

Breathworks

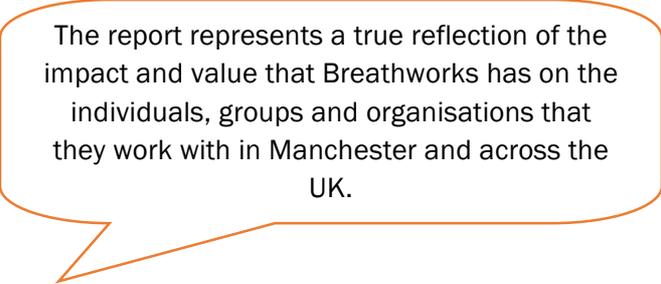
Social Value Forecast

December 2015

Foreword

This report has been created independently by the Social Value Business.

The Social Value Business is a leader in the research and measurement of social impact and value within the UK. We are the author of over 30 social value reports and have assisted organisations in the creation of over £168m of new income through trading, commissioning, funding and fundraising by helping showcase their value to a range of stakeholders.



The report represents a true reflection of the impact and value that Breathworks has on the individuals, groups and organisations that they work with in Manchester and across the UK.

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Director – Social Value Business

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Report Context

Legal

The Social Value Act 2013 is a requirement for all public sector bodies to consider how social value can be embedded within their future commissioning of services. The act defines social value to be the social, economic and environmental value of an organisation.

The Localism Act 2011 defines devolution of central government powers to local areas and communities. The act highlights the encouragement for communities to set up and take control of services within local areas, and run them to benefit the community where the public sector is not able to.

Social Value

Breathworks has defined social value to be the value of the changes it creates through its training courses and development of mindfulness practises. This is expressed in both financial and non-financial terms.

This report is a blend of a social value evaluation, which defines what value has been created, and forecasted social value, which defines the expected value that will be created as a direct or indirect result of Breathworks' activities.

Independence

This report has been produced by the Social Value Business through independent research, engagement and evaluation of Breathworks services and delivery methods.

Data

Data and information has been provided by Breathworks and have been used to inform the development of this report. This data and information has been reviewed; however, it has not been audited to confirm its legitimacy.

The Organisation

Breathworks CIC is a pioneering organisation established in 2001 that works to increase practical 'acceptance based' methods for people experiencing stress, pain or illness summarised in their development of mindfulness courses. Breathworks aims to relieve suffering and increase control through directly teaching mindfulness to participants in need of support, and also through training practitioners and running courses within health and social care organisations. Breathworks is entrenched in the development of mindfulness practises for health and stress, and plays a lead role in this field nationally and internationally.

Context

Mindfulness tradition

The Mental Health Foundation defines Mindfulness as:

An integrative, mind-body based approach that helps people change the way they think and feel about their experiences, especially stressful experiences. It involves paying attention to our thoughts and feelings so we become more aware of them, less enmeshed in them, and better able to manage them.

Mindfulness has a long history in the Buddhist tradition, however in the last forty years' mindfulness practices have been applied within numerous secular programmes to improve mental and physical health.

Mindfulness practice involves consciously attending to personal experience – thoughts, feelings and surroundings – with interest and kindness.

Context of growing need

The UK is experiencing what has been described as a mental health crisis. Up to 10% of the adult population will experience symptoms of depression in any one week and 1/3 of families include someone who is mentally ill. Physical illness and pain is also on the rise as the population ages. An increased percentage of the UK have deteriorating health.

There is growing acceptance of the importance of preventative strategies. Mindfulness fits into this strategy, as a popular and non-stigmatising 'treatment' that can work preventatively and build emotional resilience in the long term.

The Government has called for an increase in 'mental capital' within the population so that its workforce is able to avoid high levels of stress and be flexible in a fast-changing job market.

Finally, as physical and mental health is becoming increasingly joined up, mindfulness has a place as an assistive 'self-management' practise alongside physical treatments and traditional approaches such as medication. This opportunity is recognised by the NHS and has led to a number of pilots and commissioning within individual Trusts.

Services

Mindfulness for Health

This course is delivered to the general public to anyone that self-refers with chronic pain or long-term health conditions (LTC). It is delivered in a group format and covers a range of topics including body scan, breath awareness, mindful movement, kindly awareness, mindfulness in daily life and psychoeducational sessions. The course is designed to increase pain management through acceptance and mindfulness

practises. The courses are supplemented with tasters and refreshers. In the last year Breathworks has delivered this course to 36 people directly and to 81 people through their online course. This reflects the successful delivery of 4 physical courses and 7 online courses.

Breathworks trained practitioners also in Mindfulness for Health, who in turn have delivered this course to a further 694+ people in the UK (outside Manchester) over the last year.

Mindfulness for Stress

This course is an adaption of the Mindfulness for Health course, aimed at people suffering any sort of stress. This course has also been delivered to vulnerable groups and in workplaces. The courses are supplemented with tasters and refreshers. In the last year Breathworks has delivered this course to 142 participants over 7 physical courses.

Breathworks also trained practitioners to deliver the Mindfulness for Stress course, who in turn have delivered this course to a further 898+ people in the UK (outside Manchester) over the last year.

Practitioner courses

Mindfulness for Health and Mindfulness for Stress

Breathworks runs courses for practitioners in the form of retreats, modular training events, and non-residential training. In the last year, Breathworks has facilitated the training of 550 new practitioners to deliver Mindfulness for Stress or Mindfulness for Health to the public in a range of situations, from public health to personal counselling, for free and at a cost.

The courses are based on principles of inclusion and kindness, and provide on-going support to practitioners. Breathworks

supports those unable to pay for training with bursaries to enable broad accessibility. Trainers act as exemplars of what they teach, which builds trust and confidence among training practitioners.

Both courses are intensive and provide a full immersion into the Breathworks mindfulness techniques.

The Training Programme is designed to build understanding of and skills in the principles and practices of MBPM (Mindful Based Pain Management), MFH (Mindfulness for Health), and MFS (Mindfulness for Stress).

The teacher training is over three developmental levels:

- Level One: Introductory Teacher Training (TTi)
- Level Two: Application of Skills, through running a mentored practice course, co-leading and supporting.
- Level Three: Advanced Teacher Training (TTa)

The Input

Breathworks' has received a total income within the highlighted 12-month period (January 2015 to December 2015) of £370,545. For the purposes of this report, a sum of £45,840 has been allocated as this is the cost of delivering the training.

This income has enabled the courses to be delivered.

Methodology

It is clear that Breathworks' courses have a significant impact on attendees and practitioners in relation to their health and physical and emotional wellbeing. In order to prove this and demonstrate the social value

that this creates Social Value Business drew its data from a range of areas. Due to the challenging nature of recording and reporting on emotional, physical and psychological benefits within Breathworks itself, we have triangulated the outcome data that Breathworks has been able to provide alongside a vast amount of secondary research conducted into Breathworks courses in particular and mindfulness practises in general.

Social Value Business approached this work by defining the inputs, outputs, outcomes and impacts of Breathworks' activities. This terminology is defined as:

Input: The money, resources and time that go into the provision of services.

Output: The actual activity that takes place.

Outcome: The change that is experienced by stakeholders as a result of the output activity.

Impact: The difference that this change makes in the way that stakeholders' act and access further services.

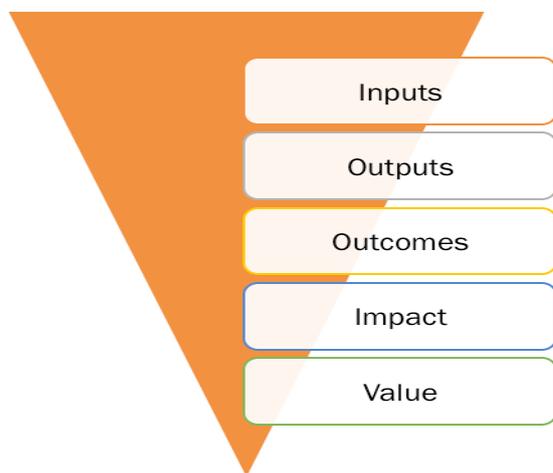


Fig 1 The Social Value journey

The Output

Mindfulness for Health

- In the last year Breathworks has delivered this course to 36 people directly and to 81 people through their online course. This reflects the delivery of 4 physical courses and 7 online versions.

Mindfulness for Stress

- In the last year Breathworks has delivered this course to 142 participants over 7 physical courses.

The Stakeholders

Stakeholders are individuals, organisations and communities that have a 'stake' in Breathworks, either financially or non-financially.

Social Value Business has reviewed the main Breathworks services, and mapped the direct, indirect and wider stakeholders. This map considers partners and influencers, who are impacted by or impact on the social value outcomes of Breathworks' services.

The stakeholders have been narrowed down by considering the level of power and influence they have over the delivery of services and the resulting impact.

Direct – Stakeholders who are directly affected by, or directly affect, the organisations activities.

These stakeholders are receiving the primary benefit of the service and associated support. The outcomes, impact and value associated with the evaluated services, have been mapped and assigned value.

- Volunteers (Sessions)
- Directors
- Volunteers (Support)
- Associates
- Research partners (or collaborators)
- Private sector organisations
- Could break-down service users into:
 - Course participants
 - Student Teachers
 - Accredited teachers
 - Health Professional trainees

Indirect – Stakeholders who are indirectly affected by the organisation’s activities and may be influenced by the overall outcomes and impact.

Each of these stakeholders has been considered when researching and assigning impact and value to Breathworks services.

- Community Mental Health Teams
- Public Health
- Acute Hospitals
- Mental Health Trusts
- Drug Services
- Alcohol Services
- GP’s and GP Practice Managers
- Crisis Teams
- Community Nurses
- Pharmacies
- Clinical Commissioning Groups (CCG)
- Counsellors
- Mental Health Referral Units
- Physiotherapists
- Academies
- Primary Schools
- Secondary Schools
- (SEN) Schools
- Head/Deputy Teachers
- Business Managers
- Support Workers
- Employers - Local Businesses
- Further Education - Colleges, Universities
- DWP providers
- Job Centre Plus
- Third Sector Organisations
- Probation Services
- Police
- PSOs
- Police Crime Commissioners
- Court Liaison Personnel
- Offending Units
- Prisons
- Courts

- Community Liaison Officers
- Neighbours
- Family & Friends
- Commissioning Mrg (SS)
- Social Services Case Workers
- Private Landlords
- Housing Associations
- Competitors
- Referral organisations
- Academic advisors
- Mindfulness training organisations
- Mindfulness researchers
- Private medical insurance and case management
- Trade unions

Wider – Stakeholders who are not directly influenced by the services or the organisation, but experience some related impact of Breathworks’ services.

- Media (Local and National)
- Regulators
- Accreditation Bodies
- Community
- Society

Outcomes

There are a range of outcomes across both of the services that are evident through the primary research with staff, partners and participants. This is supported by secondary research. It is possible to forecast the outcomes of these services based on this approach.

Outcomes have been mapped and recorded within the social impact spreadsheet that supports the forecast and conclusions drawn within this report.

Mindfulness for Health

The effective management of personal health that includes pain management and long-term health conditions (LTC) have a direct and indirect effect across the range of public sector services.

Research indicates that the outcomes that the training can achieve are:

- Reduced distress from pain
- Reduction in depression
- Increased self-management of wellbeing
- Increased ability to be active and engaged
- Increase in energy and positive outlook
- Improved symptom management
- Reduction in pain catastrophizing and rumination on pain
- Reconnection with body and mind
- Increase ownership of wellbeing

Additional outcomes also include:

Depression, anxiety, autism, psychosis, stress. Associated poor physical health including lower back pain, arthritis, diabetes, obesity, IBS, HIV and palliative care.

The effective management of pain and long-term health conditions create secondary outcomes that can be linked to employment, housing, education, community and the economy.

Mindfulness for Stress

The Mindfulness for Stress courses create a range of direct and indirect outcomes through the direct delivery of programmes and the resulting effects it has on the individuals who have received the training.

There are a range of secondary outcomes relating to employment, education, housing and the community, as stress can have a debilitating effect on the service user and the immediate family. There are defined as:

- Negative change of relationship with employer
- Increase absenteeism from work
- Reduction in the ability to learn new skills, or the engagement with training
- Problem with retained tenancy
- Withdrawal from being active within the community
- Poor relationships
- Social Isolation

For both MFS and MFH the overall improvement in mental and emotional wellbeing is reported as the significant outcome in survey data, Breathworks based secondary research and a range of mindfulness efficacy studies. Practitioners reflecting on their own use of Mindfulness for Health/Stress stated that, on average, the Breathworks course influenced their increased wellbeing by 70%, a significant percentage figure that validates the important role of Breathworks in these outcomes.

These outcomes have been extensively researched by external health institutions due to the opportunities that this kind of intervention can offer to standard medical practice. These will continue to be developed and will increase the clarity of efficacy and opportunities for application. Here, the Social Value Business aims to demonstrate the social value that is created as a result of these outcomes.

We have assessed what value is created and where it is situated, in relation to different aspects of life such as health and wellbeing, social development, education, employment, housing, crime and justice. This is what the following section explores in detail and seeks to quantify in financial and non-financial terms.

To support the outcomes and the associated impact we assign to them, it is important to understand what evidence could be demonstrated in the event of increased reporting to provide valid proof.

Mindfulness for Health Indicators

The indicators are the expected evidence that the defined outcomes are being delivered and achieving the assigned impact in health and wellbeing, employment and

social and community. The indicators for the Mindfulness for Health intervention are:

- Reduced absenteeism from work
- Faster recovery from physical illness
- Increased community involvement
- Reduced negative effects on others
- Reduction in secondary illnesses
- Improvement to awareness and understanding of their own condition
- Increased emotional and psychological wellbeing
- Positive change to interaction with family and friends
- Increased ability to develop new social networks
- Improved balance in moods

Mindfulness for Stress Indicators

Many of the indicators are identical to Mindfulness for Health which include:

- Faster recovery from physical illness
- Reduced absenteeism from work
- Increased community involvement
- Reduced negative effects on others
- Reduction in secondary illnesses
- Improvement of awareness and understanding of their own condition
- Increased quality of work

Impact

The impact of the services is defined as the difference made as a result of the outcomes being achieved and the evidence (indicators) being demonstrated.

Impact is being created through two delivery methods.

1. Firstly, the delivery of training to those who go on to deliver mindfulness courses and related services. We have also considered the impact that these individuals achieve personally through the training that they carry out.
2. Secondly, the direct delivery of mindfulness training to people presenting with health and stress issues.

(Note: we have been unable to quantify the impact of mindfulness courses and related services delivered by the practitioners who are trained by Breathworks due to the lack of data. However, we hope that this report will provide a framework for systematic reporting in the future.)

Additional longitudinal research was sought to accurately define the lasting impact that the training has. It is the difference created over a period of 1 year, which defines whether or not the impact will continue.

Overall, impact created is similar across the two services within the social areas it affects. The training provides information, awareness, tools and techniques of how manage pain, illness and stress.

Pain, illness and stress have a negative impact of an individual's emotional, physiological and physical health and the impact created through the training have primary and secondary impacts.

I.e.

Primary - The reduction in urgent or crisis health care intervention.

Secondary - The reduction in days absent from work as a result of pain or stress.

Breakdown of Service Impacts:

Mindfulness for Health

The impact created as a result of the delivery of Mindfulness for Health training and support:

The primary impact is the reduction in the need for urgent/crisis health and care support, provided by the NHS Acute Hospitals and Community Health Teams. This is related to the ability to manage pain better. This includes:

- Ambulance Calls
- Accident and Emergency Visits
- Hospital Inpatients Nights
- Outpatient clinic visits
- GP and Community Nursing Team
- Mental Health Inpatients Night
- Counselling
- Community Mental Health Team Support
- Reduction in the need for medication associated with the individual's condition.

Mindfulness for Stress

As society is becoming increasingly hectic, the pressure on work/life balance is ever more critical. Stress can often build up and cause additional negative emotional,

psychological change that can have a range of negative impacts.

The positive impact for stress management and reduction extends to the difference to employment, a reduced need to engage with health and social care services and positive changes to the family and friend relationships.

The key impacts of Mindfulness for Stress are defined as:

- Reduced absenteeism from work
- Increased productivity while in work
- Reduced unemployment and reliance on welfare benefits
- Reduced need for unscheduled primary care services
- Reduced need for GP appointments and medication to treat stress.
- Reduced need for mental health intervention
- Reduction in drug and alcohol misuse

Financial Value

All of the above impacts can be associated with financial cost savings due to decreased public service needs, employer costs, and increased community contributions. The challenge for Social Value Business is to quantify this value in terms of the participants experiencing a Breathworks course. From the data we have, we know that of the outcomes that do occur, Breathworks has a very significant role in influencing this change to take place, reported as between 50% - 70%. (mean average of 67%) However, it is unclear from our survey engagement what the likelihood percentages of participants experiencing outcomes are, i.e. the proportion of participants who experience some or all outcomes. Furthermore, we cannot attribute the likelihood percentages of the individuals who go on to experience the defined impacts. Knowing outcomes and impacts is one step, moving to an understanding of likelihood of an individual's experience is the crucial link to attributing value proportionally.

As we cannot assume that all participants experience these outcomes, or that all those that experience outcomes go on to fulfil the assigned impact. Therefore, we have assigned an overall average of 67% percentage to outcomes experienced, and 28% average percentage to impact experienced. 67% has been drawn from our survey data, 28% has been drawn as a conservative estimate from survey data and secondary research. There will be variation depending on the specific outcome, however we are using averages for the purposes of this report. Based on the knowledge and experience of the Social Value Business team, 28% is a minimal level of conversion from outcomes to impact and thus, Breathworks' efficacy may well be higher.

67% of participant's experience outcomes, 28% of these experience impacts as a result of the outcomes.

Therefore, for the individual the social value created can be forecasted to be **£1,015.87.**

Using this calculation to the entirety of Breathworks outputs in 2014, the total Social Return On Investment is forecasted to be:

£264.126.82

And provides a ratio of

£1:£5.76

(This figure has been reviewed for external influences – see 'Sensitise the Value' section below.)

Specific Saving Areas

NHS - Care for people with Long Term Conditions (LTCs)

LTCs account for:

- 50% of all GP appointments
- 64% of outpatient appointments
- 70% of all inpatient bed days
- In total around 70% of the total health and care spend in England (£7 out of every £10) is attributed to caring for people with LTCs
- This means that 30% of the population account for 70% of the spend

NHS - Mental Health

The Kings Fund estimated in 'Paying the Price' that the costs of mental health services could be reduced by 15 to 1 if 15% of those with recurrent depression had access to Mindfulness Based Cognitive Therapy (MBCT), a programme similar to the Breathworks mindfulness programmes.

NHS- Mentally and Physically ill patients

Recovery is delayed without proper integrated care, of the kind that mindfulness offers. This is estimated to cost the NHS at least £8bn per year.

Those with Long Term Conditions (LTCs) are at high risk of experiencing mental health issues, making their care disproportionately more expensive. With an ageing population, the occurrence of combined physical and mental illness is set to increase.

Individual Income and Social Welfare - Productivity

Depression alone costs £9.19bn in lost earnings per year due to associated benefit dependence, and loss of productivity.

Private and Public Sector Employers - Work related mental illness

Mental health is the leading cause of leave for sickness, accountable for 70 million sick days a year. Public sector workforces are hit hardest and are affected to a greater extent

than the private sector. The NHS, police and prison workers contain the highest rates of work related mental illness.

It is estimated that employees pay £9billion a year due to mental health indirect outcomes in the workplace; unemployment, absenteeism and presenteeism.

Non-Financial Value

There are a range of non-financial benefits associated with Breathworks' mindfulness courses that should also be considered. These fall under the theme of health and wellbeing:

- Improved interpersonal skills.
- Increased engagement within the community.
- Improved ability to develop positive relationships.
- Greater understanding of alternative methods of healing.

Sensitise the value

What would have happened anyway?

For the purposes of this report, a figure of 65% has been discounted from the total social value.

Rationale: The figure of 65% has been used due to the heightened national focus on the prevention of the deterioration of people's health and wellbeing, together with the projected impact of Central Government policies and local government strategy.

Furthermore, The NHS has a robust community support structure for those individuals that experience stress and pain.

Who else has contributed to the impact?

For the purposes of this report, a figure of 50% has been discounted from the total social value.

Rationale: The figure of 50% has been forecasted based on the type and depth of support available within the area for mental and physical health support.

There is a wealth of Third Sector support organisations within a 10-mile radius of Breathworks. They actively support those who would engage with Breathworks services, together with providing added and complementary services to NHS intervention.

Does the "need" move elsewhere?

For the purposes of this report, a figure of 5% has been discounted from the total social value.

Rationale: Due to the nature of the two core support services, it is unlikely that the need for the support would be affected, unless people physically moved out of the area that Breathworks serves. Therefore, a nominal figure has been used.

How long with the impact last?

A period of 3 years has been considered with 50% of the value considered in the first year and 25% in years two and three.

Rationale: There are many effects, both positive and negative to individual's health and wellbeing. Many of these can be circumstantial and health condition related. Therefore, based on the knowledge that there are many influencing factors in people's lives during times of pain, poor health and stress, it has been forecasted that in the first year, mindfulness techniques, confidence and changes to their

own circumstance would reduce the relevance of mindfulness by 50% and in the following year by a further 25% and therefore the measurable impact is over a 3-year period.

Discounting

To support the legitimacy of the forecast of social value, the gross financial value been discounted (reduced).

This reduction reflects the above considerations.

Gross financial Value - 65% (What would have happened anyway) = Subtotal 1

Subtotal 1 - 50% (Who else has contributed to the impact) = Subtotal 2

Subtotal 2 - 5% (How the need moves elsewhere) = Net Value

The Net Value is then attributed across the 3 years that the impact is expected to last.

Breathworks

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