

# The Feelgood Experience

## Annual Report 2011



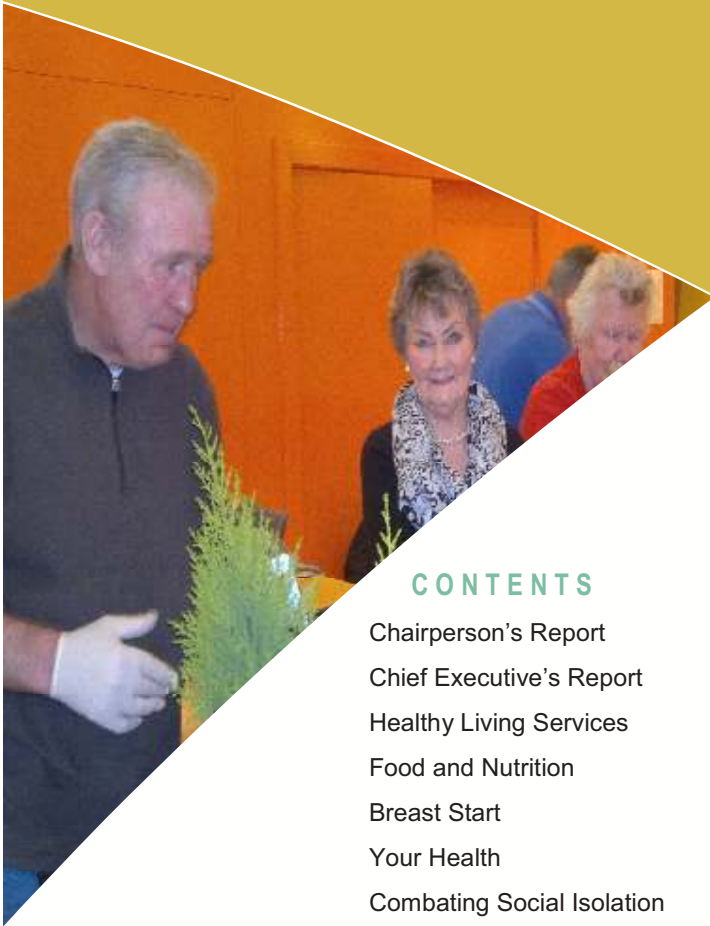
**Netherton Feelgood Factory**

*The Feelgood Experience*

*The Feelgood Factory Annual Report 2011*

## Chairperson's Introduction

by Les James—Chair of the Board of Trustees



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Hello, and welcome all to the Feelgood Factory Annual General meeting.

As promised in my report last year, we have had an exciting twelve months, in a background of generally reduced funding, sometimes hidden in the phrase 'there will be no inflationary increase this year'.

This situation has meant that, in addition to our usual activities, we have had to focus energy in two areas.....financial control and funding, and marketing with brand promotion.

In the first of these we have put into use the financial controls recommended in our consultants report; our Fund Raising Group has been fully established; we have found extra funding to continue work in Accident Prevention and Mow and Grow where the basic funding was withdrawn; we have reorganised our banking to increase our income from bank interest; we now have regular earnings from Quiz Nights and Open Days and other activities which have found a popular response from the community.

We now have an established Marketing Group. To promote our 'Brand' we have engaged in various activities, including a DVD on our work which was broadcast on Community Channel T.V.; the production of regular News Letters to staff, volunteers and service users; the establishment of a new strategy for volunteer recruitment, and the achievement of the Investors in People award.

Last year we spoke of the Government's Big Society plans and how they would offer us opportunities, we are still waiting for them to produce positive results, but we are confident of your Feelgood Factory's ability to use them to our advantage.

We have established a strong team of staff and volunteers who have ideas and plans to carry us forward and our aim is to continue the search for alternative funding and the promotion of our 'Brand Image ' in the community.

It remains for me, on behalf of your Trustees, to offer our thanks to all our staff and volunteers and to our Chief Executive for their hard work through what has been an excellent year.

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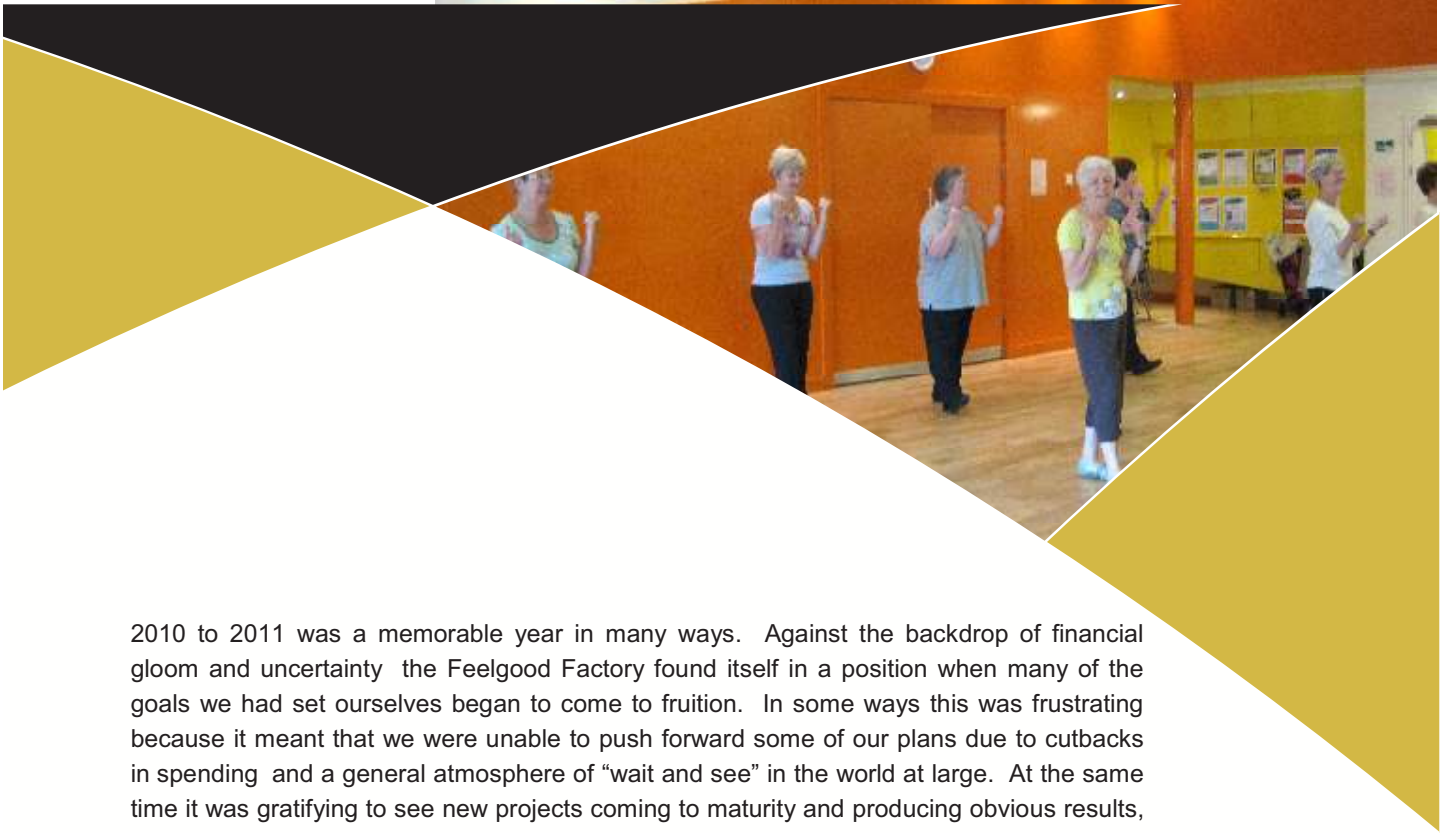
## Organisational Overview

Report by Sandra Duncan—Chief Executive



### HIGHLIGHTS AND ACHIEVEMENTS

- We completed the much delayed Marketing Strategy and the setting up of a Marketing Group open to trustees, staff and volunteers to oversee the implementation of the strategy.
- Under the guidance of the Business and Fundraising Group (again made up of trustees, staff and volunteers) we have commenced a more robust programme of fundraising activities, in particular the very popular fundraising Quiz Nights.
- We have made good strides in developing our capacity to earn income, in particular through the provision of training courses around food and nutrition.
- We have started to foster support for the Feelgood Factory among local businesses.
- We gained the Investors in People award with a very positive final report from the assessor,
- We completed a Customer Involvement Strategy which has led, among other things, to the quarterly publication of a newsletter for users of the Feelgood Factory and the start of work to develop a more robust approach to consultation and evaluation.
- The staff training and development plan was refreshed following a fresh skills audit and continues to produce results in terms of productivity and professionalism.



2010 to 2011 was a memorable year in many ways. Against the backdrop of financial gloom and uncertainty the Feelgood Factory found itself in a position when many of the goals we had set ourselves began to come to fruition. In some ways this was frustrating because it meant that we were unable to push forward some of our plans due to cutbacks in spending and a general atmosphere of “wait and see” in the world at large. At the same time it was gratifying to see new projects coming to maturity and producing obvious results, staff and volunteers feeling confident enough in their roles to explore different ideas and a general sense that we had turned a corner and had a real sense of where we wanted to go.

The year saw the completion (at last) of the Marketing Strategy and also the Customer Involvement Strategy. The common theme in both of these documents has been the need to redouble our efforts to understand the needs of our customers more accurately so that we are confident that we are “selling” services that are needed. The Marketing Strategy will be overseen by a Marketing Committee which is open to trustees, staff and volunteers. This is the same arrangement as exists for the Fundraising Strategy which is guided by the Business and Fundraising Group. In this way we are able to involve the whole organisation in key operational areas. This level of involvement and consultation was instrumental in our success in attaining the Investors in People award in February.

As we move through 2011 to 2012 we are faced with the challenge of developing a new Business Plan for the next three years in a very uncertain environment. We have a lot of very ambitious ideas and I believe that our plan should be aspirational but at the same time we need to be aware of the cold winds of reality that will necessarily, in some cases, direct our course.

Having said that I do have every confidence that the skills, ideas and commitment of the staff, trustees and volunteers of the Feelgood Factory, together with the continuing support of the Netherton community, will ensure that there is a bright future ahead. I would like to take this opportunity to express my thanks to the staff for their work and support and to the volunteers, without whom we would only be able to provide a fraction of the service we do. I would also like to thank the trustees for their support throughout the year and the faith they have so often placed in myself and in the rest of the team.

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## Healthy Living Services

Report by Philomena Zilinski—Healthy Living Services  
Manager



WITH AN EMPHASIS ON  
SUPPORT AND SOCIAL  
INTERACTION OUR  
PROGRAMMES HELP LOCAL  
PEOPLE IMPROVE THEIR  
HEALTH AND PREVENT LONG-  
TERM ILLNESS

We had the following attendances for  
the year

|                          |     |
|--------------------------|-----|
| • Salsa Aerobics         | 214 |
| • Have fun with Exercise | 202 |
| • Yoga                   | 732 |
| • Pilates                | 259 |
| • 50+ aerobics           | 900 |
| • Tai Chi/ Relaxation    | 189 |
| • Line dancing           | 796 |
| • Young Persons Exercise | 85  |
| • Weight Management      | 45  |

### MAKING A DIFFERENCE

Feedback from all 45 people who attended the weight management courses was very positive.

- 100% reporting that they had gained knowledge and skills to help them continue with weight management.
- 90% had started a new exercise activity or increased the amount of weekly exercise they took.

Pauline attended the Weight Management group at the Feelgood Factory after trying to lose weight with lots of different slimming groups. At first she was unsure of whether the course would suit her as she was used to being weighed and hearing about diet foods but after the second week she began to understand how to make little changes and at the end of the six weeks had lost 7lbs in weight. It was more of a change of lifestyle than a diet that was needed Learning how to make healthy choices and to swap high fat snacks for healthier lower fat options without feeling hungry or having to give things up. Pauline also joined the aerobics class at the Feelgood Factory.



## HIGHLIGHTS AND ACHIEVEMENTS

We had a very busy year with many new people attending our courses for the first time, we have also worked more in partnership with other organisations delivering courses at Netherton Park Neighbourhood Centre, at Steps for Sefton carers and running courses just for people with learning difficulties from People First. In total there were 3,377 attendances at healthy living activities throughout the year.

We delivered five six-week Weight Management courses this year, three at the Feelgood Factory, one at Netherton Park Neighbourhood Centre and one at Presfield School for the parents group. One of the courses we delivered at the Feelgood Factory was for men who attend People First group for people with learning difficulties. The men felt they had learned quite a lot about healthy lifestyles and made some positive changes which they have maintained. They also attend the Men's Walking Group. The Weight Management courses were all well received and feedback together with weight loss was very good. The best impact the courses can make is to change the way people think about food and lifestyle encouraging them to swap bad for better rather than making massive changes that will not be sustained

We trained 34 people to become Community Peer mentors, 23 stop smoking mentors and 11 food mentors. All mentors receive training and accreditation with Open College Network and Chartered Institute of Environmental Health. The courses teach Mentors how to encourage behaviour change and the adoption of healthy lifestyles and attitudes. Some of the mentors have gone on to become befrienders or volunteer with our other programme and others have gained employment.

On 17th July we held our annual Fun Day; the theme was all things medieval. We had a hog roast, stocks, complimentary therapies and children's medieval themed arts and crafts all mixed in with healthy lifestyle messages. Circus Sensible entertained us with juggling and acrobatics and staff from Netherton Park Neighbourhood Centre dressed up as Marvin and the Chipmunks to entertain the children. Despite the weather being so rainy in the morning 350 people attended and had a very enjoyable day

Our community allotments on Dunningbridge Road had a difficult year with the weather however our regular volunteers led by Don Thompson continued to attend each Tuesday and new people joined the group throughout the year. We built two raised beds for the volunteers who find it difficult to bend. We had an excellent crop including new vegetables.

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## Food and Nutrition

Report by Malcolm Bannon—Food and Nutrition Project Worker



BY PROVIDING INNOVATIVE, INFORMATIVE AND ENJOYABLE PROGRAMMES WE HAVE CONTINUED TO ENCOURAGE LOCAL PEOPLE TO ADOPT A HEALTHIER DIET

We had the following attendances for the year

|                             |     |
|-----------------------------|-----|
| • Basic Healthy Cooking     | 210 |
| • Food and Nutrition Course | 20  |
| • Weight Management Support | 50  |
| • Food Peer Mentor          | 24  |
| • Level 1 Food Safety       | 30  |
| • Level 2 Food Safety       | 10  |

### MAKING A DIFFERENCE

The feedback is generally positive. People who enrol on the courses on the whole stay for the duration. The people who do not remain are largely people who have been referred by others. The Have Your Say cards reflect a genuine enjoyment of the courses and an understanding of the learning outcomes. A large majority felt they were more confident and had more knowledge after completing the courses.

Edna Hawkins, a local lady from Netherton, came to us for low fat cookery. She enjoyed it so much that she immediately signed up for our Basic Cookery class. It was so nice to see her getting so much from the courses. She has also completed the weight management course and weight management support sessions.

Edna says: “ I’ve learnt so much about food handling this is my second course I’ve been on and I’ve been recommending them to my friends. It’s taught me to go back to old fashioned cooking from scratch instead of buying ready meals and processed food and helped me to change my food to healthy eating options.”



## HIGHLIGHTS AND ACHIEVEMENTS

The Healthy Cookery courses have been very successful. We now are able to build peoples' skills and provide them with a practical experience of cooking various recipes. All resources are available in terms of materials and equipment to run effective practical cookery courses.

The year witnessed the start of the Weight Management Support courses enabling candidates to put some of the theory, learned on Weight Management, into practice. Feedback from this course has been excellent with people reporting how they have been able to stick to their new healthy eating regime more easily as they have the practical skills and knowledge needed to make healthier choices and cook in a healthier way.

The Food Peer Mentor courses that we delivered have been successful and people enjoyed learning about food and nutrition and then applying this knowledge to developing recipes and practical cooking. To develop this course further we have now replaced the original course with the new Chartered Institute of Environmental Health Level 2 Award in Healthier Food and Special Diets that gives candidates the opportunity to receive an accredited certificate together with the CIEH Food Safety Certificate providing a realistic marketing opportunity for the FGF. We have also provided food and nutrition training to Nursery Nurses throughout Sefton.

One of our concerns has been to take our courses to different groups and particularly to hard-to-reach groups. During the year we have run courses for schools, alternative education, the socially isolated, the homeless, carers and the Stroke Association. In addition, within all of the programmes, we encourage, and provide support to, people with learning difficulties and literacy problems. This sort of work can be challenging, adapting teaching materials, recipes and cooking facilities for a range of needs. but we believe that an important part of our mission to combat health inequalities entails reaching out to people in different circumstances.

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## Breast Start

Report by Clare Browne and Carol Miles—Breast Start Managers



THE FEELGOOD FACTORY WORKS WITH LOCAL MUMS TO HELP AND SUPPORT THEM TO BREASTFEED THEIR BABIES THUS IMPROVING HEALTH AND WELL BEING FOR MOTHER AND CHILD.

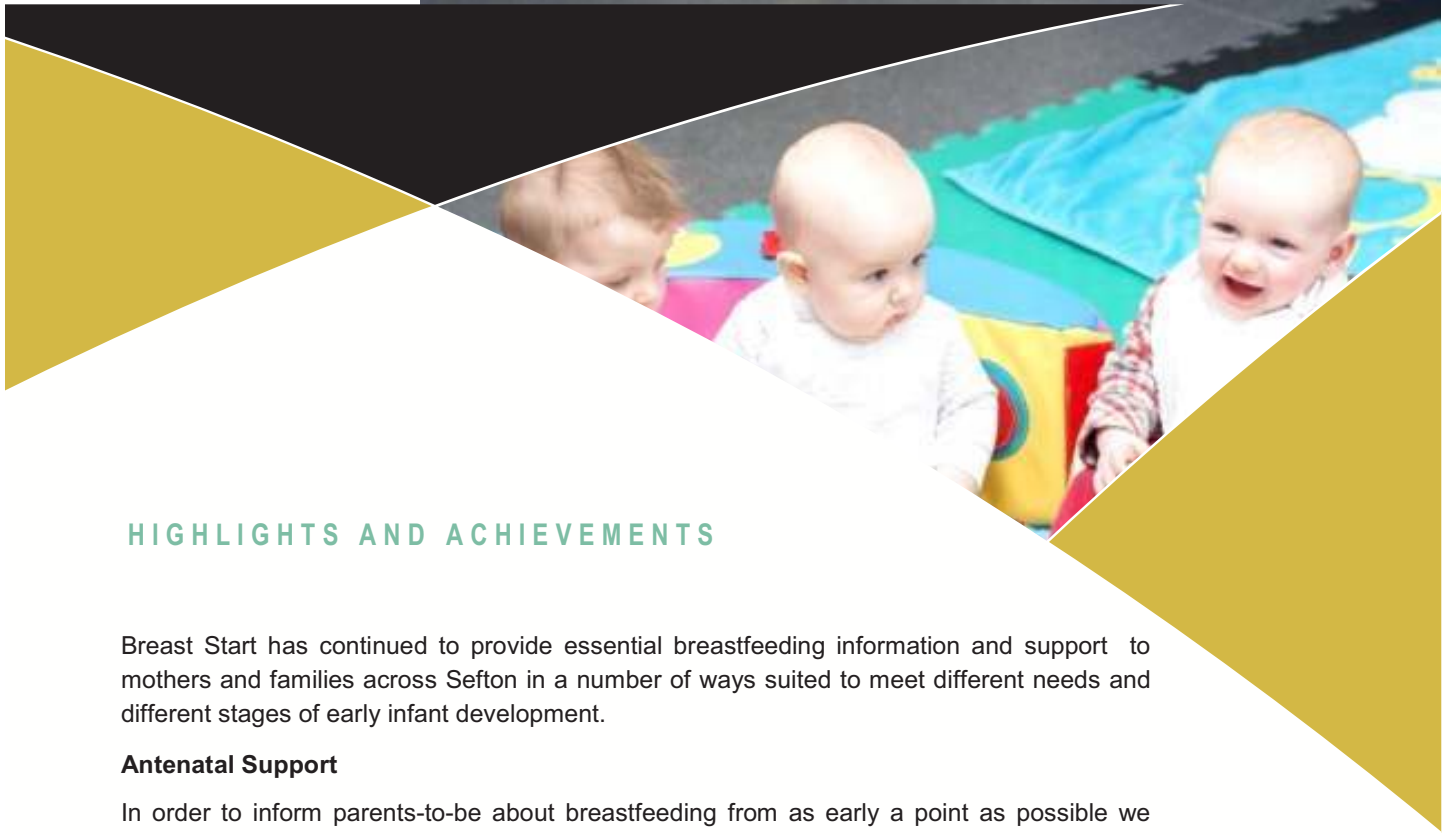
- Individuals supported 819
- Group Antenatal support 147
- Volunteers 53
- Weekly workshops 11
- Group Postnatal support 615

### MAKING A DIFFERENCE

The overall response of mothers receiving the service has been positive and recent figures for Sefton show an increase in breastfeeding initiation rates.

Involvement in Breast Start often involves more than learning how to breastfeed. A large number of our volunteers are recruited from the ranks of our clients, thus enabling them to help other young mums and to develop valuable skills for themselves.

Samantha from Bootle is currently breastfeeding her two sons, and reports that they are all continuing to enjoy the breastfeeding experience. Samantha is now a Breast Start Volunteer and La Leche trained. Samantha says: "I am so grateful to Breast Start for the support I received .... I attend the support group at May Logan Centre on Mondays and love supporting other breastfeeding mums. "



## HIGHLIGHTS AND ACHIEVEMENTS

Breast Start has continued to provide essential breastfeeding information and support to mothers and families across Sefton in a number of ways suited to meet different needs and different stages of early infant development.

### **Antenatal Support**

In order to inform parents-to-be about breastfeeding from as early a point as possible we have delivered antenatal breastfeeding workshops on a monthly basis within four Children's Centres. Our Breastfeeding Support Workers will also deliver these workshops one-to-one or within the home if requested.

### **Postnatal Support**

Breast Start Support Workers are also present on the wards at both Liverpool Women's Hospital and Ormskirk Maternity Hospital to support mothers straight after birth. Over the last 12 months partnership working with the maternity hospitals and other peer support agencies from neighbouring areas has resulted in Feelgood Factory securing a data sharing agreement with Liverpool Women's Hospital to enable Breast Start to receive women's details antenatally and on discharge from hospital after the birth of their baby. Women will be contacted by Breast Start within 48 hours of discharge if breastfeeding had been initiated after delivery. We received 502 postnatal referrals and 162 Antenatal referrals from Liverpool Women's Hospital Meditech system.

Breast Start will contact ladies for up to 26 weeks into their pregnancy and provide them with breastfeeding information and support. This support can be individually at home, through groups, by telephone or even by text.

### **Reaching out**

We have attended a number of promotional events within the Children's Centres, other community venues and regularly provide information at Mothercare, Aintree to mums to be and mothers. We further provide breastfeeding information to women living in Sefton in partnership with Community Midwives, Health Visitors, GP Surgeries, infant feeding teams within Maternity Hospitals, pharmacies, libraries and other community venues.

### **Volunteers**

Breast Start has, as always, benefited from the valuable support of our volunteers. Fifty three volunteers were recruited and have been involved in a number of activities as peer supporters alongside the support workers. Twenty nine of these volunteers have successfully completed the La Leche training in breast feeding support.

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## Your Health

Report by Lynn Anderton—Your Health Project Worker



### YOUR HEALTH SUPPORTS PEER-LED HEALTH ACTIVITIES FOR YOUNG PEOPLE, EMPOWERING THEM TO IMPROVE THEIR OWN WELL BEING

- Young volunteers recruited 43
- Attendances at Lifeskills Course 20
- Universities worked with 3
- Schools worked with 6

Tyiba Ali, began to volunteer with Your Health because of her university course in Public Health. She felt that volunteering in this way would benefit her in the future.

She says: “Volunteering at the Feelgood Factory has helped me in so many ways. It has provided me with new skills such as improved communication skills and organisational skills. It has also boosted my self confidence. I have gained certificates from some training courses that I have done at the Feelgood Factory. I did CIEH Level 2 in Special Diets and the Weight Management Leaders (OCN level 2) course with the NHS Sefton. I found these courses very enjoyable as well as very useful.

Volunteering has also helped me decide what career I want to pursue in the future, I have decided after my degree I would like a career in health promotion.”

### MAKING A DIFFERENCE

- We have developed an excellent network of contacts who can add value to the work we do with our young volunteers.
- We have developed links with a lot of local schools enabling our trained young peer mentors to help other young people.
- We have 5 young people who have found employment following their volunteering experience with Your Health.



## HIGHLIGHTS AND ACHIEVEMENTS

Your Health continued to support young people to provide peer-designed and innovative health programmes for their own age group. By working in partnership with local schools, colleges and youth clubs the Your Health Workers. The young people themselves gained a lot from participation including:

- New skills
- New friends
- Confidence and self esteem
- The opportunity to help others
- Satisfaction
- Positive outcomes to put on a C.V
- Reference for college, university or employment
- Enjoyment.

All the volunteers also gained the following awards

- Level 1- Universal recognition award
- Level 2- V50 (After completing 50 hours volunteering)
- Level 3- Impact Award
- Youth Achievement Award- All levels
- Level Two OCN award in Peer Mentoring.

One of the major developments has been the Life Skills programme which was written with input from young people. This programme includes healthy eating and exercise, smoking, body image, finance, travel and employment, stress, alcohol and drugs and sexual health. We ran two of these courses Netherton Park Neighbourhood Centre and at Range High School, Formby.

Following the course at Range High School, a group of those who took part decided they would also like to do some volunteering. They had all been affected by bullying so they made DVD to highlight the issues and to inform viewers what to do if you do get bullied.

A new area for development was the beginning of intergenerational work. We held a shared lunch in March when eight Year 12 students from Christ the King school in Southport came down and volunteered at the centre. They made a healthy lunch (sandwiches and soup) for their guests who were all older people. Following this they all sat down together and shared the meal, chatted and one of the volunteers sang for the group. This was considered a great success by all those who took part.

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## Combating Social Isolation

Report by Marie Rice—Community Services Manager



RECOGNISING THAT SOCIAL ISOLATION IS A SERIOUS ISSUE , WE HAVE RUN A VARIETY OF PROGRAMMES TO ENCOURAGE SOCIAL INTERACTION AND MENTAL STIMULATION

|                          |     |
|--------------------------|-----|
| • Befriending volunteers | 8   |
| • Befriending clients    | 13  |
| Attendances at:          |     |
| • GAS                    | 289 |
| • Feelgood Friday        | 58  |
| • History & Reminiscence | 156 |

Monica is 81 years old. She was a lone parent and ran her own business but today, due to deteriorating health, she is virtually housebound and reliant on her daughter, Fiona, to take her out and help with other tasks. Monica very much wanted to have a befriender, as she felt it would increase her confidence and help her to maintain her independence. Monica was matched with Christine and after a slow start, trust was built up and the relationship flourished.

Monica says that Christine kept her mind alive with the debates they would have. Christine also took Monica out to different places in the area. These outings were important to Monica, as she felt in control of what was happening and had a renewed feeling of independence. Monica can't thank Christine enough for being her Befriender

### MAKING A DIFFERENCE

Participants of the GAS Group identified the following improvement as a result of attending the groups:

|                            |      |
|----------------------------|------|
| I have made new friends    | 100% |
| I feel better about myself | 90%  |
| I don't feel as lonely     | 90%  |
| It keeps my mind active    | 100% |



## HIGHLIGHTS AND ACHIEVEMENTS

As a response to the local issue of social isolation the Feelgood Factory has continued to develop and support programmes to give people the opportunity to meet others and develop interests.

### **Befriending Project**

The Befriending Scheme started in July 2010 and a conscious decision was made to keep it small and expand it slowly. The aim of the scheme is to provide one-to-one contact for people who are unable to leave their own homes easily. Volunteer Befrienders, spend time with the client chatting and bringing the community into their own home. Wherever practical Befrienders will go out with the clients to places that the client wishes to visit. Whilst we do encourage those being befriended to take part in other activities, we recognise as well that there are significant numbers of people for whom this is not possible and so we place no time limits on the service.

We have developed a training programme which all befrienders must complete and have sound policies and procedures to ensure that the safety and wellbeing of all parties are protected. To date we have trained eight volunteers.

As well as face-to-face befriending we also provided a telephone befriending service.

### **Good Afternoon Social (GAS)**

The GAS Group has continued to meet every Thursday afternoon. The group is aimed at those who are socially isolated and enables them to meet other people and take part in new and different activities. During the year GAS enjoyed a range of activities including film afternoons, talks on subjects such as postcards and healthy eating, films and meals out.

### **History and Reminiscence**

The History Group still meets weekly, bringing together people with a shared interest in the past to learn about topics with a historical theme. We have also continued to develop our reminiscence work in other areas using prompts such as photos, music or familiar objects from the past to encourage people to talk about their memories.

### **Feelgood Friday**

Together with the Skills for Living Project we have also continued to run Feelgood Friday, a sixteen-week programme to help people who are socially isolated to try a range of different activities in a supportive environment.

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## Skills for Living

Report by David Martin-Corkill—Skills for Living Project  
Worker



RECOGNISING THAT ALL WELLBEING IS GROUNDED IN MENTAL WELLBEING, WE WORK TO HELP LOCAL PEOPLE DEVELOP COPING SKILLS FOR EVERYDAY STRESSES AND STRAINS

Mental well being programmes 39  
Attendances 242

Numbers achieving the following:

|   |     |
|---|-----|
| Improved mental well being              | 128 |
| Reduced social isolation                | 255 |
| Improved understanding of mental health | 225 |

Olive is 82 and has moved into a residential home. Although she likes the home she found that, due to the age and health conditions of other residents, she was not mentally stimulated. She became depressed. Her GP prescribed Prozac and suggested she should contact the Feelgood Factory.

Olive attended Feelgood Friday and describes it as “the best things that has happened to me”. She met a lot of really nice people and did new activities such as pot planting, oil painting and discussing literature. She also enjoyed two outings. Olive no longer takes Prozac because of the Feelgood Friday. She intends now to start attending GAS.

### MAKING A DIFFERENCE

Over the year more than 96% of those attending our programmes reported an improvement in key mental well being indicators, namely:

- Self Confidence
- Assertiveness
- Mental Wellbeing
- Social Inclusion
- Mental Health Awareness



## HIGHLIGHTS AND ACHIEVEMENTS

Skills for Living has had another successful year providing and developing services to help local people learn the skills they need to cope with the stresses and strains of everyday living.

As part of its ongoing programme Skills for Living provided the following:

**Mental Wellbeing Group**—this is a six-week programme aimed at allowing people to explore their own mental wellbeing issues in a holistic and supportive way.

**Bereavement Support**—an eight-week programme to help the newly bereaved.

**Feelgood Fridays**—in order to combat social isolation this sixteen-week programme provides the opportunity to experience a range of activities and to meet new people in a supportive atmosphere.

**Mental wellbeing tutorial sessions**—sessions held at Hugh Baird College to help staff and students.

**Mental Health Drop-In**—held on Friday mornings, these sessions provide the opportunity to benefit from a listening ear.

**Mental Health Awareness/Anti-Stigma Sessions**—to help members of the community understand mental health issues.

Skills for Living also provided specific courses on request such as confidence development and stress management.

The Skills for Living Project has established links with other agencies such as Hugh Baird College, STEPS, Stroke Association and HomeStart. The project has delivered a number of mental wellbeing programmes on behalf of these organisations throughout the last year. The involvement with Hugh Baird College has generated interest from Southport College to provide a similar service from September 2011. STEPS have requested that the project provide an ongoing programme in its activity programme. Similarly, the Stroke Association has requested further mental wellbeing programmes to commence in September 2011.

The Feelgood Factory has continued to manage Upstairs@83, which is based in Stanley Road, Bootle and provides a safe haven for people who need help dealing with the stresses and strains of everyday life. The service operates on a drop-in basis and is open two afternoons a week. Upstairs@83 offers information, understanding and guidance as to how things can be different.

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## Community Services

Report by Marie Rice—Community Services Manager



THROUGH THE PROVISION OF VOLUNTEER-LED PRACTICAL SERVICES THE FEELGOOD FACTORY IMPROVES THE QUALITY OF LIFE OF THOSE IN THE COMMUNITY WHO NEED EXTRA SUPPORT

### Numbers of people receiving services

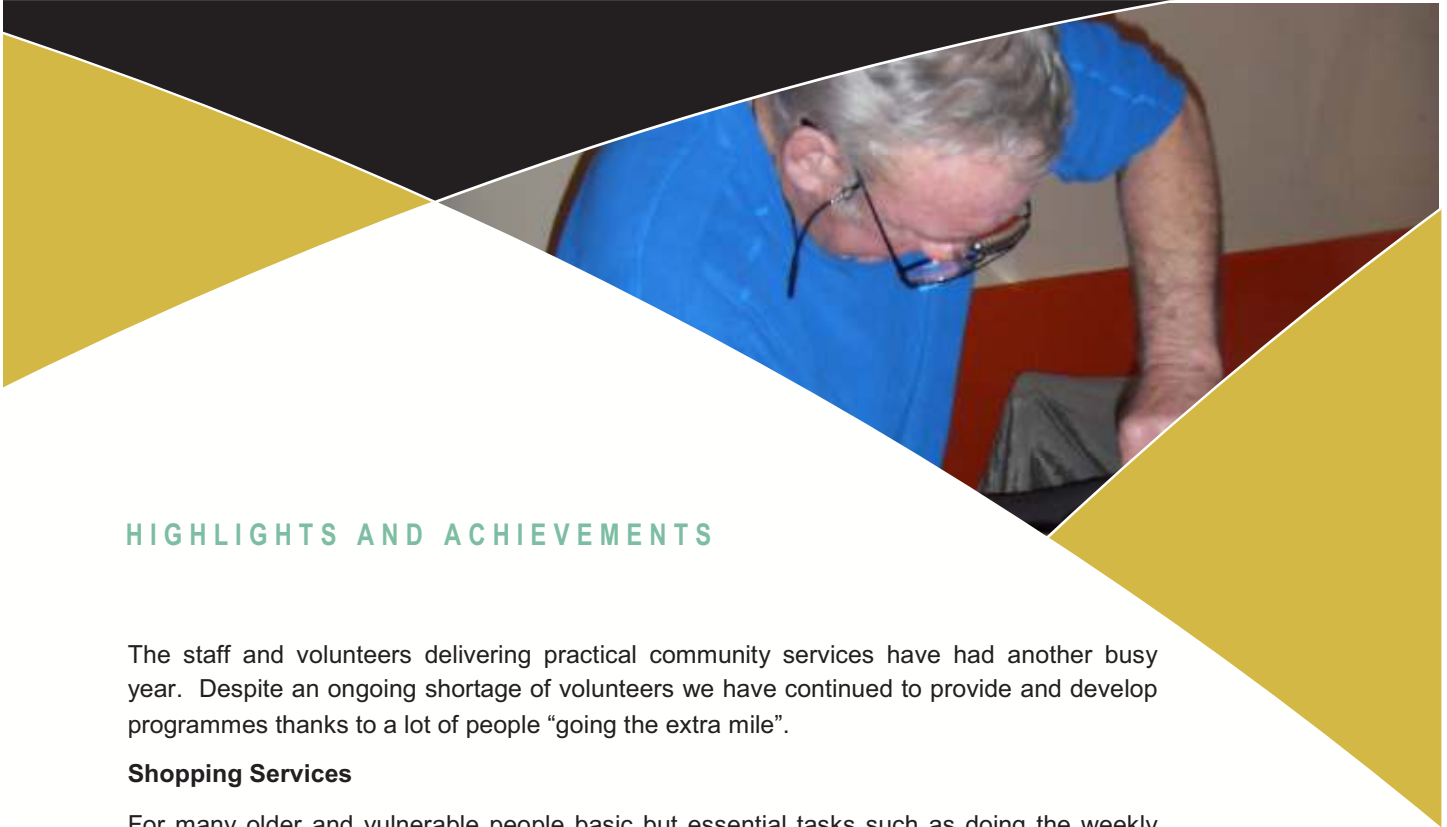
|                |    |
|----------------|----|
| Bus Shop       | 22 |
| Shopping Squad | 19 |
| Community Shop | 5  |
| Mow and Grow   | 58 |
| Handyman       | 61 |

### MAKING A DIFFERENCE

Clients feel that their independence has increased as they can either be taken to the supermarket, or have their shopping done for them. They also feel that this can lessen the burden placed on their families.

Mrs A had been in hospital on and off since the beginning of November 2010 due to terminal cancer. An urgent decision was made to send Mrs A home because she was badly fretting and not eating. Mrs A could not be fully discharged until the family had a key safe in place, to allow carers to go into her home. The family had been told that the waiting list for key safe fitting was six weeks. The social worker on the ward contacted the Feelgood Factory on a Friday at about 12 noon and asked whether we could help. We prioritised the job and the lock was installed by 3pm that afternoon.

Mrs A's daughter comments: "The service is absolutely brilliant. The chap that fitted the key safe was pleasant, efficient and quick and the lock was fitted properly. I can't thank you enough."



## HIGHLIGHTS AND ACHIEVEMENTS

The staff and volunteers delivering practical community services have had another busy year. Despite an ongoing shortage of volunteers we have continued to provide and develop programmes thanks to a lot of people “going the extra mile”.

### **Shopping Services**

For many older and vulnerable people basic but essential tasks such as doing the weekly shopping can be very difficult. We have continued to run the following shopping services:

Shopping Squad supports a team of volunteers who shop on behalf of customers and deliver the goods to their homes.

Bus Shop picks clients up from their homes in a minibus and takes them to the supermarket to do their own shopping. Assistance is given if the client requests it. This year we have increased the number of clients using this service from six to twenty two. The service encompasses Crosby, Thornton, Netherton and Aintree.

Community Shop matches each customer with one volunteer shopper. This makes for a more personal service and gives the opportunity to build a better relationship with the client. For a variety of reasons we lost the volunteers on this project during the year but have managed to sustain the service by using Feelgood Factory staff.

We have been able to make a quick response if a person is being discharged from hospital and needs an emergency shop. The service is very flexible to suit the client's needs and not just a service that is provided.

### **Mow and Grow**

Thanks to funding from EcoMinds we were able to expand this ever popular gardening service to Maghull, Crosby, Thornton and Netherton.

We also delivered an indoor gardening programme in the winter months that ran for twelve weeks. Each week something new was covered from, planting herbs, making hanging baskets, assembling a planter and then putting in some mini bushes and pot plants.

### **Handyman**

The Handyman Service provides a skilled handyman who will undertake small jobs around the house for older and vulnerable people in a cost effective, friendly, efficient and flexible manner. The types of jobs undertaken include fixing shelves, unsticking doors and replacing tap washers. This year we also commenced a service to purchase and fit key safes.

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## Men's Health

Report by Peter Kincart—Men's Health Project Worker



THE MEN'S HEALTH PROJECT HELPS LOCAL MEN TO THINK ABOUT THEIR HEALTH IN A MORE PROACTIVE WAY AND ENCOURAGES THEM TO USE THEIR SKILLS THROUGH VOLUNTEERING

|                   |    |
|-------------------|----|
| Circuit Training  | 18 |
| Local Walks       | 16 |
| Weight Management | 14 |
| Outdoor Pursuits  | 36 |
| Steering Group    | 9  |
| Allotments        | 6  |
| Healthy Cooking   | 20 |
| Chair Exercises   | 7  |

Tommy Clarke was one of the first volunteers on the project and got involved with Expedition Leaders Award, local walks and the circuit training. He qualified as an Expedition Leader and has supported the project in several areas.

When the *Liverpool Echo* moved to Oldham he had to change his job but fortunately he is still able to make a contribution to the project and particularly the outdoor pursuits activities.

Tommy is happy that the Men's Health Project got him off his motor bike and into a pair of walking boots!

### MAKING A DIFFERENCE

The feedback has been overwhelmingly positive and once the men attend sessions they usually stay.

Many of the men have followed up an initial involvement by getting involved in other activities. For example joining a Healthy Cooking Class after starting the Circuit Training.



## HIGHLIGHTS AND ACHIEVEMENTS

The Men's Health Project is funded by Volunteer England and aims to provide volunteer-led and targeted interventions to improve the health and well being of men in South Sefton. In this first year we have concentrated on providing several physical activities aimed particularly at unfit men and also providing training for our volunteers.

The year was another successful and busy period. The commitment of the volunteers on the Basic Expedition Leaders Award was most impressive. We had to remove ice from the entrance of the tents in order to get up at 7am on a cold snowy February morning. Then give an example of the ability to cook outside before heading off for navigation practice over snow-covered hilly terrain. Since then the volunteers have led walks through the Lake District mountains and the Lancashire moorland.

The Thursday Local Walks go ahead regardless of the weather and this is a testament to the ability of the volunteers to make their walks enjoyable. They have also led walks with groups that have specific mental health issues and others with learning difficulties. These walks tended to be all day affairs and took us across to the Wirral and to Southport and Lancashire. We concentrated on the most isolated areas and incorporated bird and butterfly watching.

We had an Outdoor Pursuits Week for volunteers in the Lake District and despite some indifferent weather managed to organise some strenuous walks in the mountainous area surrounding Ennerdale Water. We did all the cooking and managed to produce some excellent meals following Malcolm's detailed healthy recipes. Everybody pitched in and did their share of cooking, cleaning and shopping. The owners of the property commented that the building had never been kept in such a clean state.

*The Feelgood Experience*

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## Volunteering



ONCE AGAIN THE FEELGOOD  
FACTORY HAS BENEFITED  
FROM THE WORK OF LOCAL  
VOLUNTEERS WHO HAVE  
MADE POSSIBLE A RANGE OF  
SERVICES FOR THE LOCAL  
COMMUNITY

Without the services of our volunteers the Feelgood Factory would simply not be able to provide many of the services and programmes that it does. Volunteers donate their time and skills to the local community and hopefully benefit themselves from the experience and the people they meet. Increasingly many of the people who come forward to volunteer are doing so in order to gain valuable work experience to help them with job search or as part of an educational course. The ideas and enthusiasm these volunteers bring with them is invaluable to us. At the same time, however, we still rely very heavily on the team of local people who are volunteering just because they want to give something to their community. They give commitment and understanding that cannot be replaced.

During the year volunteers gave **8,425** hours to the Feelgood Factory and the local community. At basic care assistant rates of pay this equates to about **£72,792** of service.

Volunteers provided a wide variety of help and expertise, for example:

- Breastfeeding peer support
- Shopping
- Gardening
- Administration
- Community health peer mentors



## VOLUNTEERS 2010-11

|                    |                      |                     |                  |
|--------------------|----------------------|---------------------|------------------|
| June Mather        | Helen Lacey          | Sydney Cockbourn    | Carol Harding    |
| Barbara Morgan     | Rita Robinson        | Connor Woods        | Evenne Kelly     |
| Shamsum Begum      | Eileen Simpson       | Patricia Kelly      | Angela Buckley   |
| Margaret Wattret   | Jake Woods           | Jason Lee-Clark     | Samantha Martin  |
| Derek Riozzie      | Anna Wright          | Suzanne Bentham     | Gemma Silcock    |
| Clare Brennan      | Polly Gardner        | Christine Wilkinson | Emily Critchley  |
| Christine Jordan   | Heather Sinclair     | Steffi Moss         | Karl Olsen       |
| Ewelina Floch      | Kelly Sheridan       | Kerry Conroy        | Nina Killen      |
| Rena Hardy         | Patricia Hird        | Jackie Rigby        | Nicola Quantrell |
| Irene Callaghan    | Ada Jones            | William Williams    | Alan Smith       |
| Lucy Walton        | Rosie Callaghan      | Kate Grace          | Kat Molley       |
| Vic Halsall        | Jamie Segar          | Don Thompson        | Jeffrey Watkins  |
| Lauren Clarkson    | Christine Ryder      | Andrew Brown        | Lorraine Wilson  |
| Sharon Weatherby   | Natalie Green        | Sascha Wright       | Jan Hays         |
| David Eddy         | Christine Ellis      | Sarah Hebron-Doran  | Yvonne Weston    |
| Tracey Brockett    | Helen Sharkey        | Ameila Alba         | Aaron Allen      |
| William Almond     | Kate Edwards         | Ashley Aspinall     | Jessica Barton   |
| Kerry Penn         | Ann Marie Gilchrist  | Alex Bibby          | Sarah Brookfield |
| Carol Mooney       | Melanie Moore        | Sammy Cannel        | Michael Cheshire |
| Michael Roberts    | John Donnelly        | Liam Croucher       | Beccy Davies     |
| Joanne Hogan       | Shelly Thomas-Baines | Sean Dean           | Lauren Garvey    |
| Vicky Harrison     | Zac Velasco          | Elliot Hardie       | Chantele Hart    |
| Charlene Doren     | John Davis           | Craig Hayden        | Anthony Roberts  |
| Georgina Robinson  | Joan Holland         | Leah Jones          | Julie Ann Kerr   |
| Ron Duckworth      | Maureen Kearey       | Aaron Lovelady      | Mark McCulloch   |
| Lindsey Ford       | Norma Smith          | Jacob McMullen      | Angela McCluskie |
| Helen Nuges        | Steffi Moss          | Jenny Brown         | Sarah Brand      |
| Richard Ingham     | Tyiba Ali            | Sophie Rogers       | Ben Sawyer       |
| Timothy Short      | Thomas Clarke        | David Gibson        | Tony Sheerin     |
| Brian Gray         | Colin Purcell        | Frank Finegan       | Marc Ashcroft    |
| William Verburg    | Amber Anirah         | Valerie Anirah      | Priyal Crosby    |
| Christine Kincart  | Mark Bebbington      | Sharon Comstive     | Eileen Dowd      |
| Cathy Robinson     | John Taylor          | William Gordon      | Andrew Cowell    |
| Albert Gregory     | Joyce Murphy         | Mary Stevens        | Pauline James    |
| Michael Cunningham | Eric Johnson         | Terry Murphy        | Joe Doyle        |
| David Miller       | John Crutchley       | Maureen Murrey      | Harry Jones      |

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## Advice and Information Services

Report by Sheila Sheridan—Operations Manager



BY PROVIDING INFORMATION  
AND ADVICE FOR LOCAL  
PEOPLE WE ENABLE THEM TO  
TAKE MORE CONTROL OF  
THEIR OWN LIVES AND MAKE  
INFORMED CHOICES ABOUT  
THEIR HEALTH

The numbers using the Feelgood Factory were as follows:

|                        |        |
|------------------------|--------|
| • Footfall in building | 13,325 |
| • Information Services | 3,693  |
| • Other services       | 9,542  |

### HIGHLIGHTS AND ACHIEVEMENTS

The advice and information service is a service that enables local people to find out about the Feelgood Factory and access the services they offer and what's going on in the local area. To give general information and to signpost to external agencies. People can pick up bus timetables, information leaflets etc.

Current Services at the Feelgood Factory

- Advice and Information
- Credit Union
- Sefton @ Work
- Local Councillor
- Stop Smoking



## FEELGOOD FACTORY WHO'S WHO

### TRUSTEES

Les James (Chair Person)  
 Jim Flynn (Vice Chair Person)  
 Gladys Kinder  
 Helen Pfeiffer  
 Harry Jones  
 Christine Hughes  
 Ann Whittle

### SUB COMMITTEES

#### Finance

Jim Flynn  
 Les James

#### Personnel

Helen Pfeiffer  
 Gladys Kinder  
 Ann Whittle

### STAFF

|                      |                    |                   |                    |
|----------------------|--------------------|-------------------|--------------------|
| Sandra Duncan        | Philomena Zilinski | Marie Rice        | Sheila Sheridan    |
| Peter Kincart        | Lynn Anderton      | Kirsty Garvey     | Malcolm Bannon     |
| David Martin-Corkill | Carol Miles        | Clare Browne      | Clare Clark        |
| Ann Anirah           | Carol Robinson     | Dawn Brown        | Aimee Jones        |
| Margaret Garner      | Hayley Lewis       | Wally Fairbrother | Eddy Murphy        |
| Elizabeth Parker     | Katy Bryson        | Dawn Whittall     | Victoria McCreavy  |
| Tracey Jackson       | Laura Quinn        | Suzie Alegre      | Michael Cunningham |
| Shaun Connor         | Becki Hall         | Glenda Stephen    | Laura Lloyd        |
| Rosie Callaghan      | Tony Moss          |                   |                    |

## The Feelgood Experience

## The Feelgood Factory Annual Report 2011

# Financial Information

|   | Unrestricted<br>funds<br>£ | Restricted<br>funds<br>£ | Total<br>2011<br>£ | Total<br>2010<br>£ |
|---|----------------------------|--------------------------|--------------------|--------------------|
| <b>Incoming resources</b>   |                            |                          |                    |                    |
| <b>Incoming resources from generated funds</b>                          |                            |                          |                    |                    |
| Donations and legacies  | 10,419                     | 201,724                  | 212,143            | 205,209            |
| Activities for generating funds   | 927                        | -                        | 927                | 7,840              |
| Investment income   | 39,126                     | -                        | 39,126             | 40,125             |
|   | <u>50,472</u>              | <u>201,724</u>           | <u>252,196</u>     | <u>253,174</u>     |
| Incoming resources from charitable activities                           | 88,492                     | 380,854                  | 469,346            | 441,554            |
| Other incoming resources  | 2,595                      | -                        | 2,595              | -                  |
| <b>Total incoming resources</b>   | <b>141,559</b>             | <b>582,578</b>           | <b>724,137</b>     | <b>694,728</b>     |
| <b>Resources expended</b>   |                            |                          |                    |                    |
| <b>Charitable activities</b>  |                            |                          |                    |                    |
| Public Benefit  | 258,995                    | -                        | 258,995            | 231,664            |
| Education   | 1,766                      | 57,151                   | 58,917             | 68,074             |
| Relief of Hardship  | 2,408                      | 58,579                   | 60,987             | 84,726             |
| Health and Wellbeing  | 11,881                     | 397,940                  | 409,821            | 402,472            |
| <b>Total charitable expenditure</b>                                     | <b>275,050</b>             | <b>513,670</b>           | <b>788,720</b>     | <b>786,936</b>     |
| Governance costs  | 6,332                      | -                        | 6,332              | 7,345              |
| <b>Total resources expended</b>   | <b>281,382</b>             | <b>513,670</b>           | <b>795,052</b>     | <b>794,281</b>     |
| <b>Net (expenditure)/income for the year/<br/>Net movement in funds</b> | <b>(139,823)</b>           | <b>68,908</b>            | <b>(70,915)</b>    | <b>(99,553)</b>    |
| Fund balances at 1 April 2010   | 1,647,901                  | 128,970                  | 1,776,871          | 1,876,424          |
| <b>Fund balances at 31 March 2011</b>                                   | <b>1,508,078</b>           | <b>197,878</b>           | <b>1,705,956</b>   | <b>1,776,871</b>   |

|   | 2011<br>£        | 2010<br>£        |
|---|------------------|------------------|
| <b>Fixed assets</b>                                       |                  |                  |
| Tangible assets   | 1,319,300        | 1,397,939        |
| <b>Current assets</b>                                     |                  |                  |
| Debtors   | 42,846           | 36,048           |
| Cash at bank and in hand                                  | 408,374          | 455,909          |
|   | <u>451,220</u>   | <u>491,957</u>   |
| <b>Creditors: amounts falling due within<br/>one year</b> | <b>(85,064)</b>  | <b>(113,025)</b> |
| <b>Net current assets</b>                                 | <b>386,656</b>   | <b>378,932</b>   |
| <b>Total assets less current liabilities</b>              | <b>1,705,956</b> | <b>1,776,871</b> |
| <b>Income funds</b>                                       |                  |                  |
| Restricted funds  | 197,878          | 128,970          |
| <b>Unrestricted funds:</b>                                |                  |                  |
| Designated funds  | 41,656           | 37,229           |
| Other charitable funds                                    | 1,466,422        | 1,610,672        |
|   | <u>1,705,956</u> | <u>1,776,871</u> |



Full accounts are available from the Feelgood Factory and can be downloaded from our website ([www.feelgoodfactory.org.uk](http://www.feelgoodfactory.org.uk))

#### FACT FILE

**Auditors:**

BW MacFarlane, 3 Temple Square. Liverpool, L2 5BA

**Bankers:**

HSBC, 46 Westway, Maghull, Merseyside, L31 0AD

**Solicitors:**

KBK Law, 246 Stanley Road, Bootle, Merseyside, L20 3GG

**Insurers:**

Ecclesiastical Insurance plc



Netherton Feelgood Factory

Glovers Lane

Netherton

Merseyside, L30 5QW

Tel: 0151 291 8010/8011

Fax: 0151 291 8031

Email: [info@feelgoodfactory.org.uk](mailto:info@feelgoodfactory.org.uk)

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

