

WIRRAL COUNCIL

CABINET

21 JUNE 2012

SUBJECT:	READING & WELLBEING LIBRARY
WARD/S AFFECTED:	LEASOWE
REPORT OF:	<i>DIRECTOR OF PUBLIC HEALTH</i>
RESPONSIBLE PORTFOLIO HOLDERS:	<i>COUNCILLOR CHRIS MEADEN</i> <i>COUNCILLOR ANNE MCARDLE</i>
KEY DECISION?	NO

1.0 EXECUTIVE SUMMARY

- 1.1 This report makes a proposal for the development of libraries on Wirral into places where in addition to traditional library resources, local people will also be able to support their wellbeing. This is an initial report which seeks to gain agreement to the proposed model, and suggests an initial library which would be involved in developing the approach.
- 1.2 This report has been developed by the library service, public health and The Reader Organisation.

2.0 BACKGROUND AND KEY ISSUES

- 2.1 Public libraries make a significant contribution to health and well-being in communities. Wirral Library Service is now working closely with The Reader Organisation (TRO) and recent meetings have taken place between library officers and the TRO to see how this can be further developed.
- 2.2 A joint meeting took place on Friday 11th May with representatives from TRO, Library Officers, the Primary Care Trust (PCT) and the Director of Public Health to develop the idea of a new reading and well-being library model. The purpose of this pilot partnership project will be to develop public engagement to reduce health and educational inequalities in the area in a neutral, non-stigmatised, non-clinical community space based upon an holistic approach to health and wellbeing. A recently completed review of mental health and wellbeing commissioned interventions (CHAMPS, 2012) recommends areas support the development of integrated wellness service models; and the public health workstream of the Health & Wellbeing Board is currently developing a strategic approach to commissioning integrated services. The initiative would also contribute to a number of outcomes identified in the Public Health Outcomes Framework, including self reported wellbeing.

A Wirral Mental Wellbeing Study conducted in 2009 concluded that in order to promote wellbeing individual wellbeing messages are used alongside other behaviour change programmes as well as considered in bespoke wellbeing programmes. They also identified that having a poor sense of belonging and a low perception of ability to influence what goes on in an area are both strongly associated with lower levels of mental wellbeing, recommending that community level interventions are therefore central to action to promote positive wellbeing. The proposal also incorporates

recommendations identified in the following Public Health National Institute for Clinical Excellence (NICE) NICE guidance:

- Behaviour change at population, community and individual level (PH6 –NICE)
- Community engagement to improve health (PH9-NICE).

2.3 The ethos will be developed around activities in the library to link in with the Five Ways to Wellbeing initiative. The Five Ways to Wellbeing are evidence based actions that are important for wellbeing and should be built into daily lives (New Economics Foundation, 2008). They are based on a concept of well-being that comprises of two main elements: feeling good and functioning well.

Briefly, this will involve work in the library around the following themes:

- **Connect:** regular GIR groups to reduce loneliness and isolation.
- **Be Active:** provision of physical activity sessions such as yoga, etc.
- **Take Notice:** provision of Read Yourself Well book stock, Council One Stop Shop Advice and Information, etc.
- **Keep Learning:** training courses, literacy help.
- **Give:** volunteering opportunities, community swaps etc.

(A proposal for how this might work developed by The Reader Organisation is attached at appendix 1)

2.4 The proposal is that it will be developed in three phases:

- a. Phase 1 - We will have an understanding of library assets in terms of buildings and how they can be best used to further a variety of health and well-being initiatives. This will enable us to plan as a group what happens when and where.
- b. Phase 2 - We will propose after our next full meeting what aspects of the new well-being library could be operational by October 2012.
- c. Phase 3 - We will aim for a high profile launch the new pilot facility early next year to allow members to consider progress made so far.

2.5 It was suggested, that in the first instance, this approach could be trialled at Leasowe Library. In addition to this, that other library sites in socially deprived areas on Wirral may also benefit from developing this ethos around the Five Ways to Wellbeing and that it could happen with immediate effect and be developed simultaneously within existing resources. The approach is based upon an asset or strength based approach whereby existing facilities and assets are build upon rather than new services being commissioned. Key to this approach are the various partners contributing their expertise and strengths. A number of libraries already have 'Read Yourself Well' schemes which are collection of self help resources for loan. One of the libraries also already has a trained health champion to work with clients accessing the library.

2.6 To enable this initiative, Get Into Reading (GIR) project workers, already funded and based full time in Beechwood, Birkenhead Central, Eastham and Seacombe, could work flexibly between other community library sites in areas of need to continue to expand health and well-being outcomes. Other sites in health action areas like Eastham, Moreton, Prenton, Rock Ferry, St. James and Woodchurch could benefit. Public Health already commission health and wellbeing activities, including healthy eating and physical activity which could be incorporated into the project where appropriate at no additional cost.

- 2.7 GIR project workers, volunteers and library staff may combine resources to offer an extended service on one evening a week (after the proposed 5pm closure) in some libraries mentioned in 2.6. to offer a mixture of community events, GIR groups, book loan opportunities etc. This arrangement could be considered alongside the Leasowe project.
- 2.8 There will be a need to provide qualitative and quantitative evidence that demonstrates the impact of TRO, libraries and health partners working together on the pilot. TRO will provide a business case to demonstrate how effectively they are delivering services that meet strategic partners priorities including running/co-ordinating early intervention and preventative services, providing positive outcomes for users and saving costs.
- 2.9 It was agreed that a steering group should be set up for the duration and consist of representatives from all partners involved in this innovative project to review progress and evaluate outcomes.

3.0 RELEVANT RISKS

- 3.1 The initial projected cost to set up this new library initiative comes at a time of financial challenge for the authority. The potential risk is that in terms of value for money it proves not to be cost effective but if successful it can be used as a prototype. If objectives are met, going forward, all the partners involved could look to attract external funding from various sources once agreement is given to replicate this model to other libraries. The component partners in the proposal have all been positive in engaging with communities within their own right, it is anticipated that the effect of combining these activities will result in the overall impact being greater than the sum of the parts.

4.0 OTHER OPTIONS CONSIDERED

- 4.1 There are a number of libraries on Wirral which could benefit from this approach. The Reader Organisation also considered Birkenhead Library as an option, and would be keen to pursue this as the model develops. (See appendix 1)

5.0 CONSULTATION

- 5.1 There will be a need to work closely with local communities to explore what sort of activities could be provided through the model that would meet their needs. We would want to involve other stakeholders in Leasowe to ensure that the local community benefits from a coherent approach to providing a strong community asset.

6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

- 6.1 There will be opportunities for voluntary and community groups to operate from the model.

7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

- 7.1 Financial: The Reader Organisation is seeking funding of £59,776. It is anticipated that 50% of these costs will come from the Public Health directorate at NHS Wirral. The remaining 50% of costs will need to be found. The total cost may be less depending on the need to develop a community café (estimated cost £15,000).

8.0 LEGAL IMPLICATIONS

8.1 None at this time.

9.0 EQUALITIES IMPLICATIONS

9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(a) Yes and impact review is attached

10.0 CARBON REDUCTION IMPLICATIONS

10.1 *More effective use of building space.*

11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

11.1 *n/a at this time.*

12.0 RECOMMENDATION/S

12.1 *That the Cabinet support the development of a Reading and Wellbeing Library model, in the first instance based at Leasowe.*

13.0 REASON/S FOR RECOMMENDATION/S

13.1 This recommendation supports the implementation of an evidence-based approach to building community assets and developing wellbeing. This contributes to the work being established through the public health workstream of the Health and Wellbeing Board, and is in line with current Council strategy as described in the Corporate Plan.

REPORT AUTHOR: *Fiona Johnstone*
Director of Public Health
telephone: (0151) 651 3914
email: fiona.johnstone@wirral.nhs.uk

This report was written with the support of Julie Barkway, Principal Librarian in the Department of Finance; Julie Graham, Health of Healthier Communities, Public Health Directorate; and The Reader Organisation.

APPENDICES

Appendix 1: The Reader Organisation: Reading and Well-being Library

REFERENCE MATERIAL

See appendix 1.

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Council	1 March 2012
Cabinet	13 February 2012

Equality Impact Assessment Toolkit (from May 2012)

Section 1: Your details

EIA lead Officer: Julie Barkway

Email address: juliebarkway@wirral.gov.uk

Head of Section: Malcolm Flanagan

Chief Officer: Ian Coleman

Department: Finance

Date: 16/5/12

Section 2: What Council proposal is being assessed?

Pilot Health and Well-being Library at Leasowe

Section 2b: Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee?

Yes / No

If 'yes' please state which meeting and what date

... Yes.... June meeting.....

Please add hyperlink to where your EIA is/will be published on the Council's website

.....

Section 3: Does the proposal have the potential to affect..... (please tick relevant boxes)

- Services**
- The workforce**
- Communities**
- Other** Partners, Private Sector, Voluntary & Community Sector

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to equalitywatch@wirral.gov.uk for publishing)

Section 4: Does the proposal have the potential to maintain or enhance the way the Council (please tick relevant boxes)

- Eliminates unlawful discrimination, harassment and victimisation**
- Advances equality of opportunity**
- Fosters good relations between groups of people**

If you have ticked one or more of above, please go to section 5.

- No** (please stop here and email this form to your Chief Officer who needs to email it to equalitywatch@wirral.gov.uk for publishing)

Section 5:

Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?

You may also want to consider socio-economic status of individuals.

Please list in the table below and include actions required to mitigate any potential negative impact.

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications
All people who live on the Leasowe estate and beyond	Potential positive. This initiative is fundamentally inclusive and aims to provide a multi-service approach to tackle health and educational inequalities in an area of high deprivation.	Regular review by partner steering group to ensure specified targets and outcomes are being met.		Three phases – with complete launch of new facility in early 2013	Funding required.
Protected groups	Potential positive. Reading groups, creative activities etc. specifically targeted towards listed vulnerable groups with the specific aim of narrowing the gap in life opportunities.	Regular review as above.		October 2012	Funding required. Staffing. Volunteers assistance.

Section 5a: Where and how will the above actions be monitored?

Quantitative and qualitative outcomes will be regularly evaluated by a multi-partner steering group specifically formed for this purpose.

Section 5b: If you think there is no negative impact, what is your reasoning behind this?

Monitoring and evaluation have been built into this innovative project from the start and there is an identifiable process in place to ensure any potential problems would be highlighted and immediately addressed. The whole reasoning behind the initiative is to redress issues leading to health and educational inequality. The components of the proposal have all been positive in engaging with communities within their own right, it is anticipated that effect of combining these activities will result in the overall impact being greater than the sum of the parts

Section 6: What research / data / information have you used in support of this process?

- **TRO funded reseach into health inequality in Wirral and beyond – University of Liverpool.**
- **The Reading Agency Health and Wellbeing strategic report 2012 and other national library reading and well-being research papers.**
- **JSNA information for Wirral**
- **Corporate Plan**
- **Public Health Outcomes Framework**
- **Wirral Public Health Annual Plan**
- **Public Health Nice Guidance (PH6 AND PH9)**
- **The Wirral Mental Wellbeing Study (2009)**

Section 7: Are you intending to carry out any consultation with regard to this Council proposal?

No – (please delete as appropriate)

If ‘yes’ please continue to section 8.

If ‘no’ please state your reason(s) why:

The desire is to trial this innovative project for one year to allow the new way of working to embed itself first. It will be subject to regular review and evaluation. Consultation will take place once the initial work has begun to see how it has impacted on the local community and if it has achieved goals. A consultation exercise is currently being undertaken by the Housing Trust on the estate with residents regarding services, however the results will not be available until November. A Joint Strategic Needs Assessment/Asset approach workshop is planned for July 2012 as an initial starting point for developing a local health action plan. A recently completed asset mapping exercise completed by the Housing Trust and a consultation completed with Children’s Centre users will also be fed into this piece of work. It is intended that the overall plan will be developed early in the New Year when all evidence is available.

(please stop here and email this form to your Chief Officer who needs to email it to equalitywatch@wirral.gov.uk for publishing)

Section 8: How will consultation take place and by when?

Before you complete your consultation, please email your preliminary EIA to equalitywatch@wirral.gov.uk via your Chief Officer in order for the Council to ensure it is meeting it’s legal requirements. The EIA will be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 5. Then email this form to your Chief Officer who needs to email it to equalitywatch@wirral.gov.uk for re-publishing.

Section 9: Have you remembered to:

- a) **Add appropriate departmental hyperlink to where your EIA is/will be published (section 2b)**
- b) **Include any potential positive impacts as well as negative impacts? (section 5)**
- c) **Send this EIA to equalitywatch@wirral.gov.uk via your Chief Officer?**
- d) **Review section 5 once consultation has taken place and sent your completed EIA to equalitywatch@wirral.gov.uk via your Chief Officer for re-publishing?**

The Reader Organisation: Reading and Well-being Library

Summary

The purpose of this project is to pilot a new library model based on an innovative provision of health and educational engagement that reduces health and educational inequalities. This project will be delivered in partnership with Wirral PCT and Wirral MBC

Vision

Our vision for the Reading and Well-being library is to create more stories like this next one:

E's story: Integrating The Five Ways To Well Being....

E attended approximately five different high schools, due in part to repeated instances of bullying and subsequent poor attendance, finally leaving at sixteen with 3 GCSEs. E first came into contact with The Reader Organisation through her application to the Trusthouse-funded Reader Organisation Apprenticeship Programme, which she became aware of when a family member picked up a flyer at a local community mental health initiative. Although E did not gain that particular post, we were keen to have her on board and she was invited to complete our Reading Assistant Training Programme. E is now 20 years old, has recently completed the 5 week programme, attends 2 GIR groups every week and has become an indispensable asset to the Wirral team in her volunteer placement as a reading assistant. Here is her story:

Before I came to the groups I was housebound. I had no motivation, never spoke to no one, had no confidence; unhappy, basically. I was nervous when I first come [to the group] and didn't know what to expect – I just thought, 'what am I doing?!' But when I went in, everyone greeted me and straight away I knew it was a friendly place so I relaxed a bit. When I first heard what we'd be doing [in the group] – reading – I thought, 'is this for me?!' then, once [the facilitator] began I started getting dead into it. The atmosphere and communicating with people – even the layout with the biscuits on the table and getting a drink – is good. It's like being at home.

I was dreading reading, thought I'd run away, but [the facilitator] said that there was no pressure to read if you didn't want to and then I felt ok. I never read, not once, when I first came, but then I did the training. I used to stutter my words – was dead edgy talking to people – but even my communication has improved. The other volunteers are lovely – lots of friendly faces when we meet up. To know them is, well, really nice. It's an opportunity to make friends. The support [from Reader staff] has been great, too.

It's given me the motivation to get out the house and do more stuff. It's turned my life around. I'm a completely different person – sometimes I don't recognise myself, I think, 'Is this me?!'. It's made me want to get out and get a life. It's given me opportunities I've never had before. It's given me the opportunity to do more with my

life – I've had anxiety and depression and it's helped me come out of that. You can express how you feel. I've achieved something. I used to feel like a nobody and now I feel like a somebody. I've never been proud of myself before. I am now. I like feeling helpful. It's nice to be wanted – I've never had that before, I've never really been praised. I never used to take compliments; even if someone praised me I couldn't take it, but now I'm learning to not take the negatives, not to worry what other people think, but just – y'know – see the positives. I used to not like the world, not like people, but I do now.

I never liked poetry before and now I love it! It's something I actually enjoy, I like reading something I can relate to. That one the other day (The More Loving One by WH Auden), that was just brilliant! When you leave [a group] it gives you a light, it lights up the rest of your day. I'd suggest this to every single person in the world – it's fantastic! It changes your aspect – it's amazing.

Why TRO?

The Reader Organisation was recognised by NESTA and The Observer as one of Britain's New Radicals – organisations and people who are creating radical new solutions to the challenges our society faces, whose vision is improving the lives of people and communities across the country. Here is what our beneficiaries think about our service:

"If it hadn't been for this getting me out of the house, I'd be in a care home now"

"I've found two friends since I've come here, and believe me I was badly in need of them"

"I don't know what it is, but when I'm in the group I forget all about the pain"

"I live on my own - this group is my family"

"I've been to AA, it didn't suit me, but it must help others... (This) isn't like other groups because it's not about the problem... here the drink problem is not discussed, only the books, and that seems to help me."

"I've lost so much since being unwell but now I've found somewhere I belong, somewhere I'm appreciated, somewhere I'm respected and listened to. These things are important to everyone but hard to find when you break down and fall out of the life you knew."

"The reading group is really important to me as a man in my 60s. Sometimes, particularly being a male, it can be very difficult to open up and talk about your feelings and I know that in the past I've suppressed them. But the reading group has forced me to confront my feelings and seek out help when I've really needed it – it's been a life-saver, quite literally."

"Since becoming involved with Get Into Reading, I have not been a hospital inpatient once... I know of countless other people who say their actual health has improved thanks to this."

"Keeping my memory alert is very important to me. I am discovering new literature that I would never have been exposed to before. Without this group I would be frightened of going back to that lonely and depressed place...where you shut your front door and that's it."

“This reading group mends holes in the net I would otherwise fall through.”

“If you told me this time last year “you’ll be reading poems and enjoying it” I would have said “stop talking crap!” But I love the poems now – I can’t believe I’ve gone from a group member to an assistant and am about to do the admin training... it’s just all ballooning out for me!”

The Reader Organisation has developed Get Into Reading as an innovative, non-medical intervention which simultaneously delivers social, health and informal education outcomes, making it the perfect public health tool. It improves self-confidence and self-esteem, builds social networks, widens horizons and gives people a sense of belonging, preserving the mental and physical health of those who are well and building mental resilience, whilst supporting those already suffering from chronic mental ill health, protecting them against further acute episodes and encouraging all who attend to do more. If, as has recently been suggested, chronic loneliness, isolation and inactivity are prime causes of many health problems, GIR tackles the ‘causes of the causes’.

The Reader Organisation would like to be given the opportunity to take GIR’s outcomes further, providing a seamless link into other services and activities, creating an integrated wellness centre in an area of the borough with high rates of deprivation.

Reading and Well-being Library Offer

The Reading and Well-being Library will be an attractive and un-patronising multi-service centre that inspires change through positive experiences. We will build on the existing library offer by further developing the following provision:

Relationship with books and reading: A significant part of society lacks a relationship with books and reading. For non-readers, this means overcoming deep fears and negative associations with reading. For them, reading is closely associated with failure at school, with reading as a mandatory classroom exercise rather than a deep source of pleasure, or the key to success in learning or work. For others, reading has simply been pushed to the margins while life has created too many pressures or challenges.

To actively develop this relationship, The Reader Organisation will significantly increase the provision of reading activity in the community around the library – this will include the delivery of shared reading groups in schools, care homes, community centres and other outreach venues. It will also include an increased provision of reading activity in the library itself. We will train volunteers to deliver one-to-one reading sessions for people who find it difficult to leave their home. Increasing the provision of reading activity will deliver health and educational outcomes.

Meaningful Activities: Increase the range and quantity of meaningful activities for local residents, which will increase usage of the Reading and Well-being library, and improve individuals' self-confidence and decrease social isolation. We propose to deliver the following activities:

- **Daily GIR groups:** Increase the frequency of Get Into Reading groups from weekly to daily, multiplying the number of people who can engage in Get Into Reading groups. We will create specialised Get Into Reading groups, such as groups for learning disabled people, a daily after-school group for children whose parents are not at home and a care leaver group
- **Social Enterprise Café:** The Reader Organisation wishes to work in partnership with a food-based social enterprise to set up a high-quality café which will sit at the heart of the reading and well-being library. The café will serve high quality affordable food and will attract users to the reading and well-being library – on certain occasions, free food will be served to encourage healthy eating.
- **Healthy Eating Masterclasses:** Working in partnership with the food-based social enterprise, healthy eating masterclasses will be delivered at the reading and well-being library, to provide the local community with the skills to cook healthier food for themselves and their family.
- **Community Champion:** This will be a voluntary opportunity for local members of the community to receive training and support to promote services to other members of the community. They may be promoting services and opportunities with their friends, neighbours, relatives, or workmates. The champions will build social connections across the community.
- **Reading Friend:** This volunteering position will provide local members of the community with the skills to go and visit members of their community who are housebound and deliver one-to-one reading sessions for them. In some cases this could provide respite for carers and some volunteers in this role could also be trained as Health Champions.
- **IT Buddy:** Through our work with the community in Wirral, we have identified the need for local community members to be encouraged to use a computer and to be supported to do so. We provide local community members with volunteering opportunities to assist local people using the computer at the reading and wellbeing library.
- **Tai Chi and Walking Club:** Providing physical activity for the community is important due to the higher number of older people living in Wirral. This low intensity physical activity will enable older members of the community to remain active.

This offer is based on research carried out by the New Economics Foundation, '5 Ways to Well-being'. Appendix 1.1 demonstrates the relationship between the 5 Ways to Well-being and the Reading and Well-being Library.

During the delivery of the project, The Reader Organisation will work with the local community to identify other activities which could be established at the Reading and Well-being Library. This will help ensure the offer remains engaging and relevant to the local community. Other activities could include: Allotment, Music Activities for young people, Cultural Festival and other health services to co-locate at the reading and well-being library.

Evidence of need

Whilst the project will be open to all, we will target provision towards the following groups of individuals (based on the Wirral Joint Strategic Needs Assessment (JSNA)¹):

Mental Health: In Wirral it is estimated that there is a higher prevalence of severe mental illness than the North West and England average. Hospital admissions data for mental health indicates a strong association between deprivation and increased admissions. Admissions for self-harm and prevalence of a common mental illness show a similar pattern. This indicates a greater need for mental health interventions in areas with higher levels of deprivation.

Older People: Wirral has a relatively high older population and a relatively low proportion of people in their twenties and thirties compared to England and Wales as a whole. The population of older people (aged 65 years and above) is expected to increase at the fastest rate (faster than any other age group) over the next two decades; between 2008 and 2033 it is estimated that this population group will have increased by 43%. Emergency admissions for dementia in Wirral are significantly higher (54%) than the national average.

Carers: There is a higher than national average number of carers per head of population in Wirral. There are 37,929 carers living in Wirral currently, which accounts for 12% of the population, compared with 10% nationally. Nearly a quarter of those are carers providing over 50 hours unpaid care per week (Buckner & Yeandle 2011) whereas only 2,188 receive a service from Social Services (March 2011).

Young People: The number of young people in Wirral who are not in education, employment or training (NEET) is higher in Wirral compared to national and regional averages. There are some groups at higher risk of becoming NEET. Wirral has a high proportion of children in care compared to national and regional comparators.

Substance Misuse: Wirral has a high mortality rate, morbidity rate and admissions to hospitals as a result of excessive drinking.

Outcomes

Beneficiaries of the Reading and Wellbeing Library will report the following improvements to their health and wellbeing

- 70% - I am more likely to share books with friends or family members
- 80% - I am more understanding towards other people

¹ Wirral JSNA -

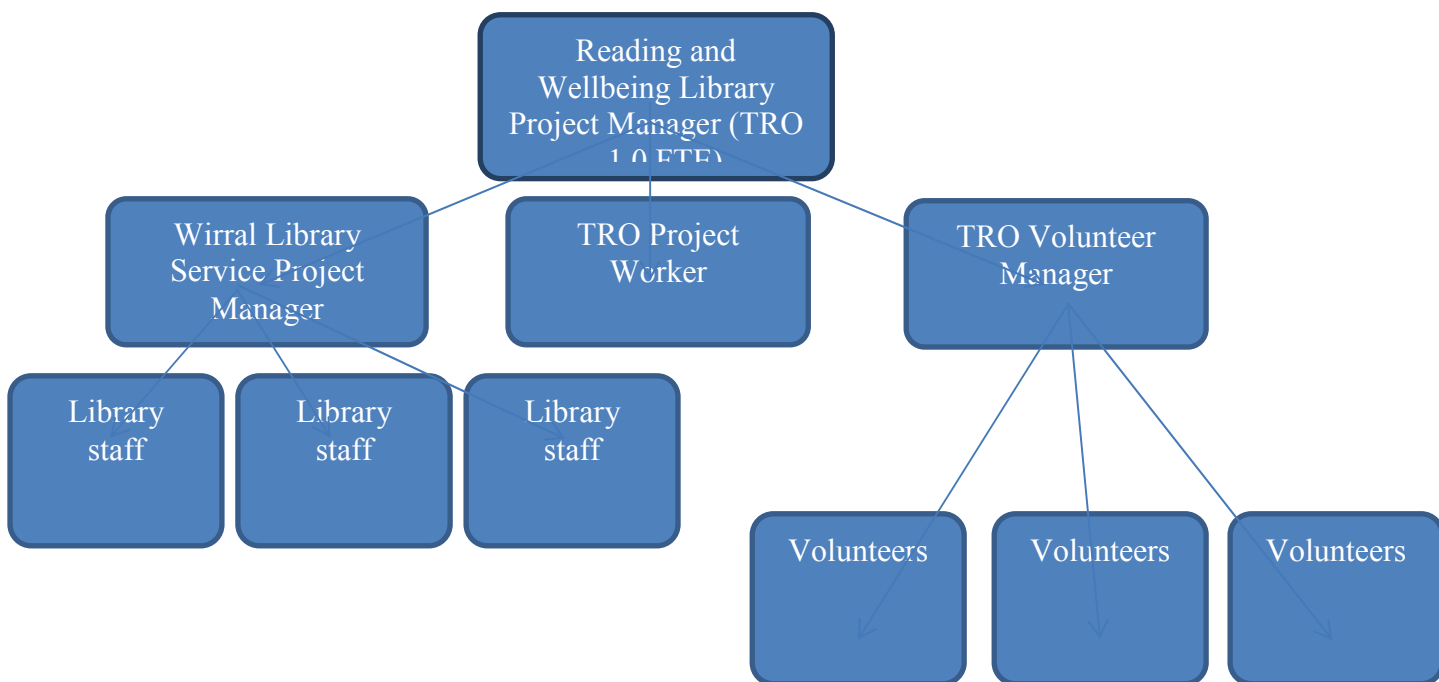
http://info.wirral.nhs.uk/document_uploads/CurrentVersion/ExecSummaryFeb2012.pdf

- 70% - I feel more confident about socialising
- 70% - An opportunity to meet with people who I wouldn't usually meet in my day to day life
- 70% - I feel more positive about life
- 50% - I visit my GP less often
- 70% - I feel more able to cope with stress
- 65% - I feel more confident about using the various support services
- 70% - I am more interested in doing a course for training of some kind

We anticipate that building usage will increase by 15% during the first year of the project. As well as the above outcomes, the project will contribute to reducing admissions to hospitals, given the number of excess bed days in 2010/11 (42,904 excess days).

Management

The Reader Organisation will have overall responsibility for the Health and Well-Being Library. This will be crucial to ensure that the vision of the Health and Well-being Library is implemented successfully and to a high standard. The existing legal and statutory responsibility to deliver Wirral Library Service will remain with Wirral MBC – the existing provision will support this project. The Reader Organisation is seeking funding to appoint a Project Manager who will be responsible for the Health and Well-Being Library. The diagram provides an example of the staffing structure:



Location - A Brief Examination of 2 Possible Venues

Birkenhead Central Library

- The JSNA identifies Birkenhead as an area of high deprivation and also cites strong links between mental health problems, health inequalities and areas of social deprivation. For example, the highest rate for a common mental health problem in the last 3 years (and ever recorded in Wirral) was in Birkenhead and recorded prevalence of mental health problems in the last three years range from 9.8 per 1000 to 82 per 1000 between different GP practices in west and east Wirral. The JSNA also reports that the standardised admissions ratio for mental health related hospital admissions in Wirral is 69% higher than that which would be expected when compared with national figures and that 45% of people in Wirral claiming Incapacity Benefit do so because of a mental health problem, with Birkenhead having a particularly high rate.
- High profile centralised venue
- A TRO staff member already works there as reader-in-residence one day per week, running three GIR groups, and has already begun to establish good links within the local community and with other local agencies.
- The Library, though underused, is already frequented by people with mental health and/or addiction problems who use the building to keep warm, but who need daily meaningful activity
- The building is a target for anti-social behaviour: this initiative would aim to engage the community in the immediate vicinity of the library.
- GIR Wirral could relocate from The Lauries Centre, immediately bringing 60 + GIR group members into the building and making Birkenhead Central Library TRO's operational centre in Wirral.
- The Friends of the library could be a valuable support to the project
- The building already houses a 'Read Yourself Well' collection
- The building has many rooms standing empty which could be used for a variety of activities to improve well-being
- There is potential for a social-enterprise/volunteer run community café

Leasowe Library

- The JSNA also identifies Leasowe as an area of high deprivation whose community suffers health inequalities, with lower than average life expectancy, higher rates of worklessness, self-harm and literacy difficulties.

- One member of library staff has already been trained by the PCT as Health Champion for the estate.
- Two members of staff at Leasowe library have already been trained as GIR facilitators by TRO.
- A weekly GIR group aimed at people with health needs and run by library staff is already hosted in this library.
- The building already houses a 'Read Yourself Well' collection
- Doctors, nurses and other health workers on the estate already refer people to the library to either join in activities/the reading group or borrow books for further information as regards any health needs.
- The Millennium Centre building has empty rooms and potential for a social enterprise/ volunteer-run café.

Financials

The Reader Organisation will require the following resources in addition to existing provision:

Activity	£
Reading and Wellbeing Project Manager (including on-costs)	25,000
Read to Lead Training	5,000
Social Enterprise Café Setup *	15,000
Project Costs	10,000
Overhead Contribution	4,766
Total Costs	59,766

*The Reader Organisation has identified a provider of the social enterprise café. The estimated cost of setting up the café is £15,000.

Appendix 1.1 – 5 Ways to Wellbeing

5 Ways to Wellbeing	Description (from the New Economics Foundation)	Examples of Activities
Connect	Connect with the people around you and those in your local community	<i>"I live on my own - this group is my family"</i> Daily GIR groups; range of volunteering opportunities; community café; range of other meaningful group activities; IT Buddy scheme; Reading Friends for isolated housebound people; trusted Community and Health Champions who will link people into other local statutory and voluntary services
Be Active	Discover a physical activity you enjoy and that suits your level of mobility and fitness.	<i>"It's something to get out of bed for."</i> Daily GIR groups (providing weekly structure and opportunities for the type of informal social nudging which often works better than leaflets and campaigns); tai chi; walking club; dancing; chair-based exercise; gardening club
Take Notice	Savour the moment: be aware of the world around you and what you are feeling.	<i>"I don't know what it is, but when I'm in the group I forget all about the pain"</i> Read Yourself Well collection; daily GIR groups; walking club; cookery classes; gardening club
Keep Learning	Try something new	<i>"If you told me this time last year "you'll be reading poems and enjoying it" I would have said "stop talking crap!" But I love the poems now."</i> Volunteer training course; daily GIR groups; IT buddy sessions; cookery classes; craft sessions; gardening club
Give	Look out, as well as in - volunteer your time.	<i>"I can't believe I've gone from a group member to a (volunteer reading group) assistant and am about to do the admin training... it's just all ballooning out for me!"</i> Wide variety of volunteer opportunities including, Care Home Reader, Reading Group Assistant, Adin Assistant, Reading Friend, IT Buddy, Community Champion, Health Champion

Meaningful Activities – Basic Timetable

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning	Get Into Reading Group	Health Eating Masterclass	Volunteer Training	Get Into Reading Group	Get Into Reading Group	Get Into Reading Group (Young People)
Afternoon	Tai Chi	Get Into Reading Group	Walking Club	Lunch (Free)	IT Training	Walking Club
Evening	Healthy Eating Masterclass	Volunteer Training	Get Into Reading Group	Tai Chi	Event (Music, Literature, Theatre)	Event (Music, Literature, Theatre)

