 diabetes and dementia



340 people enrolled onto the **Cancer Conversation** course since its launch in April 2023



77% of Staying Steady completers showed improvement in the TUG Functional test (by 36% on average)



69% of Staying Steady completers showed improvement in the Sit to Stand Functional test (by 45% on average)



1.12 average improvement in **4 point balance test** demonstrates progress in the ability to maintain stability and balance



96% of clients reported they had achieved their Goals, across a range of Health and Wellbeing projects



92% of completers of Long Covid rehab significantly reduced reported fatigue



Diabetes management clients reduced their HbA1c reading by an **Average loss of 14.3mmol** per client



86% of clients asked would **Highly Recommend** the programmes to friends and family



We participated in **132 awareness events** attended by **5,654 people**.

38% of those attending resided in the lowest 30% areas of deprivation



88 people completed the Cancer Champion Courses

98% found the course informative and useful.



96% of those that attended Cancer Awareness events reported that they are now likely to attend a screening appointment



267 meetings with local businesses to promote key Cancer awareness messages



592 individuals accessed our Stop Smoking service and were given one-to-one support to set their Quit date



Of the people accessing our Stop Smoking service, **59%** of all clients successfully quit smoking at **4 weeks**



47% of those that quit smoking continued to be smoke free at **12 weeks**



55% of clients employed in 'Routine and Manual' occupations set a date to quit smoking

Around 1 in 4 people in this group smokes, compared with 1 in 10 people in managerial and professional occupations



84% of clients have increased their physical activity levels

based on on GPPAQ



A total of **954kg (150.3st)** weight loss was reported between **212 clients**



A total of **217cm** lost from waist measurements with an average loss of **5.29cm** per client



105 unique people reduced their BMI to a healthy range with an average BMI reduction of **2.46**

MAKING A DIFFERENCE

Children and families



Our Best Start Team supported **744 new breastfeeding women and families**



'Breastfeeding Mams' has **3,400** followers on **Facebook** and **693** on **Instagram**



'Breastfeeding Mams Newcastle' dedicated social media support pages and Facebook groups provide **real-time support, information and guidance to families** and enable ongoing interaction with peers



68 families were provided with pregnancy support from practitioners and/or volunteers. **41% increase** from 2022/23



4 Breastfeeding Social sessions per week across Newcastle. Accessed by **409 unique people** **1,934** times



72 children attended our Pre-school **4,129** times between them, underscoring the value of early childhood education



Our Zoneworks Social Prescribing team engaged with over **270 families** impacting on both health and social outcomes



Our Zoneworks Social Prescribing team were active in **11 primary schools and 1 secondary school**



495 Individuals and 8 partners were engaged in our work in partnership with the New Tyne West development in Scotswood



We developed an '**Air Fry and Eat Well**' cook book and shared it across the region It included how to make healthy meals using air fryers and energy saving ideas



We continue to develop a range of **digital family resources** which are accessible to families and workers for free - these included family activity eBooks, play and learn videos and family cooking activities



87,131

Total service
attendances

Up 58%



15,631

Unique individuals
attended activities

Up 37%



7,037

of people using our services
live in <30% IMD areas

Up 21%



58%

Identified as female

42%

Identified as male



36%

of people engaged
were ethnically diverse



Our turnover for the
financial year was

£2,511,431



37 Volunteers

Supported us this
year - up by 5 from
last year



Giving a yearly total of

3,219 hours

An increase of
694 hours



Which has an
economic value of

£38,637.00

An increase
of £11,426.84

Our year in numbers



Spotlight on Waiting Well with NENC Integrated Care Board (ICB)

Supporting patients and helping them to adopt healthier lifestyles whilst waiting for surgery



The Waiting Well initiative, funded by the NHS, supports people living in the most deprived areas of the North East. These communities experience the most significant health inequality impacts and prolonged surgery waiting times. The programme specifically addresses exacerbating factors such as diabetes and smoking, aiming to improve health outcomes in these vulnerable populations.

The programme offers 12 weeks of one-to-one support addressing various issues, including weight management. The goal is to enhance individuals' overall health, ensuring they are better prepared for successful surgeries, have quicker recoveries and spend less time in hospital.



46% of patients lost a total of **154kg** in weight



36% of patients **increased** their Physical Activity levels from Sedentary to Active



57% of patients **reduced** their HbA1c by an average of **21.25mmol**



40% of patients improved their financial well-being

based on cfpb financial well-being scale



Reported **reduction** in alcohol intake by **55%**

based on Audit-C

“This project is a brilliant partnership between the NHS and North East charity Healthworks, it is a great example of tackling rising waiting lists and doing so inclusively.”

Professor Bola Owolabi

Director of the National Healthcare Inequalities Improvement Programme at NHS England



Spotlight on ESCAPE-pain

Enabling self-management and coping with arthritic pain using exercise



In the UK, 10 million people suffer from Osteoarthritis (OA), with 5.4 million affected by knee OA and 3.2 million by hip OA. Additionally, 450,000 adults have a recorded diagnosis of Rheumatoid Arthritis, and an estimated 190,000 adults live with Psoriatic Arthritis.

ESCAPE-pain is an evidence-based, cost-effective, group rehabilitation programme for people with chronic joint pain, that integrates educational self-management and coping strategies with an exercise regimen individualised for each participant.

The ESCAPE-Pain programme is delivered in accessible community venues across the North East, such as leisure centres, and community settings. Our trained facilitators, lead small groups twice a week for six weeks.



51% of patients report improvements in their daily lives

based on MSK questionnaire



60% of patients increased their activity levels

based on GPAQ



68% of patients reduced their hip pain levels

based on HOOs questionnaire



71% of patients reduced their knee pain levels

based on KOOs questionnaire



75% of patients reduced their back pain levels

based on MSK questionnaire

The Return on Investment (ROI) is £5.41 for every £1 spent.

"I didn't notice a difference until I completed Escape-Pain. Now, I've made friends, I look forward to my classes, and my increased self-confidence allowed me to enjoy leisure activities without needing a walking stick!"

Muzna an ESCAPE-Pain participant

Spotlight on Tobacco Dependency work with Newcastle upon Tyne Hospitals

Supporting patients with tobacco dependence across Acute and Maternity wards

The Newcastle Upon Tyne Hospital Tobacco Dependency Treatment Service (TDTS) helps patients quit smoking and improve their recovery while in the hospital and after they leave.

Our Healthworks team of stop smoking advisors work across Newcastle upon Tyne Hospitals Trust (NuTH) and offer personalised one-to-one support, guidance, and advice to help people stop smoking. This can help patients have a more successful recovery and improve their long-term health. This work is also key to promoting a smoke-free environment in Newcastle Hospitals.

We were very proud that this successful partnership with Newcastle Hospitals was recognised by being nominated for this year's Celebrating Excellence Awards.



The team's efforts have resulted in **5440 referrals**



76% of the referrals were seen by the TDTS Advisors



£1.35 million
estimated cost savings
based on Healthworks
TDTS Social Value Report
2024



51% of those seen reside in the lowest 20% IMD



43% Female
56% Male
1% Not stated

"If you smoke, the single most important thing you can do to improve your health and chances of a successful recovery is to stop. Getting the right specialist support is now part of your treatment in the hospital."

Dr Ruth Sharrock, North East Respiratory Consultant

Spotlight on cancer awareness work

Our cancer awareness team works with communities and workplaces across the North East

It's been a successful year for our Cancer Awareness Team who won the Northern Cancer Alliance team award. This recognises commitment and innovation across cancer services.

We launched our Cancer Conversations online course in April 2023 which enables us to extend our reach with key cancer awareness messages. Since the launch, 340 people have enrolled on this course.

In June 2023, we worked with Orchid to organise a 'TAKE 3' event in Newcastle to launch a series of films to promote a national male cancer awareness campaign.

Since January 2024 we have worked closely with the health partners to plan and deliver the Cervical Screening Mobile Unit twice weekly outreach sessions in targeted locations in the west of Newcastle.



Participated in 132 events attended by 5654 people
105 information stalls
417 hours of cancer awareness delivery



27 interactive group awareness sessions delivered in the local community to groups, organisations and workplaces



340 people enrolled on our online Cancer Conversations awareness course



12 Cancer Champion courses delivered
88 new Cancer Champions



622 hours of voluntary Cancer Champion work delivered in local communities and workplaces

"Fantastic course in an easy to understand format. I highly recommend the course. Lots of facts to learn and myth busting information for all ages."

"A great resource to share, I now know many of the signs to look for and would be confident to share this information with others."

Cancer Conversations completers

Spotlight on health promotion work with families living in Newcastle

Free opportunities for play, learning and development, plus nutrition and healthy lifestyle support



Our Health Promotion 0 to 19 Team works across Newcastle with disadvantaged families. Each week they provide a diverse range of free family activities in the community. These activities provide local families with opportunities for play, learning and development, as well as providing nutrition and healthy lifestyle support and information.

The programme of activities includes Messy Play sessions, Cook, Play and Learn , Baby Massage courses and Boogie Bairns music and movement sessions. A Saturday session is delivered monthly and a range of holiday activities also offered.

This year the team has worked closely with The Rise in Scotswood to provide targeted support to the local community. This has included delivering health promotion sessions and courses in seven local schools and developing a range of free resources for the wider community to use.



'Mini Champions' Programme

delivered in 7 schools across the region. Promoting key healthy lifestyle messages through interactive activities



120 families enjoyed Baby Massage sessions

These improve infant physical and emotional health, enhance parent-child bonding and boost parental confidence



102 families participated in First Words Together

Evidence-based, fun activities that foster positive changes in the child's home learning environment



We engaged 2,194 unique children and worked with 35 different partners during Holiday Activities and Food programmes (HAF)



There were 8676 attendances at our family sessions Which support cognitive and social development, responsibility, fine motor skills, creativity, and language skills

"My baby really loves these sessions, which have been interesting and helpful; I've learned a lot and started doing some of the massages at home. It's very helpful to understand baby cues and massage them at the right time. We've loved the sessions, made new friends, and my baby has certainly benefitted from them."

Jen, a Baby Massage participant

People's stories

PAUL

Paul had a lower limb amputation due to complications from Type 2 Diabetes. As a wheelchair user, Paul struggled to find suitable gym. Our team supported Paul with a personalised gym programme to help him build his strength and get fitter.

The Physical Activity team worked with Paul to develop a tailored gym programme focused on enhancing his upper body cardiovascular fitness, resistance training and core exercises. Our team provided comprehensive guidance support to help Paul exercise safely. This included optimal workout times, and critical advice about monitoring blood sugar levels and peripheral limb health to prevent injuries.

With our support he followed the bespoke physical activity programme and made significant progress. Paul attended supported gym sessions weekly. These built his confidence to use a range of gym equipment safely so that he could exercise independently. The social aspect of coming to the gym also helped his recovery. Paul made many new social connections and these improved his emotional well-being.

Paul has progressed to higher repetitions and weights, and initiated lower body strength training in preparation for a prosthetic limb.

Paul has many improved health outcomes, such as enhanced cardiovascular health, muscle strength, and glucose control. This reduces the risk of further complications from Type 2 Diabetes. These health outcomes are likely to result in fewer medical interventions, lower healthcare costs, and a better quality of life.

"Coming to the gym has been a great experience because I've made some wonderful friends in a very sociable and friendly place. I don't think I would have gotten through the depression and the difficult times, including my amputation, without the support I've received here."

The staff have provided help, advice, and an individual exercise plan that has really helped me progress. Everyone, from the gym staff to the reception team, has been so supportive and encouraging, always greeting me and asking how I'm doing."



People's stories

PAUL

Paul is 46 and lives in the West End of Newcastle. Paul developed diabetes, his cholesterol was high and he had anxiety and depression. By May 2023, Paul's mental and physical health was at an all time low. He knew he needed to make changes towards a healthier and happier lifestyle but lacked confidence and was unsure where to start.

Paul's partner Tammy suggested they join a gym together so that they could support and motivate each other. She knew about Healthworks Gym as they lived nearby and had heard that it was welcoming, friendly and suitable for beginners. Paul and Tammy took the plunge, and since joining the gym they have gone from strength to strength.

Paul worked closely with Mark, from the Health Improvement team, who designed a structured exercise plan designed to build his fitness week by week.

Paul now comes to the gym 5 times a week and reports that this has had a huge impact on both his physical health and mental well-being. His fitness levels are much improved, his diabetes and cholesterol are under control and he reports feeling calmer and mentally stronger than he has for years.

"Before coming to Healthworks Gym I was at rock-bottom both mentally and physically. My partner Tammy suggested coming to the gym together, but I was very reluctant and worried about joining. I thought gyms were just for young fit people and that people wouldn't speak to each other.

I couldn't have been more wrong. I found it a welcoming, friendly Gym which was a pleasure to come to. The staff were so supportive and motivating throughout. There's a really good social aspect too and I have got to know lots of new people.

It has been truly life-changing and I am so much fitter, happier and healthier as a result. I'd urge anyone to come along and reassure them that the hardest piece of gym equipment is the front door and once you conquer that you won't look back!"



Stephanie and Sophie joined our Pregnancy Social Groups after hearing about them online. They have subsequently attended Breastfeeding Socials which helped them maintain breastfeeding. They also attended a range of family activities and are now in the process of becoming Healthworks volunteers.

People's stories

SOPHIE AND STEPHANIE

Stephanie and Sophie first attended a Pregnancy Social Group during the second half of their pregnancy and were supported with preparation for their new baby's arrival. After having baby Phoebe by C-section Stephanie and Sophie struggled to establish early breastfeeding. Our Health Promotion Practitioner Leanne contacted them within hours of discharge to offer breastfeeding guidance and support. They were encouraged and supported to attend their first Breastfeeding Social only three days after the birth to get some face-to-face help with breastfeeding from our team.

Stephanie and Sophie regularly attended weekly Breastfeeding Socials which helped them maintain breastfeeding. Over time they progressed to attending our other children and family activities such as Baby Massage and Sensory Baby.

“We really could not have gotten to where we are now without the help and reassurance the Best Start team gave us, particularly on days where we felt so lost and alone. We have built up wonderful support around us thanks to attending these groups, where the workers have become familiar faces to our little girl.

When we began attending other groups we struggled to talk to anyone else attending, but our confidence has grown over the months to make friends with other mams attending. We are now looking into volunteering within Healthworks to be able to help and support others. We are so grateful to Leanne and to everyone who has helped us so far.”



People's stories

BARBARA

Barbara was referred to our Waiting Well pre-op support service. After a Deep Vein Thrombosis (DVT) hospital admission, weight loss was a priority for Barbara. Our team supported Barbara through a twelve week one to one programme to help her lose weight.

Barbara, and Joe, one of our Health Improvement Practitioners, met weekly in a cafe close to her home. They discussed Barbara's weight loss and exercise goals, and worked on portion control and weekly food diaries together. Joe shared useful nutrition and healthy lifestyle resources to support Barbara in making good lifestyle choices and to help her stay on track. An appropriate local exercise class was also identified to help Barbara increase her physical activity levels. Barbara was given a fitbit to use as part of the programme, which enabled her to monitor her daily step totals.

Barbara was also struggling to get in and out of her home due to large front and back steps and ongoing mobility issues. To address this our Practitioner made a Minor Adaption Service (MARs) referral via Newcastle Community Health and Social Care and this led to a full Occupational Therapy assessment and to adaptive work at the property including fitting a stair lift, to enable Barbara to live safely and independently .

When following up 6 months after the intervention, Barbara had lost 23kg and her BMI dropped by 10 points. Barbara continued to access additional community based exercise programmes and has built in healthy eating and nutrition learning from the programme in her daily life.

"Thank you to Joe and Healthworks for the one to one healthy eating support you gave me, which has helped me get to where I am today and I will continue to thrive on my journey"



Sarah is a single mother who we helped and supported during the cost of living crisis. Sarah's finances were in disarray and her mental health was declining. Through targeted support, we helped her life changed for the better.

People's stories

SARAH

Sarah lives in one of the most deprived areas in the country and was struggling financially. She worked part-time in a low-paid job and was struggling to make ends meet. Her wages meant that she couldn't access many forms of financial aid. Sarah has a young daughter and cares for her mother. She was in debt and impacted by depression when we started working one to one with her.

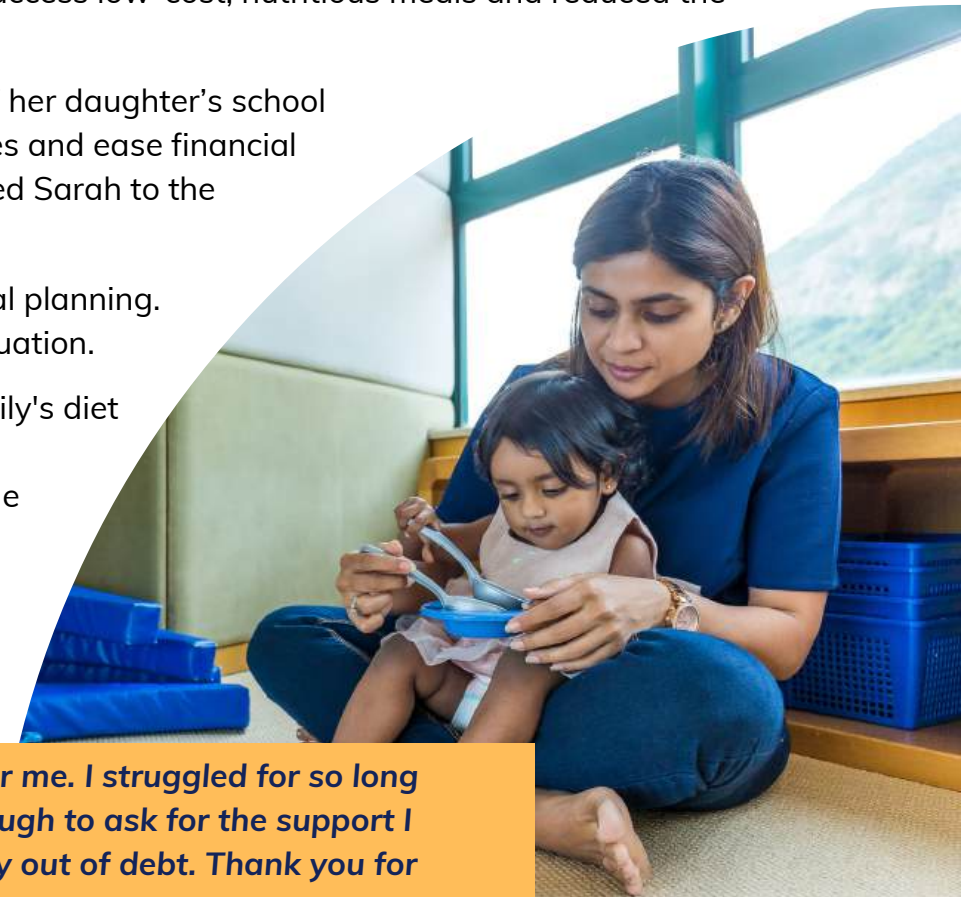
Our Health Promotion Team provided a range of support to meet Sarah's needs. With our help, she accessed weekly food support from Fare Share and local food banks. This enabled Sarah and her family to access low-cost, nutritious meals and reduced the amount she was spending on groceries.

With our support, Sarah applied for a Cost of Living Grant to cover the cost of her daughter's school uniform and the Household Support Hardship fund to cover essential expenses and ease financial pressures. Her utility costs were a significant outgoing expense, so we referred Sarah to the National Energy Action (NEA) charity for help with gas and electric bills.

Our practitioner also taught her about food budgeting, freezing food, and meal planning. These skills helped her reduce her costs further and improved her financial situation.

As a result Sarah now cooks from scratch every day, which improved her family's diet and reduced food costs. She and her daughter plan meals and cook together, which has strengthened their bond and taught her daughter valuable life skills. They also cook together to prepare meals for Sarah's mother.

Sarah has now paid off some debts and is managing her finances better. This increased stability has significantly improved her mental health by reducing stress and anxiety.



“Knowing someone who works in the community has been a lifesaver for me. I struggled for so long not asking for help as I felt embarrassed, but I trusted Healthworks enough to ask for the support I needed and now I feel so much better cooking, saving money, and nearly out of debt. Thank you for the help.”



Building a sustainable future for Healthworks

This year our efforts to reduce our carbon footprint were recognised and we were awarded the Investors in the Environment Bronze Award.

Healthworks is dedicated to building a greener future for our organisation. Our commitment is reflected in every aspect of our operations, from reducing our carbon footprint and minimising waste to promoting renewable energy and implementing eco-friendly practices whenever we can.

By integrating sustainable practices into our core values, we strive to make a positive impact on the planet and become a more sustainable organisation.

Actions we have taken this year include



Set up recycling stations at both of our sites for paper, plastic and batteries



Increased the use of digital documentation, communications and online filing systems to reduce printing and paper use



Introduced a Cycle to Work scheme and actively promote sustainable commutes to the workplace



Implemented a travel plan and better use of virtual conferencing to reduce unnecessary business travel



Switching lighting to LED and replaced old equipment with energy efficient electrical appliances



Provide staff training on environmental policies and practices and share tips and updates on sustainability efforts through regular communications



Installed water saving features where possible and have implemented water saving practises across the organisation



Apply green principles to all procurement - shopping local, choosing products made from recycled materials and suppliers who have green credentials

These activities have continued to help us reduce greenhouse gas (GHG) emissions across the organisation. As a result our tonnes CO₂e (tCO₂e)* reduced from 83 last year to 75 by the end of March 2024.

***tCO₂e is the amount of greenhouse gasses emitted during a given period, measured in metric tons of carbon dioxide equivalent, determined substantially in accordance with the World Resources Institute and the World Business Council for Sustainable Development's Greenhouse Gas Protocols (March 2004).**



Website access

128,000 new website users ↑ 800%

230,000 website page views ↑ 230%

152,000 website sessions ↑ 533%



Digital newsletter subscriptions

1100 active subscribers ↑ 44%



YouTube

Over 2million YouTube impressions ↑ 122%

98.2k video views ↑ 79%



Facebook engagement

55,800 post reach ↑ 47%

457k impressions ↑ 47%

6200 interactions ↑ 50%

2,888 followers ↑ 17%

12,700 video views ↑ 76%



Free online charity adverts

Impressions: 488,022,350

Clicks to website: 1,719,817

Click Through Rate (CTR): 0.356

% changes have been calculated compared to the same period last year using analytic tools including Google Analytics and Facebook Insights

Digital Engagement



Achieving a healthier workplace



**Better Health
at Work Award**
Silver Award

This year we achieved the Better Health at Work Silver Award. This acknowledges our ongoing commitment to enhancing employee health and wellbeing.

Following a comprehensive Workplace Health Needs Assessment, we focused on several key areas based on feedback from the team: stress and mental health, sleep, back health, sexual health, and healthy relationships. Additionally, we promoted cancer awareness, physical activity, and oral health, ensuring a holistic approach to workplace wellness. We are now working towards the Better Health at Work Gold Award.



Involvement in our initiatives **grew by 60%**



Reported Mental Wellbeing **increased by 32%**



Enrolment in our onsite physical activity programs **increased by 50%**



Involvement in cancer awareness activities **grew by 40%**



Suicide Prevention now embedded in Mandatory Training

Healthworks has enhanced mental well-being support for staff, demonstrated through the effective use of Mental Health First Aiders and an 'open door policy.' The focus on staff health and well-being is evident, reinforced by discussions during the assessment. This commitment is integrated into Healthworks strategy, with numerous new policies created and shared with staff, who have also contributed to their development alongside health advocates and management. Extensive training has been provided in inclusivity, suicide awareness, and managing difficult conversations, highlighting the organisation's commitment to fostering a supportive and inclusive work environment.

Better Health At Work Assessor's comments

Recruiting, training and developing a diverse workforce



91 total number
of staff
72.24 FTE



77% Female
19% Male
1% Non-Binary
97% identify the
same as the gender
assigned at birth



56% reside in the
lowest 30% IMD
areas*
*English indices of
deprivation 2019



10%
of our team define
themselves as
LGBTQIA+



11%
of our team identify
themselves as
ethnically diverse



20%
consider themselves
as having a disability
or impairment



Collaborative working



Healthworks would like to thank these organisations and businesses for their ongoing support this year

Final thoughts from Joel Marks, our Chair

The core purpose of Healthworks is to support people facing a range of social challenges and contribute to a world where they have the same opportunities to live in good health as the wider population. Healthworks has strengthened so many of its existing projects in this last year whilst simultaneously launching fresh initiatives and developing new partnerships. This report provides further detail of our work, our achievements and the cost saving this makes to the wider health and social care system.

Healthworks continues to go from strength to strength and key to the success of any organisation is its employees. This is particularly important to us because providing employment opportunities to local people is central to our ethos. I am delighted that the staff team at Healthworks continues to grow. I am pleased to announce that we received a Better Health at Work Award. This coming year we will build on our silver accreditation and work towards gold.

My greatest thanks go to the Board, staff, and volunteers, led by our dedicated Chief Executive, Paul, who continue to make Healthworks the successful organisation that it is. Our work, and that of our partners, contributes significantly towards making our guiding principles a reality and drives forward our mission to reduce health inequality for people living in the North East.

Joel Marks
Chair





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