

SILVERLINE PROJECT & POPLAR HARCA

SILVERLINE & POPLAR HARCA COLLABORATION 2017

In January 2017, Poplar HARCA commissioned a SilverLine pilot programme to be delivered to residents. This report is the initial evaluation of the Poplar pilot.

THE SILVERLINE PROJECT

SilverLine is the legacy of ITrainer Fitness, the brand with an ethos built around inclusiveness, empowerment and the #ICan attitude. Founded by Moses Adeyemi in 2015 the SilverLine programme has grown and offers individualised, person centred support to people who may be struggling with emotional, wellbeing and social issues. SilverLine does this through its unique programme consisting of tailored health and well-being programmes, fear-busting activities, day trips, nutritional advice, confidence boosting sessions, employment preparation, motivational talks and life coaching.

SilverLine accepts self-referrals and works with partners including:

- Probation (Community Rehabilitation Companies) Social Services
- Social Housing Providers
- Community Organisations
- GP Practices
- Voluntary groups and NGO's



The aim is for SilverLine to help as many individuals as possible, to achieve happier and healthier lifestyles.

THE SILVERLINE 12-WEEK COMMUNITY PROGRAMME

The SilverLine offers services including a 12-week community programme, aimed at supporting some of the hardest to reach people break the cycle of inactivity and develop the confidence to confront their personal challenges.

After successfully piloting health and wellbeing programmes within Tower Hamlets for over 12 months, Moses Adeyemi pulled the learning together to create the inclusive programme that

supports adults with complex needs including people with disabilities and mental health issues, those in the process of criminal rehabilitation, and other individuals considered 'hard to reach'. The 12-week SilverLine community programme was born!



The programme uses personal training and 1-2-1 coaching to address individual needs. Outcomes are tailored to specific needs and often include supporting depression and physical wellbeing, exploring employment, raising confidence and more improved attitudes to life.

Participants are matched with a named coach; a personalised care plan is then created to take place over 12 weeks. Activities include group and 1:1 sessions (fitness and wellbeing), external outings, social events and support with employment.

Each participant is also allocated a personal budget to spend how they choose, e.g. one participant purchased a uniform for their new job, another faced their fear of heights and spent the budget walking over the O2 and other challenges.

The SilverLine project understands that organisations have different outcomes to meet and budgets to work with and is happy to discuss and tailor programmes to specific needs.

GEOGRAPHY

The Indices of Deprivation (2015) show that Tower Hamlets is the 7th most deprived Borough in the country.

Within the borough, the most highly deprived areas, which fall into the five per cent most deprived LSOAs nationally, are mainly clustered in the East of the borough in the Lansbury and Mile End area where HARCA provide services.

Poplar HARCA manage approximately 10,000 homes covering four wards in the East of the borough – two of which are the most deprived in the country.

Health and Wellbeing in Tower Hamlets are poor, and the most recent JSNA (Joint Strategic Needs Assessment) indicates health outcomes continue to fall below the national and regional averages. Life expectancy in Tower Hamlets is lower than the rest of the country.

Premature death rates from the major killers (cancer, heart disease, and lung disease) are amongst the highest in London as are rates of Diabetes, TB and sexually transmitted diseases, including HIV.

Public Health Tower Hamlets estimate that 20-30 per cent of the adult population is clinically obese, and this is due to poor diet and lack of physical activity. Lack of exercise also impacts on mental health and wellbeing.

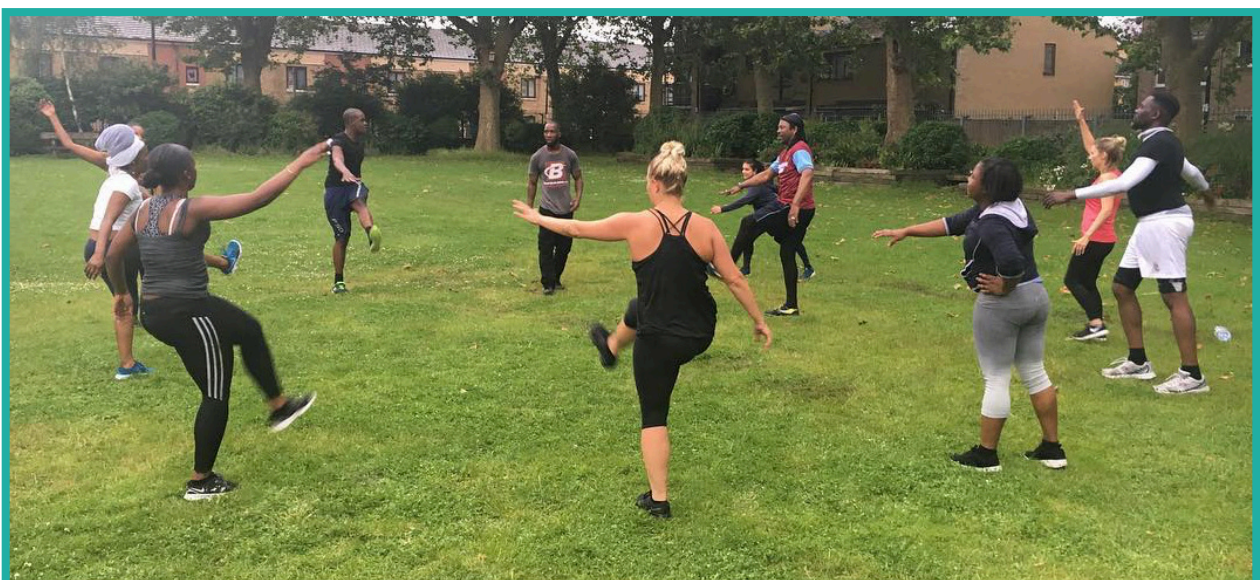
As a major stakeholder in the area, Poplar HARCA works closely with Public Health and the Tower Hamlets Health and Wellbeing Board and is keen to play a role in improving health outcomes for residents. In January 2017, Poplar HARCA commissioned the SilverLine programme to work with 15 hard to reach people from the local community. Their support for this pilot has enabled the SilverLine programme to produce more evidence of impact and further establish proof of concept.

OUTCOMES

Poplar HARCA referred 15 local people, 3 men and 12 women aged between 20 and 56 from different ethnic backgrounds including, white British, African-Caribbean, Bangladeshi and African. All participants were struggling with long-term unemployment and conditions exasperated by sedentary lifestyles.

The participants were referred to SilverLine by the Poplar HARCA Employment and Training Team, and participation was voluntary.

14/15 were unemployed and in receipt of state benefits. Only one participant was in employment however they were suffering from low self-esteem and confidence issues.



THE GROUP CAN BE DESCRIBED AS HARD TO REACH AND EXPERIENCING THE FOLLOWING CHALLENGES:

- Unemployment
- Disability - including mental health, social anxiety, depression, physical disability, obesity
- Caring responsibilities - Caring for own and extended family with severe conditions
- Housing - lack of permanent housing, overcrowded conditions
- Crime - including supporting family members, or/and in the process of criminal rehabilitation
- Social isolation

KEY OUTCOMES - 10 THINGS YOU NEED TO KNOW ABOUT THE POPLAR HARCA SILVERLINE PARTNERSHIP

- ① 14/15 participants successfully completed the SilverLine programme
- ② 15/15 have secured employment, or/actively seeking employment/education
- ③ 15/15 now take part in regular physical activity
- ④ 15/15 who reported having depression and social anxiety now feel better about themselves and less reliant on medication and GP services
- ⑤ 15/15 report to having improved confidence and having more improved attitudes to life
- ⑥ Of the participants identified as 'overweight', 13/15 have successfully lost weight, and have lost a total of 21 stones between them
- ⑦ SilverLine has provided over 350 hours of 1:1 support coaching/emotional wellbeing sessions
- ⑧ SilverLine has provided over 200 hours of 1:1 personal fitness coaching session
- ⑨ SilverLine has facilitated a total of 8 hours of group sessions (peer support, emotional and physical)
- ⑩ In addition SilverLine has supported beneficiaries around the clock and out of hours (in person, by phone and email) and responded to individual emergency needs) this support has totalled in excess of 162 hours

IMPACT AND VALUE FOR MONEY

The cost of the course is £2,000 per participant. Out of this, a budget of £150.00 is allocated to each person to buy any equipment or any essentials they need to take part in the activities such as; appropriate footwear or clothing, fun day trips and cover any traveling expenses.

Using social outcome costings (available in the public domain) as an indicator of benefit to the participants, we see that the over-all benefit to the group in financial terms is £212,372. This is derived from the number of participants against the financial benefit of the outcome.

Social Value Metrics	Unit Costs	No.s	
Frequent mild exercise	3,537.12	15	53,056.80
Regular Volunteering	2,880.00	10	28,800.00
Improved Confidence	5,844.00	15	87,660.00
Securing Employment	10,714.00	4	42,856.00
	Total		212,372.80

Using the New Economy (Manchester) database of costs, we have attempted to establish the broader economic benefit to society of the shift in circumstances of the individuals who participated on the SilverLine programme. In terms of value for money, only 2 of the 15 participants are required to secure employment for the SilverLine programme to be effectively cost natural. Of the 15 people who took part, 4 made the transition into employment saving a minimum of £56K to the public purse.

New Economy Metrics	Unit Costs	No.s	
Employment and Support Allowance / Incapacity Benefit Fiscal and economic benefit from a workless claimant entering work	£14,044	10	£56,176.00
	Total		£56,176.00

The cost of providing the SilverLine programme to 15 individuals was £30K. The return on investment for this particular cohort is £26K, which demonstrates extraordinary value for money and proof of concept.

CASE STUDIES

Please note: In line with Data Protection requirements, all names and identities in this report have been changed.

JOE, 56 YEARS OLD

When Joe first came to the SilverLine project he had been suffering from severe depression and anxiety and reliant on medication for several years. Joe suffered with social anxiety, rarely left the house and struggled to get out of bed before 3 pm. Joe lived alone and had no friends before the SilverLine programme; he refused to mix with anyone in the community or engage with support services.

Joe has made outstanding progress, he engaged fully with the project and attended every session. Joe's confidence has grown, and he has signed up to an employment programme and is keen to further his education. Joe has now made friends and regularly volunteers at the local community centre; Joe also takes part in regular fitness activities. Joe has told us that he feels his life has greatly improved and he is more able to cope with life's challenges and ask for help when he needs it.

LAURA, 28 YEARS OLD

Laura was brought up in care after being abandoned by her parents and was eventually adopted. She has one child who lives with Laura's ex-partner who has full custody. When Laura first came to the SilverLine programme she informed her personal coach that she was unable to visit her daughter. Laura also disclosed that she was unemployed and relied on sickness benefits, suffered from depression and low self-esteem, and had a knee injury and was in a volatile domestic violent relationship. Laura has made exceptional progress; below outlines Laura's progress as monitored and recorded by her personal SilverLine coach.

Laura is/has:

- In full-time employment
- Developed a new mind-set understanding the meaning of self-worth
- Does not allow her partner to hit her anymore
- Currently saving money to move into a new apartment
- Now has regular visits to see her daughter.
- Passed her theory test and is soon to start driving lessons
- Weight loss and BMI improved
- Fitness levels increased and is now able to run.
- Made friends and is more confident to share concerns with others and ask for support or help when needed

HERE'S WHAT SOME OF THE PARTICIPANTS HAD TO SAY!

"I felt really low and alone and didn't have much confidence; My self-esteem was setting me back.

My coach listened to me and understood how I felt and helped me get my self-esteem back. I'm excited to finally be working and have a job! I now consider fitness to be a part of my life and I'm able to go to the gym and not think that everyone is looking at me." - *Sharon*

"Because of the SilverLine programme, I can now go to the gym and other social situations on my own and not worry about what people think about me. I'm a lot fitter, and I can now run around with my kids without getting out of breath."

- *Joanne*

"I felt so down and always stressed, and think not being confident held me back. I would say my weight, money and anger are some of my main issues. My coach was very down to earth and easy to talk to which made me feel very comfortable to engage and train with him. SilverLine has changed my life for the better, I have been a smoker for over 15 years and I've now given up. I have a new lease of life, my confidence has improved and I've learned new ways to control my anger. The SilverLine programme has made me determined to be the best I can be!" - *Nadia*



A MESSAGE FROM SILVERLINE FOUNDER MOSES ADEYEMI

“On behalf of myself and the SilverLine team, I’d like to say a massive thank you to Poplar HARCA, and all the participants who trusted us and took part in the programme and worked so hard to achieve their goals! The SilverLine team wishes them all every success for the future!

Thank you.” - *Moses Adeyemi*



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