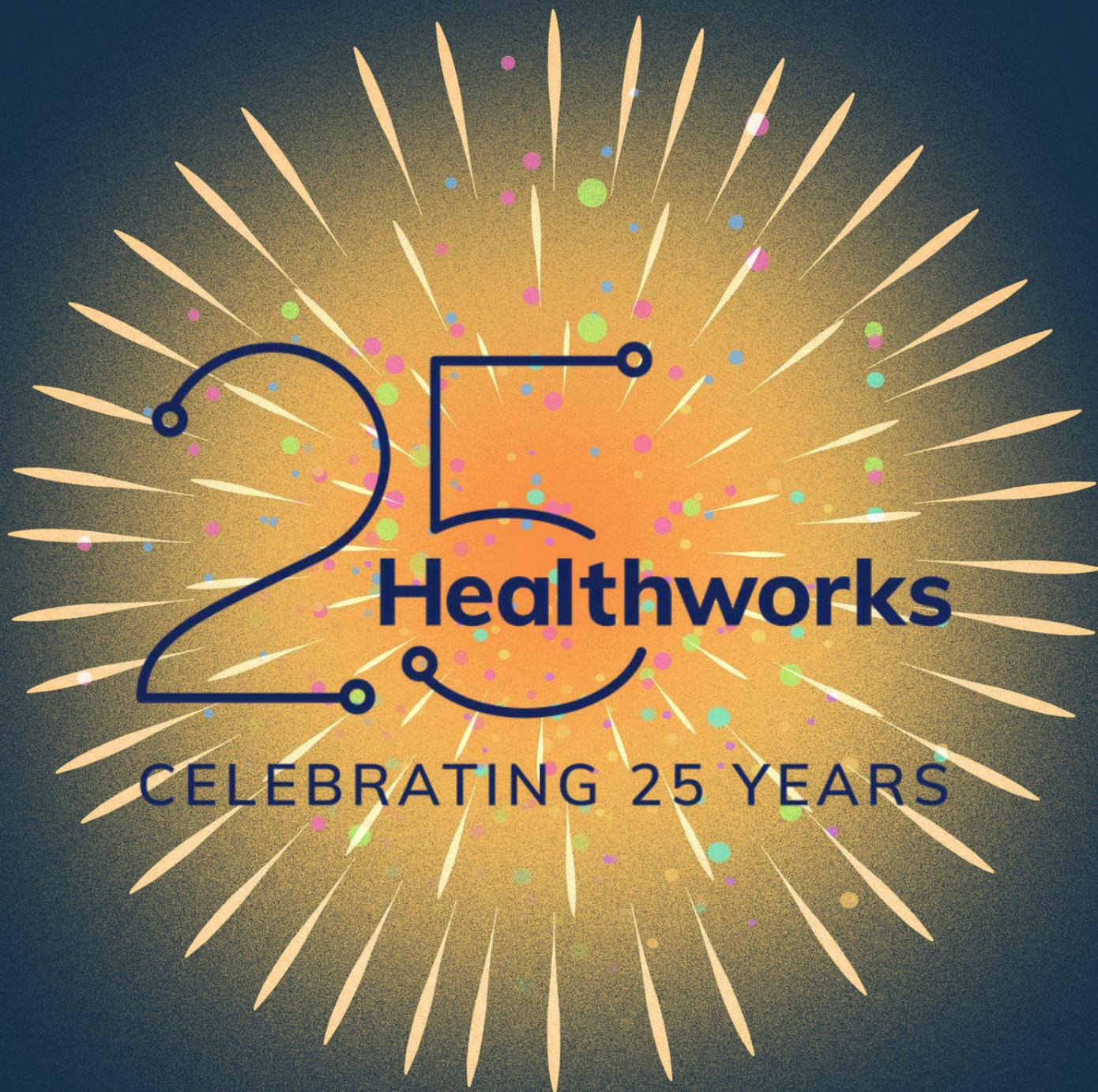




**Healthworks**

the community health charity



**Annual Report**

**2019 - 2020**

# A REVIEW OF 2019-2020

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## **Legal information and finance:**

- The legal information
- Structure, Governance and Management
- The Board of Trustees
- Managing risk
- Finance
- Good employment

# 1. WELCOME FROM OUR CHAIR

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This annual report represents a new period in the life of Healthworks, from a change in leadership to a modernisation of our branding including our website.

The lead up to the end of March 2020 proved to be extremely eventful as we said goodbye to our longstanding CEO Sarah Cowling, who decided to retire. We all wish Sarah the very best for her well-deserved retirement. We then said hello to our new CEO Paul Court. We were fortunate to appoint Paul and he has brought in a raft of new ideas and initiatives which will enable Healthworks to go from strength to strength. Little did Paul know what was in store for him, when on the 23rd of March our entire way of operating had to be revamped almost overnight!

This year was our 25th Anniversary. a milestone for any organisation and one that I am delighted to be part of. Healthworks has always been at the forefront of delivering interventions which improve the lives of the community it serves. The life outcomes of thousands of people have been changed for the better by the commitment to making an impact on health inequalities. We have proved our worth and have gained deserved recognition for the work we do.

From its humble beginnings in the heart of the West End of Newcastle to a regional organisation working across the North East and delivering high results, none of this would have been achieved were it not for the vision, professionalism and dedication of the many people who have been part of Healthworks over the last 25 years. There are too many to mention but the singular vision of Chris Drinkwater started what we have become today. To him we must say a special thanks. Sadly, this year, one of our most dedicated Trustees, John Dawson MBE, passed away. John was a community champion who developed our very own Lemington Centre. His work touched the lives of many and he is greatly missed.

So to the next 25 years and all they bring. Unfortunately we have not been able to celebrate our anniversary in the way we would have wanted – alongside Professor Marmot, our partners, community and staff. Instead, Paul and the rest of the Healthworks staff have responded to the current daunting challenges by finding new and innovative ways of continuing to deliver all of the vital services Healthworks provides. But more about that next year.

**Joel Marks**

CHAIR

## 2. HELLO FROM OUR CHIEF EXECUTIVE



I was delighted to be appointed as the new Chief Executive of Healthworks. It is an organisation I know well having supported its development so many years ago as well as more recently working in partnership and commissioning their services. I truly believe in Healthworks' vision of enabling and supporting communities across Tyne and Wear to narrow the gap in health inequalities. I took up the post in October 2019, so this Annual Report covers the period of two Chief Executives. Therefore, I'd like to thank my predecessor, Sarah Cowling (who left in July 2019) for her dedication, hard work and belief in supporting the health of communities across the region during her tenure.

This year marks our 25th anniversary and, during that time, Healthworks has led targeted work with those most disadvantaged in society due to the health inequalities that impact upon them. I'm sure you'll know that our Patron is Professor Sir Michael Marmot, the author of Fair Society, Healthy Lives. His latest report launched in February, just before the pandemic, showed that life expectancy for men and women had stalled since 2010 due to austerity cuts to mainstream services. The largest decreases in life expectancy were in the North East's most disadvantaged areas, the very communities we work with.

The work Healthworks does is aimed at reducing health risks and inequalities through services that impact most directly on people's life outcomes. This is through our excellent, evidence based, models of peer support, health trainers and social prescribing. Our knowledge and expertise in delivering interventions through these proven models has led to some innovative pieces of work that evidence good outcomes. Our services support physical activity, smoking cessation, cancer awareness, breastfeeding, antenatal support, food and nutrition, diabetes, health checks, life skills training and social prescribing.

Over the coming year, Healthworks will be working with and building closer links to our world class universities across the region, Hospital Trusts, key health researchers and Public Health. I never imagined within my first six months in post I would be 'closing' our buildings. However, this report only covers up to the end of March this year and so you'll have to wait until next year's report to look at the amazing work of the team and their continued support for all of our service users throughout lockdown and beyond. In addition, I would like to thank our commissioners who have been incredibly supportive during this time. As I write this, more of our services are safely returning as each week passes and we're looking forward to supporting our service users through this new phase.

**Paul Court**

CHIEF EXECUTIVE

# 3. A MESSAGE FROM OUR PATRON



We are incredibly lucky to have one of the world's leading researchers into the impact of inequalities on health and wellbeing as our Patron, Professor Sir Michael Marmot. He has kindly sent the following message:

*As its Patron, I would like to send my congratulations to Healthworks on its 25th Anniversary. Healthworks has been working with local communities across the North East to improve their health, wellbeing and life outcomes throughout this time. However, there is still much to be done.*

*There is no hiding from the fact that within the North East region, health outcomes are poor and health inequalities are far too great and have disproportionately impacted upon the lives of its population. In my 10 year review of health equity, data showed that living in a deprived area of the North East is worse for your health than living in a similarly deprived area in London, to the extent that life expectancy is nearly five years less.*

*During the Covid-19 pandemic, people facing the greatest disadvantage are experiencing not only a higher risk of exposure to COVID-19 but their existing poor health puts them at risk of more severe outcomes if they contract the virus.*

*Poor population health leads to overuse of NHS services and increases pressure on primary and social care, resulting in a system over-focussed on the treatment of ill health at the expense of preventing it. It also reduces productivity and hampers economic growth, embedding the income inequalities which again contribute to poor health.*

*Charities, such as Healthworks, have a vital contribution to make in helping Councils, Hospitals Trusts, Public Health and CCGs save money and deliver better services. Healthworks is able to deliver important preventative services that keep people away from expensive hospital stays or frequent GP visits while improving the health and life outcomes of those it works with. Please continue the good work and I hope to see you soon.*

## Sir Michael Marmot

PATRON

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

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

# 4. OUR YEAR IN NUMBERS

49,700

Total attendances



11,482 Unique individuals

33% identified as Male

67% identified as Female

21% BAME engaging in our services



70 Staff

48 FTE.

15% identified as Male  
85% identified as Female



79% Staff living in Newcastle

6 Trustees  
50% identified as Male  
50% identified as Female

6 Board meetings  
1 AGM

£1,373,410.00

turnover for the financial year

We can't do it alone...



61 Volunteers have supported our work over...

5 projects. Giving...

6,155 Volunteer hours.

# 5. WHO WE ARE

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**Healthworks supports people of all ages to lead a healthier life; from the antenatal period, support with breastfeeding, being more active, eating healthily, giving up smoking, improving mobility and managing existing medical conditions. Our objective is to preserve, protect and improve the health and life outcomes of communities across the North East region of England.**

We achieve this by:

- providing information about health and health improvement
- providing resources for local communities in order to improve understanding of health issues and to have access to information and enable them to make the best health choices for themselves
- offering a range of preventative approaches with an emphasis on collaboration between different agencies and professional groups
- promoting the health benefits of exercise, healthy eating and lifestyle changes
- providing health training opportunities for organisations and the community
- providing services aimed at reducing inequalities in health

Most of our work is in areas recognised as being largely disadvantaged where quality of life is reduced either by ill health or disability. These health inequalities are caused by low income, unemployment, lack of opportunity, lower education outcomes, poor housing and child poverty. The cost of this inequality is substantial, both in years of life lost and costs to the economy. These factors result in greater dependence on health, social care and other services.

Professor Marmot, in his influential report *Fair Society, Healthy Lives, The Marmot Review into health inequalities in England* and his 10 year review (*Health Equity in England, The Marmot Review 10 Years On*) expressed significant concern about poverty and social inequality, and the negative effect this can have on physical health, mental health, and life expectancy and on a population often described as hard-to-reach and excluded.

**It is against this background that we work to support and enable communities, through advocacy, challenge and delivery to improve life outcomes.**

## 6. OUR VISION

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Healthworks is a charity based in Newcastle which works with local communities across the North East. Healthworks believes that everyone, regardless of the challenges they face – low income, unemployment or poor housing, should have the same opportunity to live in good health.

Our aim is to support people facing these issues across the region to maintain and improve their health, wellbeing and life outcomes.

## OUR VALUES

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We believe in:

- Working collaboratively with other agencies
- Achieving excellence in all that we do
- Developing a skilled local workforce
- Seeking out what works and changing what doesn't
- The diversity of our staff and the people we serve are an asset
- Being accountable to our clients, staff and commissioners

## EQUALITY, DIVERSITY AND INCLUSION

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We're committed to promoting equality, valuing diversity and championing inclusion. We include these principles in all of our behaviours and everything we do – as an employer, as a provider of services and as a partner organisation. Equality, diversity and inclusion is at the heart of all our processes, policies, practices and behaviours. This shows our absolute commitment to eliminating discrimination and promoting equal opportunities. We work hard to recruit and retain a diverse workforce that reflects the communities we work with. We do this to make sure our services feel welcoming to the service users who need them. We ask that people treat each other with mutual respect, regardless of age, disability, gender, relationship status, gender reassignment, race, religion and belief or sexual orientation.

# 7. WHAT WE DO

We offer a range of group and one-to-one services, which are designed to give the support and information needed in order to take steps to achieving a healthier lifestyle.

These include NHS Health Checks, healthy eating advice, stop smoking support and different opportunities to be more active even for those with an existing medical condition.

Our Community Health Trainers and Physical Activity Team are here to offer our service users the advice and guidance they need to stay on track so that they continue to make good choices that can help improve their health and wellbeing.

The Community Skills Team deliver a range of sessions from cancer awareness to sessions for parents/carers and children covering a range of topics and themes including Starting Solids, Cooking Together, the Eat Well Guide, portion sizes and how to cook healthier family meals.

## Our other services include:



**Healthworks**  
Gym 



**Healthworks**  
Pre-school 



**Healthworks**  
Café 

*Throughout this report we have used case studies and data as powerful demonstrations of how our team can support good outcomes for service users.*

## 8. Stop smoking support

Giving up smoking is probably one of the best things someone can do to improve their health, however we know that it can be tough doing it alone. Through our Stop Smoking Service, we offer free one-to-one support sessions which are open to all adults living, working or studying in Newcastle. Clients benefit from tailored to individual needs and up-to-date information about the different treatment options available. The appointments can be arranged to fit in with a person's lifestyle and we can also offer group support in workplaces and community groups.

### **Making a difference to Phil's life:**

Phil, a 55 year old man, was smoking between 20-30 cigarettes a day and had been smoking for over 35 years. It was important for him to quit, not only for himself but his wife and daughter. He had never used a Stop Smoking Service before and was amazed at the choice of treatments available.

He opted for nicotine replacement therapy and we provided a prescription voucher for him to get his products from a pharmacy. Phil struggled in the beginning, but we spoke regularly and provided him with hints and tips to combat cravings and side effects. He informed us that his resting heart rate had reduced from 110 to between 65-70 BPM (beats per minute). He also decided as an extra motivator to save the money he would usually spend on cigarettes in a jar. He was spending £10 a day and saved £840 during the 12 week programme and has decided to carry on saving the money!

Phil told us "*I cannot thank you enough on behalf of my family and I, you have been a fantastic support to me*".



**60% of the people  
we supported to  
quit were still  
smoke free after a  
52 weeks**

## 9. Getting active

Increasing your physical activity levels each day, even in a small way, can make a big difference to your health and wellbeing. It can help boost mood, improve sleep quality, raise energy levels, reduce stress and lower the risk of heart disease, stroke and type-2 diabetes. We want to help people get more active and that's why we offer a range of services and activities suitable for people of all ages and abilities.

Our health specific programmes are run by trained Physical Activity Specialists and include:

### **Exercise on referral**

This programme is for people who have an existing medical condition and who would like to introduce exercise safely.

### **ESCAPE-pain**

ESCAPE-pain is a 6 week rehabilitation programme for people with chronic joint pain of the knees and/or hips, that integrates educational self-management and coping strategies with an exercise regimen individualised for each participant. It helps people understand their condition, teaches them simple things they can help themselves with, and takes them through a progressive exercise programme so they learn how to cope with pain better.

### **Cardiac rehabilitation**

Cardiac rehabilitation ('cardiac rehab' for short) helps people get back to leading as full a life as possible after a cardiac event such as a heart attack, heart surgery or stent procedure. They may also be able to attend a cardiac rehab programme if they have been diagnosed with heart failure or if you have a device such as an implantable cardioverter defibrillator (ICD). Our Cardiac Rehab programmes run for 8 weeks, and people can speak to their cardiology nurse for more information.

## Next steps

This is a fun and inclusive exercise group, which is suitable for people with a range of medical conditions too. Its aim is to improve participants' fitness and provide them with opportunities to meet new people and expand their social networks.

### Making a difference to Muzna's life:

Muzna found day to day activities very challenging and often relied on a walking stick due to the pain and fatigue caused by arthritis.

A referral from Muzna's physio to our ESCAPE-Pain programme was the start of her amazing journey. For 6 weeks our team guided Muzna through a dedicated group-based rehabilitation programme. Along the way she was introduced to various self-management and coping strategies to help reduce her levels of joint pain and allow her to become more independently mobile. Activities have become much easier and her self-confidence increased so much that she was able to enjoy a sightseeing holiday in Rome without the use of walking stick!

Muzna successfully completed our programme and developed friendships which she has maintained by joining our Next Steps exercise class.

Muzna told us  
*"I have noticed such a difference since I completed ESCAPE-Pain.... I have made friends and look forward to my classes."*

**445 different  
people attended  
our group  
exercise classes.  
There were 7,615  
attendances in  
total**

# 10. NHS Health Checks

Our staff offer NHS Health Checks at a number of locations including workplaces and local community venues. These are designed to spot early signs of vulnerabilities including stroke, kidney disease, heart disease, type-2 diabetes and dementia.

**As we get older, we have a higher risk of developing one of these conditions and an NHS Health Check helps find ways to lower this risk.**



## **Making a difference to Abraham's life:**

Abraham was 41 when we started to work with him. He had type-2 Diabetes, Hypertension, back pain from a pre-existing injury, high cholesterol, an underactive thyroid, led a sedentary lifestyle and he was a smoker.

Abraham didn't have a lot of confidence when he first met his Community Health Trainer and didn't have many social connections outside of the home. He was unable to speak English but wanted to learn. Abraham's Community Health Trainer supported him to improve his diet and health literacy. He was referred to and attended our Stop Smoking and Exercise on Referral services.

As a result, Abraham successfully quit smoking, now attends the gym 3 times a week and is an active cyclist. He has reduced his fat, sugar and carbohydrate intake, reducing his risk of diabetes-related complications such as stroke and heart disease.

**We completed 493 full NHS Health Checks and 472 Health MOT's. This led to 183 GP referrals in addition to the healthy lifestyle support provided by our team.**

# 11. Managing existing conditions

When someone is diagnosed with a medical condition, they may be scared and worried about what the future holds.

Each medical condition is different and comes with its own set of challenges, and the one-to-one support we offer is very much tailored to individual needs. We can provide support and guidance to help people understand more about their condition and how they can manage it effectively so that they are able to feel more in control and better able to cope.

Our **Exercise on Referral** programme is for people who have an existing medical condition and who would like to introduce exercise safely. This programme is delivered at the Health Resource Centre by Physical Activity Specialists and offers up to six months of supervised physical activity sessions for a small subsidised charge.

## Making a difference to Linda's life:

Linda realised that she had become fearful of certain situations she encountered on a daily basis. Her health challenges were making things more and more difficult. Our Exercise on Referral service was recommended to Linda by her physiotherapist. She was determined to participate and hoped that with some support and guidance she could make improvements to her strength and balance.

Linda worked in the gym with our instructors over a 6 month period. Through a combination of one to one consultations and supervised exercise Linda was able to identify which activities and life situations were the most challenging - things like walking up stairs and walking on uneven ground.

Linda completed various prescribed exercises and movements which mimicked those situations, gradually reducing her fear and anxiety whilst hugely improving her strength, co-ordination and balance. Her confidence has improved significantly especially when faced with walking up stairs and tackling uneven pathways. Linda told us *"It's given me a reason to get up in the morning"*

## 12. Healthy eating

We know that making just a few simple swaps to what a person eats and drinks can have a hugely positive effect on their health and weight. We also understand that it can be really difficult to know where to start or to keep going without personal support.

The Community Health Trainer service is completely free and offers one-to-one support which is tailored to a service user's own personal needs. Together they identify ways to improve a person's diet, manage their weight and plan for longer-term maintenance too.

### **Making a difference to Mary's life:**

Mary is a young African mum, single parent with a child aged five, living in the West End of Newcastle who we met through her son's primary school. She attended a healthy eating activity we ran at the school and following this, we supported her to attend a number of our other healthy lifestyle sessions. As a result of the work we did with Mary she reported that:

- both her and her son had a healthier diet
- she lost weight (10lbs) which improved her esteem and wellbeing
- there was a big improvement in her child's sleeping pattern
- there was an improvement in her child's behaviour at home

With our support, Mary then progressed to completing our Royal College of Public Health accredited food hygiene course (Level 1).

Mary told us:

*"If I hadn't got involved I would still be feeling isolated in my home, with feelings of depression. My whole life has changed for the better as a result. I feel like I've really achieved something worthwhile, having fun along the way"*

**2005 different people  
attended our healthy  
eating sessions and  
activities**

**65% were from lower IMD  
areas and 25% of  
attendees identified as  
BAME**

# 13. Breastfeeding and antenatal support

We work together with key agencies to support families from conception to age two through our Amazing Start programme. Working with parents and families, we provide antenatal and breastfeeding information and support through a team of trained staff and volunteers. Our Amazing Start services are free, confidential and non-judgemental. The team are trained to provide practical and emotional support to women from conception to birth.

We support:

- building strong parent-baby relationships
- preparing for labour and birth
- preparing for baby

We can offer group or one-to-one sessions providing support to help achieve a mother's breastfeeding goals. Our Breastfeeding Social Groups are relaxed, informal and friendly and offer a great way to meet other breastfeeding mums.

## **Making a difference to Judy's life:**

Judy was referred to the Amazing Start project when pregnant with her first child. She knew little about childbirth or baby care and had a turbulent relationship with her family and partner. She also became unemployed whilst pregnant. We initiated an Early Help Plan to set achievable goals for Judy to improve her baby's outcomes. We referred Judy to the baby practical plus course and helped her to apply for Universal Credit and a maternity grant. We also supported Judy through her relationship issues with her family and anxieties related to COVID-19. Judy received 40 antenatal support calls, 2 face-to-face meetings, 1 Early Help meeting and 6 breastfeeding support calls.

As a result, Judy now receives various benefits which allow her to support herself and her baby. Her relationship with her family has improved. Judy now understands how responding to baby's needs promotes healthy brain development and baby was breastfed from birth and was still breastfeeding at the last contact at five weeks old.

Judy told us: *"Thank you very much for your time and concern. You make me feel that I am not alone on this journey."*

**We have supported 1195 people**  
**881 were from lower IMD areas and 508 identified as BAME**

# 14. Falls prevention

Our **Staying Steady** programme is for people who have had a fall, or who feel as though they may be at risk of having a fall. The programme is scientifically proven to improve strength and balance and aims to reduce falls and enable people to live independently at home for longer.

## **Making a difference to Norma's life:**

Norma was becoming increasingly concerned about the decline in her health and mobility. She was 74 when she reached out to us. During our initial consultation we learned that Norma felt unable to enjoy her life to the full and that she was avoiding many activities which she had previously participated in.

Norma believed that poor strength and balance was the root cause of her lost confidence and heightened anxiety. Over the following 27 weeks, Norma participated in our specialist group exercise programme - Staying Steady. Each week our team supported Norma with various exercises designed to increase her lower leg strength and improve her balance.

Our physiotherapy partners delivered education sessions providing valuable information on topics related to falls such as how to identify and avoid hazards in the home and signposting opportunities to other helpful local services.

At the conclusion of her programme Norma had hugely improved her confidence, made fantastic improvements in her functional mobility and independence, and reduced her risk of falling. Norma told us: *"I have gained the strength and courage to do things I was unable to at the beginning of the course. I am sure that in the future many more people will benefit from this course."*

**195 different people benefitted from Staying Steady and between them attended over 2000 sessions**  
**87% improved their functional mobility and 82% of clients felt the service was of benefit to them**

# 15. Improving wellbeing

## **Making a difference to Shelly's life:**

Shelly was 37 years old with two children aged 4 and 8. She asked for support just before the pandemic as she was struggling to make ends meet and couldn't purchase essential items.

We spoke with Shelly via telephone initially and found she was in a huge amount of debt which had accumulated over recent years, she had a part time job and was at home with both children the rest of the time. Shelly had no family or friend support, suffered from anxiety and often felt overwhelmed.

We delivered the family a food parcel each week for 8 weeks along with an activity pack each for the children. We arranged for Shelly to receive a wellbeing pack to support her mental health. We applied for a discretionary housing payment to cover the shortfall in her rent and provided some Asda vouchers to enable the family to purchase essential items over a number of weeks.

We referred Shelly to Money Matters, a money advice service, and they supported her, helping her to consolidate her debts and pay them off with manageable monthly payments. As a result Shelly's anxiety has reduced and she now feels supported in her current situation. Shelly was able to return to work now and looks forward to the children returning to school in September.

Shelly told us: *"I feel like a weight has been lifted off my shoulders and I am so grateful for all the support I received"*.

Zone West is the social prescribing service for children and young people run by North East Wellbeing and hosted by Healthworks.

Currently active in four West End Schools and the West End Family Health group of GP Practices, Zone West is a mentoring and signposting service for children helping to improve their lives and focused on the achievement of developmental goals.

# 16. Cancer awareness work

Through our cancer awareness work, we are helping communities in Newcastle and Gateshead become more informed about cancer and the importance of screening in reducing risk. Our team offers free Community Cancer Champion training which covers common types of cancers, reducing the risk of getting cancer, the importance of early detection and cancer screening.

We offer free Cancer Awareness Sessions in workplaces and community groups to provide information about how to spot early signs and symptoms of cancer and how to access local cancer screening programs. The awareness sessions are part of the Cancer Research Talk Cancer training programme and are open to anyone who lives or works in Newcastle or Gateshead.

## **How we supported a Community Cancer Champion to raise cancer awareness at work:**

### **Davey - Wates Site Manager**

*"Having personally experienced the effects of cancer, I became a cancer champion to raise awareness of the disease. I wanted to address the elephant in the room and encourage men to talk about cancer. I attended a Community Cancer Champions course at Healthworks. After the course I shared the information with site operatives at NHC (National Horizons Centre), this was the site I was based at. I arranged a Community Cancer Champions course at Wates, with the aim to encourage men to understand when and why to seek medical attention before it's too late. Nine men attended and the feedback was excellent".*

**One of Davey's colleagues visited their GP as a direct result of the information received which lead to a cancer diagnosis.** They told Davey:

*"If it had not had been for you and Healthworks sharing the cancer awareness information, I probably wouldn't have gone to the doctors and received the early diagnosis".*

**97% of attendees at our cancer awareness activities reported they were now more likely to attend their screening appointment than before**

# 17. Training

**We offer Royal Society of Public Health accredited training in:**

- Nutrition Level 1 and Level 2
- Food Hygiene Level 1 and Level 2
- Food Allergy Risks Level 1
- Encouraging a Healthy Weight and Healthy Eating Level 1



**49 people completed a level 1 course with a 100% pass rate**

**27% of those who successfully completed a Level 1 Course progressed to complete a Level 2 course**

**95 people completed a Level 2 course with 97% of those passing**

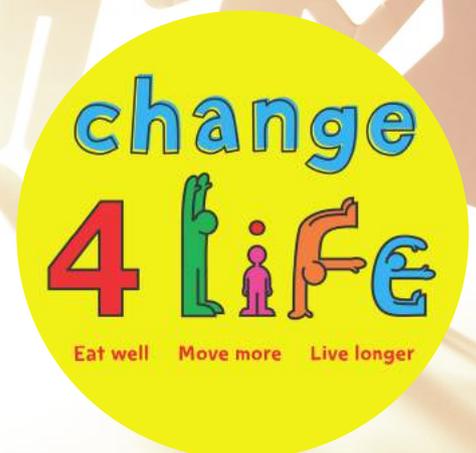
These courses enable an adult employment pathway for many participants.

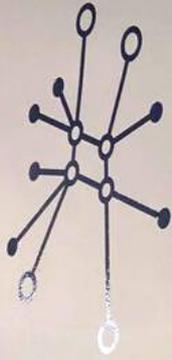
# 18. Change 4 Life

Healthworks co-ordinates and develops Change4Life in West Newcastle. This is a partnership of providers who link up services and projects to encourage families in the inner-West of Newcastle to 'Eat Well, Move More and Live Longer'. This partnership is made up of 114 workers from 101 different organisations .

**Change4Life aims to ensure parents have the essential support and tools they need to make healthier choices for their families.**

We know that modern life can mean we are a lot busier, less active, and more reliant on convenience and fast food than we used to be. But that's where Change4Life comes in, helping families with fun ideas to help kids stay healthy, whether with easy recipes for busy weeknights, great sugar swaps, Disney-inspired games to get kids moving or help in understanding food labels.





# Healthworks

## Gym

### 19. Healthworks Gym

The Lemington Centre and The Health Resource Centre have fully equipped gyms that are open to the community. We have made a significant investment in new equipment to enable us to continue to develop our services and support users to achieve their health goals.

**Attendances continue to grow with 1,174 people attending our gyms 18,477 times**



### 20. Healthworks Pre-school

Our Pre-school acknowledges and values each child's individual stage, ability, culture, religion, language and family group. Throughout sessions children are able to participate in a range of activities both indoors and outdoors. Activities vary from physical, messy play, exploring, mark-making, maths and role play. We pride ourselves on the children's interests being central to their learning and development.



**Healthworks**  
Pre-school 

# 21. OUR 2020-2021 OBJECTIVES

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I'm writing this as we emerge from lockdown and starting to deliver direct services once more to our service users. The team have worked hard to ensure all of our continuing commissions and service users have been well supported during the last 6 months - more of which in next year's annual report! This time has been difficult for many organisations, however, Healthworks is in a strong position to develop further work with partners to tackle health inequalities across the region with evidenced-based intervention models of work, proven to support and have a positive impact on people's health outcomes.

## **We will:**

- Continue to explore new funding opportunities, to enable us to continue and develop our work to reduce health inequalities across the region
- Increase NHS, Public Health, Local Authority and Primary Care Network commissions across the region
- Work in partnership with other third-sector organisations on developing new workstreams
- Develop more evidence-based services and engage more with researchers at our world-class universities
- Maintain our commitment to invest in our workforce, become a Real Living Wage organisation and encourage commissioners to recognise this
- Sustain local employment and support our volunteers to gain valuable experience whilst using their skills to support others in their community
- Continue joint planning with staff and partner agencies to ensure the best use of both of our buildings and other community facilities over the next 5 years
- Improve our ability to capture outputs and outcomes information and better evidence outcomes and ensure there is better communication of outcomes
- Invest in more digital content and delivery
- Support and invest in our move towards using less resources as part of a 'green' plan

# 22. HOW YOU CAN GET INVOLVED

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## Volunteers

Breastfeeding Peer Support Volunteers are mothers who have breastfed or are breastfeeding and who have a positive attitude towards breastfeeding. They promote breastfeeding in a friendly and sensitive manner and the role includes supporting our Breastfeeding Co-ordinators work at events and group sessions.

Our Antenatal Support Volunteers promote good attitudes to pregnancy and parenting in a friendly and sensitive manner.

Our volunteers are an incredibly important part of what we do, many have used our services previously and found the support invaluable and so they have wanted to offer support to other women and parents too.

**Last year we trained and supported 54 volunteers who gave a total of 6,155 volunteers hours. The economic value of our volunteers is huge and using a proxy value of £11.89/hour\* the hours volunteered equates to a massive £73,183.** \*Based on ONS figure for 2015 published March 2017)

## Trustees

We have some amazing Trustees but we are always pleased to hear from others who might be interested in being a Healthworks Trustee. Being a Trustee is one of the most powerful ways in which you can contribute to your local community or to a cause you really care about. As a Healthworks Trustee, you play an integral part in the good governance of a charity, not only ensuring that Healthworks remains viable and sustainable but ensuring that we follow our aims and objectives in the interests of our beneficiaries.

While you help ensure our organisation is carrying out its purpose, acting in the law and using resources responsibly, being a Healthworks Trustee is a great volunteering opportunity that enables you to put your skills and experience to use and:

- Make a lasting difference to the health of local communities
- Learn about the management and strategy side of charities
- Work with new and interesting people from diverse backgrounds

If you would like more information about becoming a Trustee, please get in touch.

## 23. MAKING A DONATION

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Making a donation to Healthworks is a great way to help and support health and wellbeing in North East communities.

Every penny counts! No matter how small, Healthworks really values your donation. You can take action right now and know that your gift will immediately help us to support our work. We will use your donation to:

- Reach out to the most vulnerable members of your community to improve health education
- Replace our old gym equipment and provide more physical activities for everyone
- Develop more services for people with long term conditions

You can donate monthly or as a one-off and it's really easy to do, just pop over to the Get Involved section on our website.

Thank You

# 24. OUR PARTNERS

We work in partnership with multiple agencies across the city and would like to take this opportunity to thank all our partners for their help and support during the year.



# 25. CELEBRATING 25 YEARS

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- 1995: Formed as the West End Health Centre in Benwell, Newcastle upon Tyne
- 1996: Opening of Benwell Community Gym, by the end of the year it had 1000 members
- 1997: Piloted a Community Cardiac Rehab programme
- 1999: Launched a British Heart Foundation service for patients with early onset angina
- 2000: Creation of HealthWORKS East and West, a network of healthy living centres
- 2001: Citywide rollout of Community Cardiac Rehab  
5 year funding to launch a Linkwork Programme which employed and trained 10 local people
- 2006: Development of a GP Referral scheme  
Introduction of Community Health Trainers working across Newcastle  
The Lemington Centre became a Children's Centre
- 2007: Re-registration as Healthworks Newcastle to reflect the broader citywide work
- 2008: New onsite kitchen launched to provide basic cooking skills sessions  
Children's outdoor play area opened  
Community health accredited and non-accredited training developed  
Services start being offered at the Lemington Centre
- 2009: Investors In People Award  
Began managing the Children's Centre work at the Lemington Centre in partnership with Sure Start Outer West  
Exercise Referral service developed at The Lemington Centre
- 2010: Commissioned to deliver Staying Steady falls prevention programme across the City  
Citywide Breastfeeding Peer Support team established
- 2011: Awarded the Glaxo Smith Kline IMPACT Award  
Merged with the Lemington Community Association to manage The Lemington Centre  
BHF funded Health Trainers for 'Healthy Lives' based in the Lipid Clinic, Royal Victoria Infirmary , Newcastle  
Awarded commission to develop and co-ordinate Change 4 Life in West Newcastle
- 2012: Gained Social Enterprise Mark status  
Achieved full status as a City and Guilds Centre  
Introduced Change4Life mini champions in 12 local Primary Schools  
Mental Health Literacy award from Mental Health First Aid England

- 2013: Worked with partners to achieve UNICEF Community Baby Friendly Status for Newcastle  
Lemington Pre-school registered with Healthworks  
Start of a two year Big Lottery Funded 'Living Well, Taking Control' programme which developed a non-clinical approach to control of type-2 diabetes
- 2014: Delivered Community Health Checks pilot across Newcastle  
Professor Sir Michael Marmot become patron of Healthworks  
Awarded Safe Place Status for both The Lemington Centre and The Health Resource Centre
- 2015: Partnered with Northumberland Wildlife Trust on a programme to connect local families with nature on their doorstep  
One of four national agents to deliver 'Ways To Wellness' which supported people with long-term health conditions
- 2016: Extended the number of Pre-school places available for local children
- 2017: 'Our Room In The Park' opened in Hodgkin Park to provide activities, courses and events for local families  
Worked with partners to achieve UNICEF Level 3 Baby Friendly Status for Newcastle  
Delivered a pilot PRE-OP programme with Newcastle University, Public Health Newcastle and the Freeman Hospital - for an exercise programme to help patients diagnosed with prostate cancer to be in better physical condition for their operation
- 2018: 'ESCAPE Pain' programme pilot launched and then expanded across the City.  
Introduced the 'Steady On' falls prevention exercise programme in partnership with Newcastle City Council, Newcastle Gateshead CCG and the Academic Science Network  
Started to offer Cancer Awareness Sessions in workplaces and community groups  
Initiated Antenatal Support Project for families in the Community Family Hub areas
- 2019: Started to offer free Community Cancer Champion training in Newcastle and Gateshead  
Re-branding to reflect our work across the region
- 2020: Our 25th anniversary year - here's to another 25 years of improving health outcomes!



# THE LEGAL INFORMATION

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**Registered Company:** 02952583 (England and Wales)

**Registered Charity Number:** 1040370

**Registered Office:** Health Resource Centre, Adelaide Terrace Benwell, Newcastle upon Tyne, NE4 8BE

## **Trustees**

Mr J Marks (Chair)

Dr P Cresswell (Vice Chair)

Ms D Creighton

Mr J Dawson MBE until December 2019

Mr M Ions up until September 2019

Mr M.E. Turner

Ms D Lagun from January 2020

Mr J Sabarre from January 2020

## **Chief Executive**

Mrs Sarah Cowling until July 2019

Mr Paul Court from October 2019

## **Patron**

Professor Sir Michael Marmot

## **Auditors**

J N Straughan & Co, Portland House, Belmont Business Park, Durham, DH1 1TW

## **Bankers**

Barclays Bank plc, 446 Westgate Road, Newcastle upon Tyne, NE4 9BN

## **Solicitors**

David Grey, 56 Westgate Road, Newcastle upon Tyne, NE1 5XU

See: **Company status**

The charity is controlled by its governing document, a deed of trust, and constitutes a company, limited by guarantee as defined by the Companies Act 2006.

We are a company limited by guarantee first registered 26/07/94 (registration number 02952583) and re-registered on 11/04/08 as Healthworks Newcastle and registered as a charity on 25/08/94 (registration number 1040370). We are governed through our Memorandum and Articles of Association document.

The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2020.

# STRUCTURE, GOVERNANCE AND MANAGEMENT

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Under the guidance of our Chair, Joel Marks, new CEO, Paul Court, and our trustees, we continue to review and improve our governance. This is in line with best practice, industry standards and the Charity Code of Governance 2017.

## Our Charitable Purpose

Our charitable purpose is set out in our articles of association (otherwise known as our charitable objects). It is: To preserve, protect and improve the health and life outcomes of communities across the North East region of England. We're satisfied that the services we provide reflect our charitable purpose and the public benefit requirement, as set out in section 17 of the Charities Act 2011.

## Organisational structure

Healthworks' Board of Trustees meets six times a year, and is responsible for overseeing our performance and providing strategic direction. The Board consists of six Trustees, who each bring considerable experience and expertise. The Board regularly reviews its own – and the Chair's – performance, and has standing committees that report on specific issues. Each committee has agreed terms of reference and includes specialist co-opted members, as well as trustees. The Board delegates the day-to-day running of Healthworks to the CEO and Senior Management Team.

# THE BOARD OF TRUSTEES

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## Our Trustees

We appoint our Trustees and committee members based on their skills and experience. We want to attract a broad range of candidates, and once appointed, Trustees and committee members go through an induction programme to make sure they understand their roles under charity and company law. All of our Trustees give their time voluntarily and receive no rewards or benefits from Healthworks. They get involved because they believe in what we do, and want to make a real difference. Any expenses claimed by the trustees are set out in our financial statements.

## Recruitment of new Trustees

We seek to maintain a diverse board with a broad range of skills, knowledge and experience relevant to our mission. We carry out due diligence checks to ensure that any appointment meets the requirements of our governing document and the law. Each new Trustee visits our centres and works with the management team to ensure a good understanding of the organisation and of their role and responsibilities as Trustees.

## MANAGING RISK

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Major risks are considered at board level and an appropriate risk assessment procedure is embedded in management and operational processes. The risk management policy specifies risks, evaluates the probability level and outlines the strategies for avoiding risk or mitigating potential impact. This process enables Trustees to focus on avoiding risk that might prevent the charity achieving its strategic objectives. Internal control risks are minimised by the implementation of procedures for authorisation of all transactions and projects. Operationally, Health and Safety and Information Governance remain as standing items on the Board.

# OUR ACTIVITIES DELIVER PUBLIC BENEFIT BY

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- Increasing the understanding and recognition of the wider social determinants of health
- Building on the capacity of individuals to identify and act on issues that impact on their own, and others, health and wellbeing (asset based approach)
- Providing local access to regular exercise via high quality, low price community gyms and classes
- Encouraging people to engage in a range of other local services which enable them to socialise within their communities
- Supporting people to access the services most appropriate to them which are available in the city
- Recruiting and training a local workforce, investing in upskilling local people
- Offering a range of volunteering opportunities for local people
- Achieving a wide reach into communities traditionally seen as 'hard to reach' through the support and co-ordination of local volunteers who reflect their community
- Buying from local suppliers and producers wherever possible, investing in the local economy
- Linking into city-wide networks to share good practice and avoid duplication
- Recognising and valuing the range of other local organisations that deliver services supporting people to manage their lives.

# FINANCE

## Reserves policy

Our policy is to hold money in the following designated funds:

- Planned capital investment and major maintenance fund (Health Resource Centre) – to cover the costs of planned building and equipment updating to ensure we continue to have the required facilities to deliver our work.
- Building alteration fund (The Lemington Centre) to provide a short-term cushion against the loss of premises rental income, allowing sufficient time to redevelop the space for alternative use.

The policy also requires money to be held in a general reserve at an amount approximating to 3 months operational costs in order to ensure service delivery is not jeopardised through fluctuations in funding. For 2019/20, this amounted to £341,108. This amount will also function as a shut-down fund in the event of the need to close the charity. Trustees review this policy on an annual basis to ensure that the designated funds held continue to be appropriate for our organisation, and to ensure monies held in General Reserve are appropriate,

## Principal funding sources

We received a mixture of fees for services provided (97% of our total income), grant funding (2%), and other sources of income (1%). This income funded the wide range of activities which took place both within our buildings settings across the region

### **The principal sources of fee income were:**

Contracts/Service Level Agreements (61%)

Sales (27%)

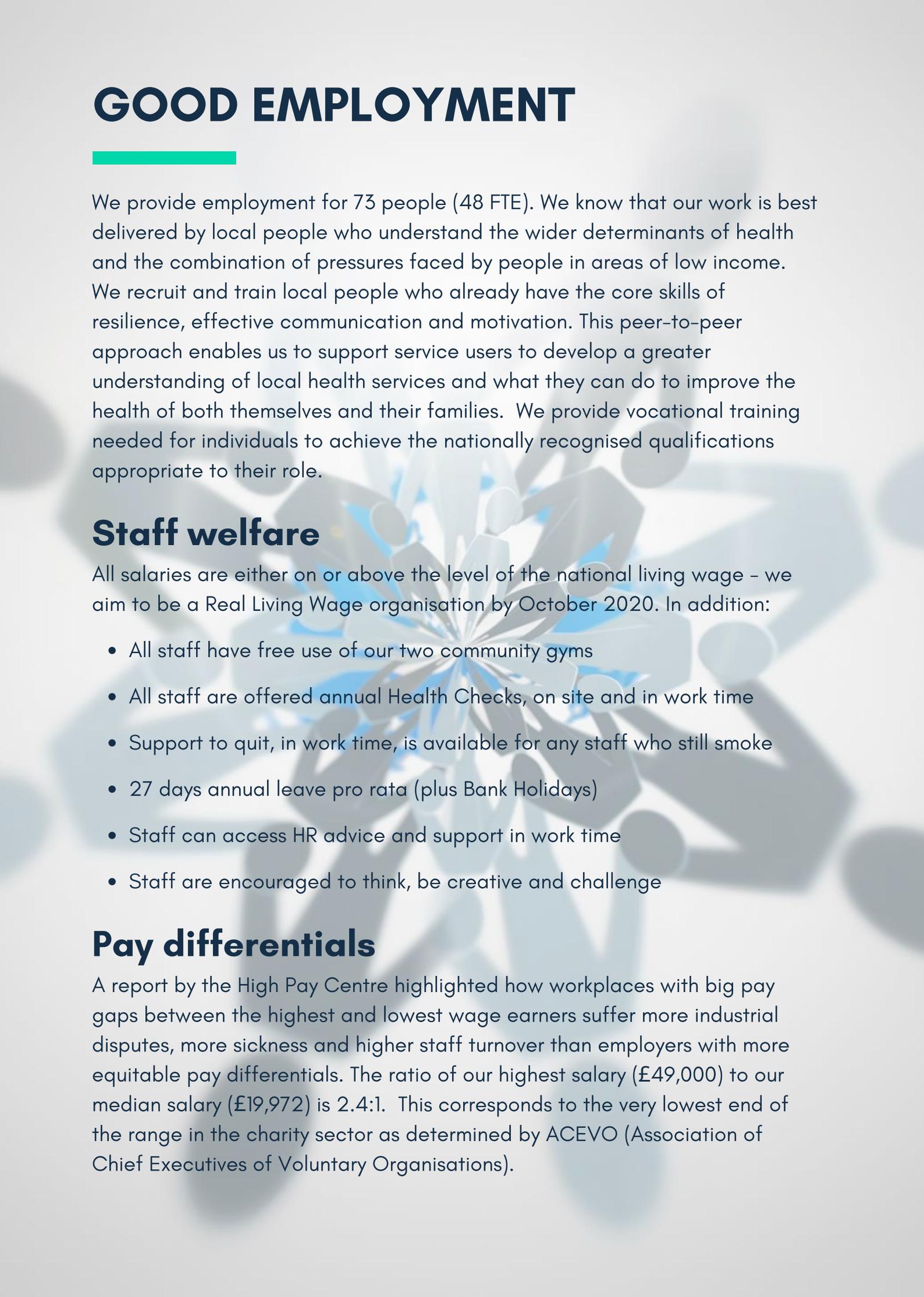
Premises Rental (9%)

Other (3%)

### **Our principal grant funder was:**

Community Foundation (100%)

# GOOD EMPLOYMENT



We provide employment for 73 people (48 FTE). We know that our work is best delivered by local people who understand the wider determinants of health and the combination of pressures faced by people in areas of low income. We recruit and train local people who already have the core skills of resilience, effective communication and motivation. This peer-to-peer approach enables us to support service users to develop a greater understanding of local health services and what they can do to improve the health of both themselves and their families. We provide vocational training needed for individuals to achieve the nationally recognised qualifications appropriate to their role.

## Staff welfare

All salaries are either on or above the level of the national living wage - we aim to be a Real Living Wage organisation by October 2020. In addition:

- All staff have free use of our two community gyms
- All staff are offered annual Health Checks, on site and in work time
- Support to quit, in work time, is available for any staff who still smoke
- 27 days annual leave pro rata (plus Bank Holidays)
- Staff can access HR advice and support in work time
- Staff are encouraged to think, be creative and challenge

## Pay differentials

A report by the High Pay Centre highlighted how workplaces with big pay gaps between the highest and lowest wage earners suffer more industrial disputes, more sickness and higher staff turnover than employers with more equitable pay differentials. The ratio of our highest salary (£49,000) to our median salary (£19,972) is 2.4:1. This corresponds to the very lowest end of the range in the charity sector as determined by ACEVO (Association of Chief Executives of Voluntary Organisations).



Thanks to all of our past and present staff, directors, volunteers, trustees, funders, partners and friends who have supported us over the last 25 years. A special thanks to Professor Chris Drinkwater - without his vision, we wouldn't be where we are!

[www.healthworksnewcastle.org.uk](http://www.healthworksnewcastle.org.uk)