



Pathways CIC

ANNUAL

REPORT

April 2022- March 2023



Message from our Managing Director



It is with great pleasure and a sense of profound accomplishment that I present the 2022-2023 Annual Report for Pathways Community Interest Company. This document provides an overview of our activities, achievements and impact of the past year.

Pathways CIC was founded on a simple yet important vision – to create positive change within our communities by addressing pressing social challenges. Over the past 17 years, our unwavering commitment to this vision has driven us to continually evolve, innovate, and find sustainable solutions to complex challenges. This annual report is a testament to the dedication and hard work of our entire team and the communities we serve.

In the face of significant challenges, such as the impact of the COVID pandemic, economic disparities and the increasing environmental crisis, our mission to build stronger, more inclusive, and sustainable communities has never been more critical. Despite these challenges, we have made significant strides in the pursuit of our goals and we remain steadfast in our belief that change is possible through collective action.

Within the annual report you will find accounts of our accomplishments, environmental impact and our social return on investment. We continue to support underserved communities through innovative programmes, empowering them with the tools and resources they need to thrive. We have forged significant new partnerships with statutory sector partners across England, delivering personalised care training to enable personalised care to become ‘business as usual’ and creating a lasting impact.

I extend my heartfelt thanks to our dedicated staff team, and our invaluable stakeholders. Your unwavering support and tireless efforts have been instrumental in enabling us to achieve better outcomes for the communities we serve. Together we are forging brighter **Pathways** for all.

About us



Who We are

Pathways CIC is a forward thinking, innovative Social enterprise established in 2006 and operates across England



Our Vision

Our vision is to recognise challenges and find local solutions to promote positive health, positive lifestyles, positive employment and positive families for the communities we serve



Our Mission

Our mission is to provide effective holistic and personalised bio-psycho-social services for individuals, and to promote community engagement that drives development, reduces inequalities and drives social change towards a brighter future for all.



What we do

We deliver a range of pioneering health, work and wellbeing programmes designed to create sustainable change for individuals and for local communities, with a focus on enabling people to live happier and healthier lives.

How we do it

Through the services we offer, we are able to support people and their communities to address the real pressing matters of inequality, and support them to improve their health, wellbeing and/or achieve their goals, empowering them to improve the quality of life in ways which are important to them



Be Well Manchester

Providing bespoke in-work support and health services for those that are in work but who are currently on sick leave and are in need of help to return to work.

Alternative Solutions

Cheshire based social prescribing programme supporting individuals with a wide range of social, emotional or practical needs to take greater control of their own health and wellbeing.

Personalised Care Training Academy

Provides a range of PCI accredited training programmes that support health and care professionals to deliver effective, person-centred conversations to make personalised care happen and to positively influence the lives of everyone in the healthcare system.

**WORKING
WELL**
WORK & HEALTH PROGRAMME

Working Well Work & Health

Offering personalised support and advice for individuals with a health condition who need help to stay in or return to work across Greater Manchester

Be Well Manchester



About Be Well

Pathways CIC is a partner in delivering the Be Well Programme.

Be Well Manchester offers support to clients who are employed and off work sick or at risk of going off work sick, to help them to return to or stay in work much quicker by providing holistic early intervention.

The employed element of the service which Pathways CIC delivers is telephone-based, with each client upon referral from a GP or health professional are assigned a link worker, who will work with the client to understand their current circumstances, challenges with work, health and wellbeing, condition management and its effect on their employment, lifestyle amongst other factors. We have specialists on hand, work collaboratively to provide support for MSK, MH Coaching / Counselling and HR Advice.

This year alone we funded **131** physio treatment packages for clients and received **385** referrals into our mental health team for counselling.



Thank you so much for everything, you are amazing, and you don't get the credit you deserve. The service is brilliant, and talking to you has been amazing, there is nothing I can say that is wrong, I have never felt let down, frustrated or anything like that talking to you.

Thank you



This year we received



3971 Referrals



Which equated to our team completing some 7000 intervention appointments

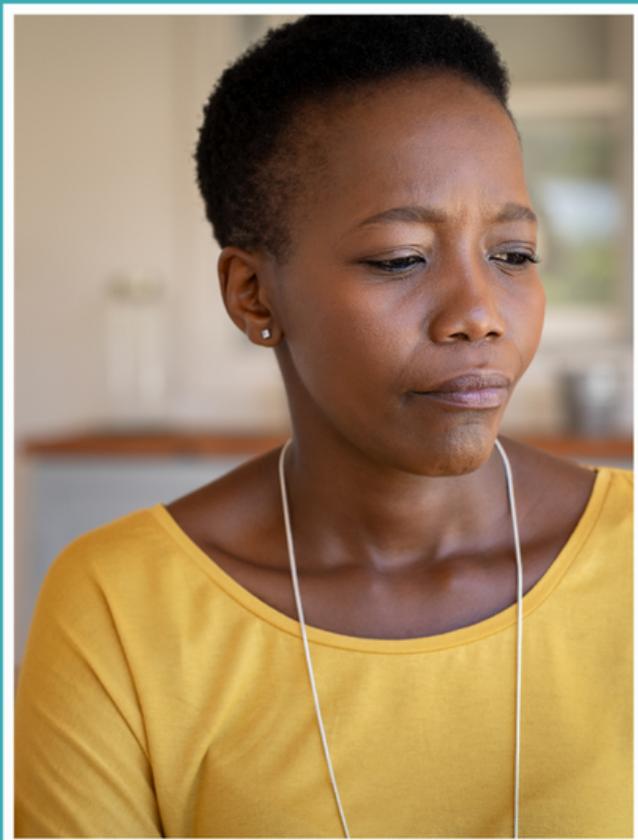


Outcomes

Key to our success on programme is the commitment of our Be Well in work support team being able to achieve the necessary performance outcomes. Our team have excelled again this year in relation to performance outcomes over contractual requirements

- 88% of people we supported in our Be Well service saw an improvement in their general physical and mental health
- 89% of people we supported in our Be Well service saw an improvement in social determinants
- 90% of people we supported in our Be Well service returned to work

To promote our in-work service our team have attended multiple community events, engaging with the public and connecting with other community based services across Manchester.



I needed help with my recent family bereavement and also help dealing with a separation from an ex-partner. At the time of the referral into the Be Well Service, I struggled with anxiety and depression. Following a call, I was signposted with relevant Youtube videos and organisation details to reach out for advice and help and I was given lots of extra support. I was listened to and helped with a lot of issues I had. I was given the relevant information I asked for and felt I was supported a lot. I feel very overwhelmed with the help provided. I would recommend this service to anyone who wants to make changes in their lives. A small change makes a big difference in the long run. This has impacted me in a positive way and I'm trying to enjoy every day and feel more positive for the future.

Alternative Solutions



Alternative Solutions

Our Alternative solutions social prescribing programme supports individuals with a wide range of social, emotional or practical needs to take greater control of their own health and wellbeing. Individuals.

Covering the areas of Nantwich and Rural Areas, Crewe, Sandbach, Middlewich, Alsager, Scholars Green and Haslington, Congleton and Holmes Chapel, Chelford, Handforth, Alderley Edge and Wilmslow we have social prescribing link workers based in GP surgeries supporting patients whilst reducing GP's workload and the use of NHS services, including GP attendances.

This year our team have received



2370 Referrals

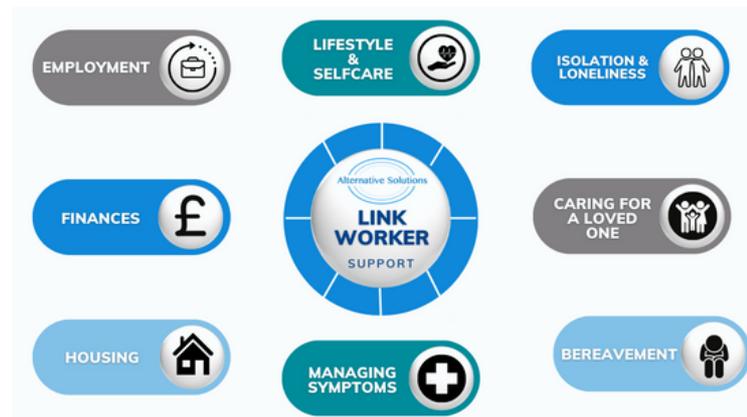


Which over the year has equated to

5,214 interventions

Top reasons for referral

The image below depicts the top reasons for referral this year



“ Rachel was fantastic and helped me at a time when I was totally exhausted and close to breaking point.

Alternative Solutions Client





How it works

A significant number of appointments at GP surgeries are not directly related to medical conditions, it is at this point when the GP or health professional refers their patient over to one of our social prescribers to connect people with local community activities and services that can help improve their health and wellbeing. Our social prescriber will listen to what matters to the patient before creating a personalised care plan to help the patient improve their health and wellbeing

upon listening to the patient our team of Social Prescribing Link Workers refer patients to other local community-based services which can support their needs.

This year we have referred to many organisations however the list below highlights the top 10 organisations we have needed to refer our clients in to.

- **Green Spaces for Wellbeing**
- **Citizens Advice Bureau**
- **Penny Smart (Money Advice)**
- **St Pauls Centre (Foodbank)**
- **Action for happiness (Mental Health Wellbeing)**
- **Age UK Green Connections**
- **Chance Changing Lives (Social Supermarket)**
- **Cheshire Home Choice (Housing Support)**
- **Cruse (Bereavement)**
- **Chance Changing lives (Befriending services)**
- **Red Cross (Patient Transport)**

To promote our social prescribing service our team have had stands at multiple community events, meeting with the public and connecting with other community based services across Cheshire to maximise reach.





Outcomes

Across Cheshire East, the local population shows people score themselves on average as having high life satisfaction (reference 1).

However, within these aggregated figures there are significant disparities. Pathways seeks to reduce inequalities, and our Alternative Solutions team is supporting this, with **100%** of our patients who access the service feeling that their life satisfaction is low. By working with the service we have supported our patients to improve their life satisfaction to medium. This shows that our service is supporting our local communities to move in the right direction, however there is more to do to level up across Cheshire East.

We know that the world around us impacts on our mental wellbeing, whether this is relationship difficulties, work, finances, etc. Our patients report that they feel their lives have medium levels of anxiety which impacts on their wellbeing. On completion of our service, people feel their anxiety levels are low, and are feeling very high levels of life satisfaction.

Our results show **100%** of patients who access the service are showing positive changes to their wellbeing against 58% of people nationally feeling their wellbeing has improved.

Several staff from Alternative Solutions were selected as Personalised Care Institute ambassadors and who will work with Pathways CIC and the PCI to share good practices and the impact of personalised care



Rachel Cornes one of our Social Prescribing Link Workers was 1 of 4 people to have been shortlisted for the Social Prescribing Link Worker of the Year award! at the Link Worker Day 2022 Awards ceremony in London

Personalised Care Training Academy



Personalised Care Training Academy

The Personalised Care Training Academy (PCTA) was formed in October 2021

The PCTA provides a range of Personalised Care Institute accredited training programmes that support health and care professionals and volunteers to deliver effective, person-centred conversations to make personalised care happen and to positively influence the lives of everyone in the healthcare system.

Our team aim to make our participants proficient in delivering personalised care to empower people to take greater ownership of their health and wellbeing, positively influencing their motivation, adherence and confidence to improve their health outcomes which improves efficiencies and lowers the cost of providing quality healthcare

In addition to our accredited training programmes, this year we have also delivered bespoke face to face training sessions to Cheshire based PCN's in relation to the concept of Personalised Care and how to embed it in to their everyday practice.

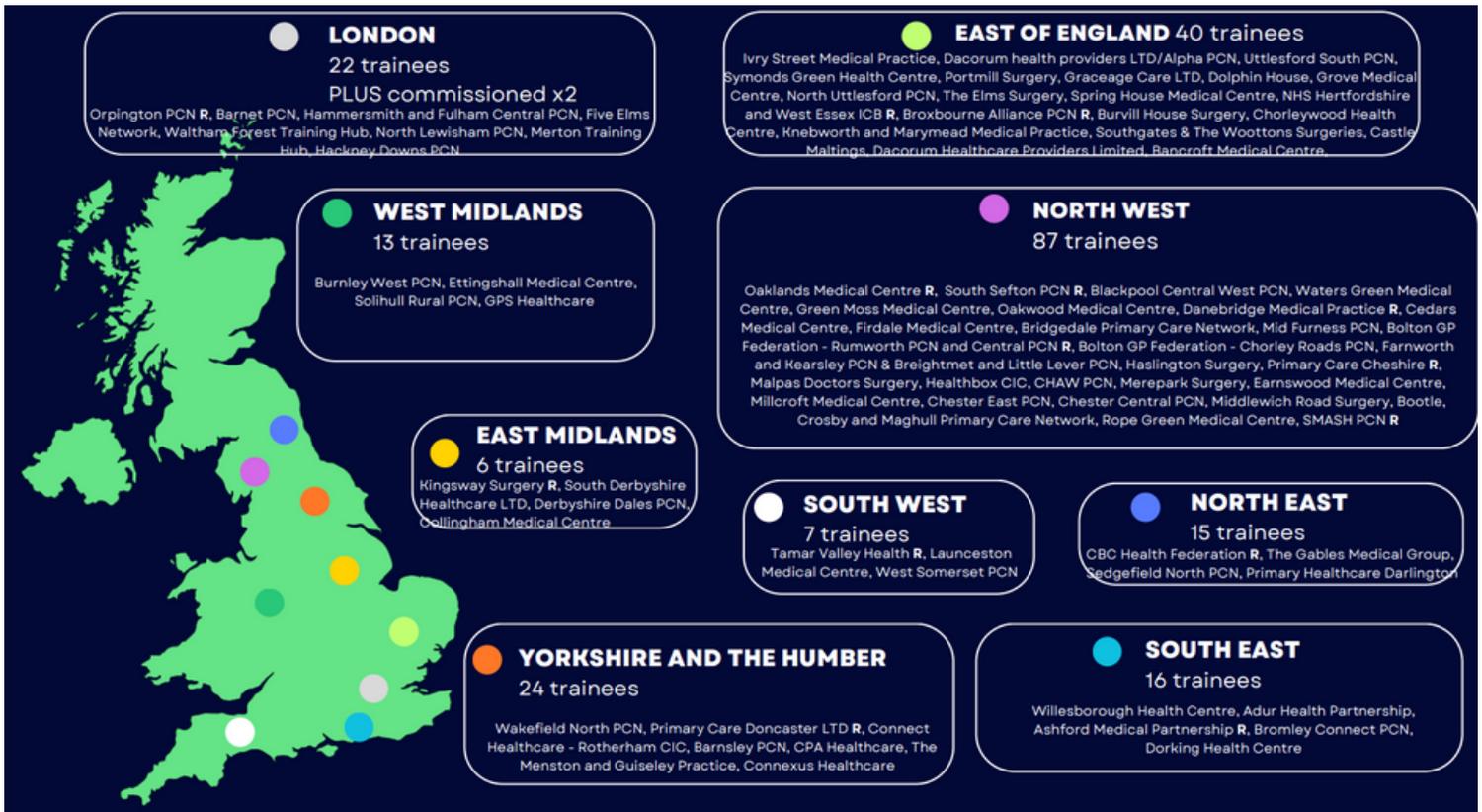


Feedback

“My receptionists told me they loved it and had a better understanding of what people were doing – I’ve had 2 people ask me why don’t we have an H&W coach already”

“Thanks so much today! What a challenge that was without the IT but you both handled it so well and I think our attendees got a lot out of the session!”

The image below showcases our national reach following our launch and depicts the growth we have achieved over the past 12 months.



There is a growing evidence base of the value of accredited PCI personalised care training which demonstrates improvements in health outcomes for patients,

people better equipped to follow medical advice and increased satisfaction for both patients and NHS staff.

We are proud that our personalised care training is allowing health care professionals to equip themselves with the knowledge and skills they need to ensure people:

- Are treated as a whole person by professionals they trust
- Are involved in decisions about their health and care
- Are supported to manage their own health and well-being, through health coaching, access to self-management programmes and peer to peer support in the community
- Feel their care is coordinated

Courses we offer:

In the past year, we have taken great strides in expanding our personalised care educational initiatives by developing a series of specialised courses and successfully attained accreditation from the Personalised Care Institute.

These courses include

- 3 day Comprehensive Care Coordination
- 2-day Health Coaching Core Skills
- 1 day Introduction to Care Coordination
- 4 day Comprehensive Health Coaching.

As we continue to forge ahead in our mission to promote personalised care practices, we are dedicated to further developing and expanding our educational offerings ensuring that healthcare professionals have access to the right tools and knowledge necessary to provide the highest standard of care.

Working Well Work and Health

WORKING WELL WORK AND HEALTH PROGRAMME

WORKING
WELL
WORK & HEALTH PROGRAMME

Working Well Work & Health Programme

Pathways CIC are partners to the delivery of the Working Well Early Help programme, which offers free personalised support and advice for individuals with a health condition who need help to stay in or return to work.

This year our team have supported



843 people

Outcomes



- Provided **2289** appointments focusing on participants health and how managing their health can support their employment opportunities

The Work and Health Team have provided 189 workshops over the past 12 months focusing on ...

- *Symptoms of Pain*
- *Anxiety Management*
- *Depression Management*
- *Getting Back to Work*
- *Sleep hygiene*
- *Confidence building*
- *Work and health*

“

Our clients really enjoy the tasks within the workshops and have found it useful to share ideas and knowledge of help in the surrounding areas.

The clients have felt more confident to share thoughts and experiences as the weeks have progressed, showing an improvement in their mental health and motivation.

”

WORKING
WELL
WORK & HEALTH PROGRAMME

Support available to participants on Working Well Work and Health Programme – Health

Mental Health

- Stress
- Anxiety
- Depression
- Low mood
- Negative thoughts
- Self esteem
- Confidence
- Mindfulness
- Resilience
- Mental wellbeing
- Dealing with change

Physical Health

- Exercise and physical activity
- Pain management
- Ways to improve functionality
- Understanding conditions
- Weight management
- Nutrition
- Wellbeing
- Sleep
- Relaxation techniques

In work support

- Understanding workplaces/environments and how to manage health
- Adapting to new environments
- Building new relationships
- How to speak with your employer about your health

How support is offered by the Health team

Mental Health

- Stress Management (Workshop, 1-1, e-therapy)
- Anxiety Management (Workshop, 1-1, e-therapy)
- Depression Management (Workshop, 1-1, e-therapy)
- Low mood (Workshop, 1-1, e-therapy)
- Negative thoughts (Workshop, 1-1, e-therapy)
- Self esteem (Workshop, 1-1, e-therapy)
- Confidence building (workshop, 1-1, e-therapy)
- Resilience (workshop, 1-1)
- Mental wellbeing (Workshop, 1-1, e-therapy)
- Dealing with change (workshop, 1-1)
- Motivational interviewing (1-1)

Physical Health

- Exercise and physical activity (Workshop, 1-1, e-programmes)
- Pain management (Workshops, 1-1)
- Ways to improve functionality (Workshops, 1-1)
- Understanding conditions (Workshop, 1-1)
- Weight management (Workshops, 1-1, e-programmes)
- Nutrition (workshops, 1-1)
- Wellbeing (workshops, 1-1, e-therapy)
- Sleep (Workshop, 1-1, e-therapy)
- Relaxation techniques (workshops, 1-1, e-therapy)

In work support

- Understanding workplaces/environments and how to manage health (1-1)
- Adapting to new environments (1-1)
- Building new relationships (1-1)
- How to speak with your employer about your health (1-1)

In addition to the support listed, the health team seeks to enlist the support of other providers in and across Manchester, Salford and Trafford to help provide additional support for participants' needs, these include (but not limited to) Expert Patients Programme, Active Lifestyles, HeadStart, Local Walking Groups, Directions for Men, Cruse Bereavement, Self Help Services, Men's Shed, Women's Aid, START Inspiring Minds, The Angel Centre, Change Grow Live, MIDAS and Refuge.



Transforming Communities

Pathways CIC, is working in partnership with Cheshire, Halton, and Warrington Race Equality Council, and Irish Community Care as part of the NHS Charities Together initiative. Our focus was on transforming healthcare engagement for Eastern European communities in Cheshire East.

Throughout the year, we raised awareness, educated and worked in co-production with Eastern European community members on winter wellness, home medicine essentials, appropriate A&E and pharmacy services usage, and the UK guidance regarding the usage of antibiotics.

The valuable feedback we gathered led to commitments from NHS Cheshire Clinical Commissioning Group/Cheshire East Integrated Care Partnership, for clearer explanations by pharmacists and GPs for recommended products.

This included NHS Cheshire Clinical Commissioning Group developing a video with local Polish pharmacist focusing on COVID which we disseminated locally.

Consultancy



Over the course of the year we have provided consultancy services to NHS North West, Cheshire and Merseyside Integrated Care Board, as well as Lancashire and South Cumbria Integrated Care Board, to provide strategic management support to Care Coordinators, Health and Well-being coaches, and Social Prescribing Link Workers across the North West to support delivery of the NHS Long Term Plan, through improving people's health and wellbeing, joining up care in local communities, and helping the health and care system be more efficient.

Accreditations



Pathways CIC retained its status as an ISO9001 and 27001 certified business, receiving commendation for its high degree of control in the operational functions of the dual management system

Pathways CIC remains on track in its plans to reach PLATINUM accreditation as an Investor in People employer following our assessment in the summer of 2022. Further assessments will be undertaken over the next year before a full assessment in 2024.

Volunteering

As part of our staff well-being initiative we actively encourage giving back to the community



Dignity Donation

We visited Chance Changing Lives to donate a huge box of underwear from Sockshop which will go towards their homeless kitchen.



Snowdon Walk

Our team in October walked up Snowdon to raise monies for Chance Changing lives. They successfully raised £500



Christmas Gifts

At Christmas our team all pulled together to donate items/Christmas gift bags which in turn have been created into gifts and then donated to local organisations namely Looking After The Homeless - LATH and The Salvation Army, Crewe



Macmillan Coffee Morning

Our fantastic team held a Macmillan Coffee Morning in our offices in Crewe, bringing in home-baked treats for the staff to share and raising a whopping £122.50 for Macmillan

Other Company Highlights

The items below showcase some of our other company highlights over the course of the year.



Natwest 100 Wise List

Our Managing Director, Yvonne Clarke, made it on the prestigious NatWest WISE100 list 2023! This list recognises inspiring and influential women in Social Enterprises,



Good Employment Charter

we became a Member of the Greater Manchester Good Employment Charter! As a Member, we are committed to providing work that is secure, flexible and fairly paid, ensuring our employees are developed, well-managed and engaged, with their health and wellbeing a top priority



SME National Business Awards

Pathways CIC was announced as the silver winner of the Community Business of the Year at the SME National Business Awards



National Business Women's Awards

Managing Director Yvonne Clarke won the Third Sector Champion Gold award at the 2022 National Business Womens awards.



STRATEGIC OBJECTIVES 2022- 2023

Increase turnover year on year by at least 10% whilst retaining sustainability, with a stretch target of 15%

We will seek to identify 'better' ways of working and identify improvements that will support the business to be more diligent in how budgets are applied with a target of £15,000 saving per annum that will be generated through business improvements

Retention of accreditations - -ISO 9001 Quality Management

- ISO 27001 Information Security
- Investors in People

Whilst working towards other accreditations such as Greater Manchester Good Employment Charter

Investment in people – 7% of turnover will be invested in people (Sustainability / Growth / People)

Allocated CPD time will be consumed across the business (People / Growth)

All employees of Pathways CIC will have an Employee Development Plan (EDP) in place that will be reviewed regularly and that will support the business better support the professional aspirations of its people

Reduction in Carbon Emissions in Head Office and Remote working, this includes reducing business mileage, increasing the use of renewable energy sources at Timbrell House

Sickness absence will be below 5% per annum – the organisation will commit to supporting the health and wellbeing of our employees through an effective policy and programmes that are valued

Commitment for all employees of Pathways CIC to be released from their duties to engage in voluntary work aligned to business priorities max 15 hours per annum*

We believe
in making
a difference!

Cost Benefit analysis



For every £1 invested in Pathways services sees a return of 1.50.

Our total financial return on investment is:

£1,927,522

Additionally, Pathways has made a public value return on investment of £17.20 for every £1 invested in Pathways services, bringing our total public value return on investment of:

£22,102,258

Carbon Footprint



In line with our commitment to sustainability, we are actively addressing our carbon footprint. This year, we measured and reported our carbon emissions which you can see from the image below, taking the right steps towards understanding our environmental impact.

We recognise the need for action, and as part of our long-term sustainability goals, we aim to achieve a 100% reduction in our carbon footprint by the year 2030. This ambitious target demonstrates our dedication to contributing to a greener and a more sustainable future.



we commit to
being a carbon
neutral
organisation
by 2030



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