

2023-24 Annual Outcomes Report**Introduction**

Between 1st April 2023 and 31st March 2024, Green Spaces for Wellbeing delivered 1124 hours of wellbeing sessions in Queens Park, Crewe and Victoria Park, Macclesfield. Sessions are based around the 5 Ways to Wellbeing and focus on connecting people to nature, each other, their community and to their local park. Sessions have been developed around:

- learning and developing new skills
- increasing physical activity
- reducing social isolation
- increasing a sense of purpose.

Sessions include gardening, habitat creation, wildlife identification, arts and crafts, and more recently fitness activities including Pilates and wellbeing walks, delivered by Everybody Health and Leisure (EH&L).

The programme mainly is facilitated by Environmental Rangers, who deliver structured sessions comprising of a short grounding meditation or activity, then the main themed activity, concluding with a session wrap-up allowing time for reflection and what it meant to participants. Sessions are designed to provide a holistic experience, focussing on mental and physical health and wellbeing, run over a 12-week period, catering for up to 12 participants over a two-hour period.

Recently we have introduced physical activity and exercise classes to the programme, aiming to increase people's activity levels and attracting a new target audience. Sessions are up to an hour in duration and are accessed via self and health referral. Some of these sessions have provided an important social connection and peer support network for participants, for example buggy walks for new mums.

We also have incorporated drop-in sessions, targeting people who are unable to commit to 12-weeks and provide a exit pathway for those who have completed the programme offering sustainability. Drop-in sessions are planned around the core programme offer and introduce participants to wildlife friendly gardening and food production. The provision of polytunnels allows outdoor access all year round and has attracted regular participants.

We have piloted cohort delivery models, which has posed issues. One cohort was working with Asylum Seekers in Crewe, who were transported to the session at Queens Park. We found the majority of participants were not interested in the session, they used the session as a means to leaving the hostel for a period of time. Also, there was a unpredictability of the participant numbers each week, which impacted on staff resources time to ensure sessions were safe for the participants. We recognise, however, that that this type of session model should be developed further with more stable cohorts to fully utilise the benefits of the service to the many and varied groups in Crewe.

A number of taster sessions have been delivered and proved successful and an effective way to increase awareness of the programme, on average we have delivered a taster session every 6 weeks to 65 health and social care professionals, social prescribers, local charities/organisations, support workers, Occupational therapists and mental health support workers.

Examples of Good News Stories

James's Story



When my wife died, I hit rock bottom, I couldn't go out anymore.

Green Spaces has helped me out of my comfort zone to meet new people and to experience new things, and this saved and changed my life.
It's been great to look at nature in a new way. I have got my own greenhouse at home and grow vegetables with my neighbour.



Vera's Story



Sadly my husband got dementia during covid and had to go into care. When he passed away it left me alone and retired. I went to my GP because I felt lonely and miserable.

I was referred to Green Spaces and it was perfect, there is a link for us all regardless of age or background.

I am on my own all week and this alone means a lot. The amount of people who had never planted a plant on the session and this was their first time. The group provides something I have never found anywhere else. There is such a need for this kind of thing at the moment.



Lynne's Story



You get into such a feeling that this is your time and doing the grounding takes my thoughts of other things that are usually racing through my mind.

There are no expectations; I can do what I want and how I want.

There is no one telling me what's right and wrong; I can be creative. It doesn't matter if my art is good or bad, it's that I'm switching off. To me it's been amazing to create something.

Equally it wouldn't have mattered if I had only done a line, it's the enjoyment of relaxing and creating



Data Collected April 1st 23 – March 31st 24

Programme Statistics	
Number of referrals	279 people
Number of people who took part in the programme	166 people
Number of people who did not join the programme	113 people
Number of people leaving the programme early	76 people
Number of people who completed the programme	87 people



Referring Data	
Referring Organisations	
Self-Referral	219 (78%)
Health- Referral (Mainly Social Prescribers)	60 (22%)
Reasons for Not Joining Programme – Based on 113 People	
Unable to contact	62 people
Did not attend	14
Programme Offer	12
Time/Work commitments	10
Medical	8
In appropriate Referral	4
Other – e.g. transport, weather	3
Reasons for Leaving Programme Early – Based on 76 People	
Medical Reason	25
Work/Time Commitments	22
DNA	16
Programme Offer	10
Gained Employment	1
Lack of others attending	2

Demographics Data – Based on 166 People Starting Programme		
Gender		
Female	Male	Prefer Not To Say
123 (74%)	41 (25%)	2 (1%)

Age Range					
16-29yrs	30-39yrs	40-49yrs	50-59yrs	60-67yrs	70+
11	28	19	32	52	24

Ethnicity				
White	Mixed	Asian or Asian British	Black or Black British	Other Ethnic Groups
162	2	2	0	0

Disability Status		
Disabled	Not Disabled	Unknown/Withheld
33	35	98

Employment Status								
Managerial & Professional	Routine & Manual	Intermediate	Full-Time Student	Carer	Retired	Unable to Work	Unemployed	Withheld
16	14	7	1	4	55	27	33	9

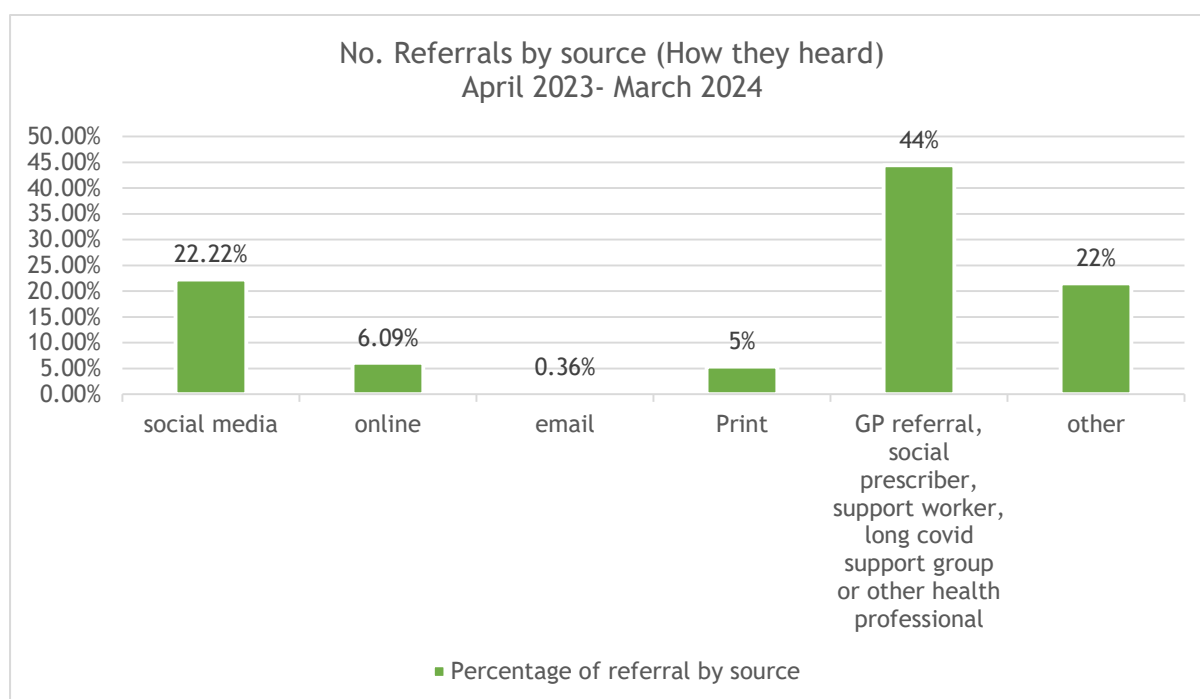
Behaviour Outcomes	
Reducing Inactivity (Based on 82 respondents)	71 people (87%) Increased physical activity level 5 people (6%) No change in physical activity status 6 people (8%) Physical activity levels have decreased 67 people (82%) Are achieving 150 minutes of exercise weekly, government guidelines.
Sitting Time (Based on 82 people)	58 people (71%) Are sitting less since attending programme 6 people (8%) No change 18 people (22%) Reported sitting more since attending the programme
Improving Mental Wellbeing (Based on 86 respondents)	63 people (73%) Reported an improvement in their mental wellbeing
Lifestyle (Based on 86 respondents)	59 People (69%) feel like I belong to their neighbourhood 32 People (37%) are overall satisfied with their health 84 People (97%) feel part of nature 81 People (94%) take time to notice and engage with everyday nature
Customer Satisfaction (Based on 75 respondents)	Participants rate the programme 4.5/5 70 people achieved or partially achieved their goals

Green Spaces for Wellbeing Campaign Marketing Report

Early marketing of the programme was developed with an external marketing company. Following an early learning curve we partnered with Everybody Health and Leisure to develop a much more cohesive and bold marketing strategy. The marketing strategy has helped us to increase numbers and identify target areas to focus on to develop more consistent participant numbers across the range of activities. Our first campaign with EH&L included, the design of new leaflets, banners, posters and events kit. To raise awareness and promote we leafleted and placed adverts in local magazines, targeted events to raise awareness, increased and regular social media presence, paid social media adverts, radio interviews and podcast interviews. As well as raising general awareness, we have been able to identify the most effective way for us to promote the service and refine the strategy for the coming year.

*Based on data April 2023- March 2024

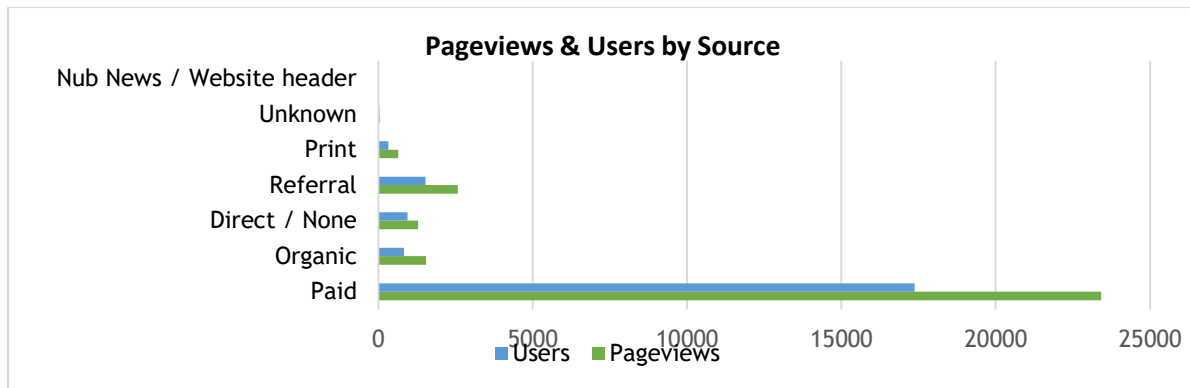
**Based on data during 12th October 2023 – 10th April 2024 timeframe



October 2023-April 2024

Landing page web visits, users

By Source	Pageviews	Users
Paid	23414	17,376
Organic	1,545	836
Direct / None	1,285	941
Referral	2569	1526
Print	644	319
Unknown	47	29
Nub News / Website header	5	2
Total	29,509	21,029



By Channel	Pageviews	Users
Google, Bing, DuckDuckGo, Baidu and Ecosia	9,365	7,006
META, Facebook, Tik Tok	15,594	11,206
Magazine	332	151
Email	409	162
External Banner	169	97
Leaflet	65	30
Poster	45	18
Banner	32	22
Direct / None	1,285	941
Referrals	2,160	1,364
Unknown	47	29
Nub News / Website header	5	2
Leisure Centre/ TFL Stand Crewe	1	1
Total	29,509	21,029

Green Spaces for Wellbeing social media channels

Data based on October 2023 – April 2024 following the Social Media Training Everybody Health & Leisure delivered to Green Spaces for Wellbeing staff on 3rd October 2023.

Facebook	Instagram*
Total page followers: 243	Total page followers: 102
Total page likes: 162	
Reach: 25.4k (9.2% decrease**)	Reach: 898 (1.4 %increase)
Content interactions: 2.3k (135.5% increase)	Content interactions: 522 (100% increase)
Link clicks: 350	Link clicks: 6
Page Clicks: 3.8k	
Audience	Audience:
Crewe 26.7%	Crewe 18.6%
Macc 14.4%	Macc 25.5%

*The Instagram page was created in September 2023 following the recommendations from Everybody Marketing team.

**Paid advertising was paused on Green Spaces for Wellbeing Facebook page and focused on the Everybody Health & Leisure account which could have contributed to the decrease in page reach.

Email Marketing Campaigns

Campaign Name	Subscribers	Open Rate	Link Clicks
Everybody Healthy Newsletter* Nov 2023	97	55.26%	10
Everybody Healthy Newsletter* Feb 2024	94	48%	33

*The Everybody Healthy Newsletter sends to a network of Cheshire East health & wellbeing professionals.

Email campaigns were also delivered to a targeted list of 250 individual referrers representing healthcare, local authority and community organisations advertising the Green Spaces for Wellbeing programmes. 44% of referrals now come from this network of professionals into the programme.

The programme was also advertised through the Everybody Health & Leisure Monthly Memberzone email newsletters, delivering to circa 7k subscribers each month with an average open rate of 54%.

Public relations and printed adverts:

Media	Coverage	Readership	Referrals
Press Release - Explore nature and boost your wellbeing whilst helping local wildlife!	Macclesfield Nub News (article title: Macclesfield Leisure Centre providers to encourage connection with nature) Cheshire East Bulletin Everybody Website	Macclesfield Nub News: 80 readers	4
Crewe Lifestyle Centre to host Mental Health Awareness Day	Crewe Nub News	Everybody website 140 page views during 13th November 2023- 18th April 2024 154 readers	
Macclesfield Leisure Centre to host Mental Health Awareness Day	Macclesfield Nub News	70 readers	
6 x Magazine Adverts	Local People Macclesfield	Delivered to 31,500 homes in Macclesfield	

	Crewe Link Magazine	Delivered to 7,400 homes every month in the CW1 area, Haslington, Leighton, Sydney and the outskirts of Crewe.
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Local People Macclesfield Artwork

December 2023

January 2024



Local People Macclesfield Coverage

Over two issues:

Goes directly through around 31,500 different doors (some people will get it both months)

January 2024



February 2024



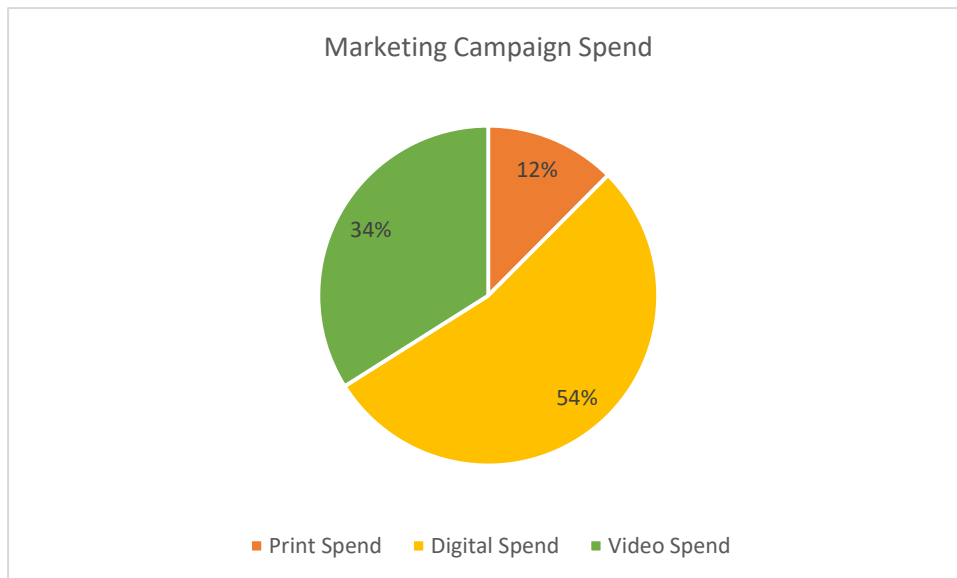
March 2024



April 2024



Delivered to 7,400 homes every month in the CW1 area, Haslington, Leighton, Sydney and the outskirts of Crewe.

Marketing campaign spend split between paid digital ads, printed materials and video marketing

The majority of the marketing spend focused on digital marketing tactics including paid advertising on Google and social media channels (Facebook & Instagram). This generated a 1818% increase in website traffic to Green Spaces for Wellbeing landing pages and 22% of the referrals came from social media marketing.

Print materials and adverts were updated with new artwork, targeting the seasonal campaigns around 'winter wellness' generating 5% of referrals and traffic through trackable QR scans to the website landing pages.

Priorities for 2024/25

The overarching priority for 2024/25 is to Increase participant numbers and the number of people completing the programme, plus:

- Increase the number of taster sessions delivered in improve awareness and take up
- Focus on cohort session delivery targeting priority groups, e.g. day care services, mental health providers.
- Continued marketing campaign
- Development of a volunteer programme to support service delivery