



IMPACT REPORT

2022 - 2023

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Welcome!

Brio Wellbeing is the Health and Wellbeing arm of Brio Leisure CIC. This report reviews Brio Wellbeing's impact and achievements for 2022-2023. We have highlighted some key aspects of our work that show the impact and positive difference we make to the health and wellbeing of residents and communities across Cheshire West and Chester.

In recent years, the pursuit of holistic health and wellbeing has surged. As communities navigate the complexities of finding a 'new normal' post-pandemic, the focus on comprehensive wellness has gained unprecedented momentum.

Within this evolving landscape, Brio's role as an organisation is dedicated to supporting communities to not only survive but thrive, has become more pivotal than ever.

Our commitment to enhancing community wellbeing is deeply rooted in a collaborative framework that aligns with the aspirations of Cheshire West and Chester Council. The work we undertake is designed to complement existing local service provision, target groups identified within the Marmot review, the longevity-focused objectives of healthcare organisations, and the expressed needs of the communities we serve.

Our programmes and services align with and add value to the priorities identified in the Cheshire West Place Plan and its vision which is:

**"To reduce inequality,
increase years of
healthy life &
promote improved
mental & physical
health & wellbeing
for everyone"**

Message From The Managing Director.

Matthew Parker

During 2022-23, we have once again demonstrated that Brio is much more than a leisure operator, by providing a diverse range of services and delivering them to the very highest standards. Through our highly trained and hard-working employees, we continue to demonstrate our commitment to providing accessible and inclusive leisure, wellbeing and entertainment services to our local communities, supporting the NHS' most pressing challenges, including the prevention of ill health, addressing health inequalities and encouraging lifelong wellbeing.

Our Hub and Spoke model is helping to reduce health inequalities across our borough and make better use of our resources whilst providing a sustainable platform for us to deliver services in communities at a very local level across Cheshire West and Chester. We know that gaps in service delivery (for health and physical activity) disproportionately affect those with the greatest needs and the poorest outcomes. So, we are aiming to increase the number of these residents' accessing our services that help to improve their health and wellbeing and actively engage them in the heart of their communities through our 'spoke' delivery.

We are delighted and proud to report that over the course of 2022-23, the services provided by Brio have contributed over £14.4M in social value, making a substantial impact upon the health, happiness and productivity of the people across Cheshire West and Chester. This social value is measured through savings to the NHS, reduced crime levels, and improved mental and physical health of communities.



Message From The Director Of Public Health.

Cheshire West & Cheshire Council

I'm delighted to take up my new position as Director of Public Health for Cheshire West and Chester and I'm really looking forward to working closely with Brio as part of my new role.

Public Health and Brio share the same aims: to enhance our residents' health by taking action on things that influence health and ill health, and to help people change their behaviour, promoting health and wellbeing in its widest sense, and in ways that also reduce health inequalities. Together we will champion the health and wellbeing of our residents, working alongside the NHS and other partners to tackle diseases that can be prevented and to minimise the impact of ill-health where it already exists.

Although it's early days in my new role, I've been greatly impressed by the staff I've met who are all enthusiastic and welcoming to everyone, regardless of activity level or ability. I've also

been struck by the range of excellent, high-quality services provided by Brio, from stop smoking services to school swimming lessons to mindfulness classes.

A key feature of all Brio services is the focus on people's physical and mental wellbeing, whatever activities, or services a resident may use. This focus has extended far into our communities, expanding services that are available locally and tailored to specific community needs and aspirations.

The leisure sector faces some significant challenges over the coming years, and Brio is up for the challenge, transforming from a traditional leisure service to a provider of a much broader health and wellbeing service, that also tackles inequalities.

Brio is truly the borough's wellbeing service. I, and the wider Public Health Team will work in partnership with Brio more closely than ever in the coming years, making real, tangible and positive differences to the health and wellbeing of Cheshire West residents. I'm looking forward to it!

Professor Helen Bromley





Brio.

As the largest provider of physical activity and wellbeing services across the borough, we have a shared vision with our shareholder to make leisure accessible, affordable and attractive to the people of Cheshire West and Chester with the ultimate aim of supporting health and wellbeing improvements for residents and communities across our borough.



20,569
members.

2,355,657
visits.



8

members of Brio team
qualified as mindfulness
practitioners.

38

staff received mental
health first aid
training.



1500+

children & young people
regularly active through
Summer junior
swim pass.



200

children & young people
supported through our
Holiday Activity & Food
programme.



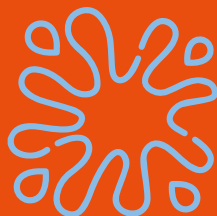
3

menopause cafes
established in partnership
with Motherwell
Cheshire CIO.



5,400

children enrolled in the
Learn 2 Swim programme.



Brio Wellbeing.

Our fundamental aim is to champion the health and wellbeing of our residents, reduce health inequalities and tackle preventative diseases by working alongside Cheshire West and Chester Council, the NHS and other health and care providers.

We deliver a health and wellbeing service to Cheshire West and Chester residents known as the [Cheshire Change Hub](#), a one stop shop for good health. The Hub delivers wellbeing sessions to support those with health conditions, and offers services for stopping

smoking, weight loss, exercising safely and falls prevention.

We are also commissioned to deliver a number of other health and wellbeing services including NHS health checks, Long COVID recovery, pulmonary rehabilitation and mindfulness.

Emphasising collaboration, equity, and evidence-based interventions, our services have demonstrated the critically preventative role they can play across a range of health conditions.



Our Year In Numbers.

1/67

1 in every 67 people living in Quintiles 1 & 2 engaged with Brio Wellbeing during 2022/23

25

local and national campaigns promoted including Stoptober, Know Your Numbers, Carers Week, World Mental Health Day and National Fitness Day.

8,386

unique users to the Cheshire Change Hub website and **1,001 followers** on our social media platforms.



Received over
6000

referrals into our programmes. This is a **36% increase** in comparison to 21/22.

3,300

people engaged in our programmes.



Clients completing their programme reported a

28%

increase in their wellbeing scores from service entry to exit.

51%

of referrals came from residents living in **Quintile 1 and 2** Lower super output areas.

50

community engagement, education and awareness sessions delivered, all with **5* feedback**.



79

is our **average annual Net Promoter Score** generated from our Do We Make You Smile endpoint engagement tool which is rated as excellent.

146

professional development courses attended by the Wellbeing team to ensure our service remains at the forefront of innovative and evidence-based delivery.

48

onward referrals were made for Alcohol, Substance Misuse and Sexual Health services.



60

community venues used to deliver our interventions and education sessions, which has helped us to extend our reach and make our services more visible and accessible.

58

outreach events attended to engage new partners and clients.



Review Of The Year.



Cheshire West and Chester Council have set ambitious goals to improve the overall health and wellbeing of the borough's population. Recognising the interconnectedness of physical, mental, and social aspects of health, these aspirations align closely with the programmes we deliver.

Healthcare organisations are increasingly emphasising the importance of not only treating illnesses but also promoting long-term health and wellbeing. Our programmes align with this shift by offering preventive and rehabilitative interventions that mitigate the risk of diseases,

enhance recovery, and ultimately contribute to longer and healthier lives.

We are proud that organisations such as local healthcare providers, public health authorities, and community leaders recognise our strengths and actively refer residents to our programmes. This endorsement highlights the trust and credibility we have built within the healthcare ecosystem. Moreover, we often serve as the go-to exit strategy for healthcare professionals, helping individuals transition from medical treatment to ongoing self-care.

Helping People Make Healthier Choices To Tackle Obesity.

Obesity is a complex health issue linked to numerous comorbidities such as diabetes, hypertension, and musculoskeletal problems. Weight management interventions strive to address the rising obesity rates by promoting healthy eating habits, regular physical activity, and psychological wellbeing, ultimately reducing the risk of obesity-related diseases.

Our weight management service supports residents with a BMI between 30-39.9 on a personalised 12-week journey, reviewing the participants nutrition, lifestyle and ability. This programme also includes access to any of Brio's facilities for free.

In 2022/23, Brio received 404 referrals into the programme with a 50% uptake rate and 46% of clients achieved their personal weight management goal at 12 weeks.

“
Being referred gave me a wake-up call, to start looking at my diet as well as exercise. I came routinely to Ellesmere Port Sports Village each week and lost 8kg during the programme. The gym was very friendly; it can be daunting when you are new to the gym, however everyone was very supportive. I am feeling better about myself and have more energy and without checking the scales, my clothes fit better.”

Caroline, Ellesmere Port

Fostering A Whole Family Approach To Weight Management.

CW7 Active and EP Active are free adult weight management programmes which operate in Winsford and Ellesmere Port.

This programme focuses on behaviour change, self-care messages, a whole family approach to weight management and looking at the clients' wider determinants of health prior to commencing the programme.

Participants receive nutritional support and access to our facilities along with a bespoke 12-week exercise programme.

Brio has added a range of activities including spin, circuits and yoga for clients to provide an alternative outlet to weight management, providing peer support and increased community engagement.

CW7 Active Was A Finalist In The Activation Category At The ukactive National Awards.

314 referrals were made into these programmes with a 69% uptake rate. EP Active achieved 53% programme completion at 12 weeks with CW7 Active achieving a 51% completion rate. 86% of all clients lost weight during the programme (55% achieving a 5% loss or more).

This programme is not just focussed on a weight loss approach but a health gains approach. Although clients have reported an average weight reduction of 5.5%, they have also seen the benefits of improving their wider health and wellbeing, for example, more energy to play with their children, improved mental health, less stress and improved sleep.

The University of Chester externally evaluated the CW7 Active programme which identified both distinct strengths and areas for improvement. The recommendations have helped to inform the design and implementation of new weight management interventions across the borough.



“

Like many people, I spent two years of the pandemic working, in my case social care with adults who have learning difficulties. We were unable to go out so most of our days were spent making cakes and even though I knew it was unhealthy, I was in denial about how it was affecting me.

In March 2022, I wasn't feeling very well, couldn't concentrate and feeling depressed that my weight had crept up 12st 9lb. I went to the doctor, and they diagnosed high blood pressure which scared me and made me realise I had to do something! The doctor sent me information about CW7 Active, and this was the start to turning my life around.

Throughout the programme, my health and wellbeing improved, and I was so pleased when my doctor said my blood pressure had lowered so much that I no longer need to take medication.

To date, I have lost 2 stone, I'm more active and my health and mental wellbeing are better than they've been for years.

”

Christine, Winsford

Helping Parents Adopt A Healthier Family Lifestyle.

Cheshire West and Chester Council have a vision to ensure that children in the borough are of a healthy weight.

There had been a gap in evidence-based targeted/tier 2 weight management programmes for children, young people and families. This meant that for most of the children and young people who are identified as overweight and obese through the annual national weighing and measurement programme, there wasn't any follow up access to support families with healthy weight.

In partnership with Cheshire West and Chester Council and the Cheshire and Wirral Partnership NHS Foundation Trust, Brio delivered two 8-week Health, Exercise, Nutrition for the Really Young (HENRY) programmes in Ellesmere Port and Northwich.

The HENRY programme consists of a 'whole family' holistic approach to support parents to provide a healthy start for their children. A key component of the programme is equipping families to achieve and maintain healthy weight.

“

The programme has been really helpful, informative and a great social opportunity! I lost 6kg just by making minor changes and thinking about what we discussed. The creche, which I could not have done the course without, has also helped reduce anxiety about returning to work and leaving my son. Overall, a big thank you.

”

Parent who attended the programme, Ellesmere Port

Preventing Cardiovascular Disease Through NHS Health Checks.

NHS health checks are comprehensive assessments that enable timely identification of risk factors like high blood pressure, high cholesterol, and diabetes and are vital for early detection and prevention of many other diseases.

Previous local uptake on NHS health checks provided by Primary Care colleagues for adults aged 40 to 74 across the borough was low. Brio was asked to deliver community-based NHS health checks to complement the existing primary care delivery as a pilot programme.

Early indicators of this programme demonstrate an increase in residents accessing the screening programme and uptake of NHS Health checks by offering an alternative model of delivery within our Hub sites and community settings.

223 health checks were completed by our staff with 135 clients referred onto services for further investigation as their results exceeded the guideline thresholds set by the Royal Society for Public Health which has helped to reduce preventable health inequalities.

We also took the opportunity to encourage our own staff to review their own health and wellbeing, delivering checks during Brio staff wellbeing days. As a result, 37 Brio staff members were supported to make lifestyle changes including advice on blood pressure, stop smoking support and onward referrals for support with alcohol dependency.

23% Of Clients Had Cardiovascular Disease Risk Above 10%. (5% Had CVD Risk Higher Than 20%)

65 Clients Had High Blood Pressure

4% Of Clients Had An Irregular Pulse

12% Of Clients Had A High Risk Of Diabetes

42% Of Clients Had High Cholesterol Levels

“

I'd had letters from my GP asking me to go for my NHS health check and never gone. I then had my blood pressure taken at Northgate Arena. The results came back high, and staff suggested booking into an appointment for a full NHS health check the following week to recheck. It was still high in my health check appointment, so I was advised to speak to my GP. I'm so glad I did as I am now on medication to lower my blood pressure and I can already feel the difference. Kicking myself I never went before as the GP said it was good that they have been able to get me on medication as I could have been heading for a heart attack

”

Neil, Chester

Reducing Smoking Prevalence.

Tobacco smoking remains the leading cause of ill health, being attributed to a multitude of health issues, including cardiovascular diseases, respiratory problems, and cancer. By delivering effective and evidence-based stop smoking support, the aim is to reduce the prevalence of smoking, thereby decreasing the burden of preventable diseases and improving overall public health as well as supporting residents emotional and financial health.

Brio Wellbeing's smoking cessation work has been recognised locally, regionally and nationally as an example of best practice, with many organisations reaching out for our expertise and guidance. As well as delivering 12 Very Brief Advice Plus on Smoking Cessation training sessions which has helped to support quality referrals into our programmes, we were asked to provide bespoke training as a guest speaker at:

A National Lunch & Learn Session For The British Thoracic Society About How To Improve Uptake For Smokers Using Compassionate Interventions

<https://vimeo.com/714358534/0bb6c9b654>

A Training Session For The New Local Maternity System As Part Of The Transition Into the Tobacco Dependency Treatment In The NHS Long Term Plan

Our free smoking cessation programme is available to anyone who lives in the borough who has used a form of tobacco in the last 2 weeks.

Residents receive support and resources from one of our dedicated Smoking Cessation Practitioners for 12 weeks and have access to free licensed pharmacotherapy as part of this offer. During 2022/23 we hosted 21 clinics per week in a range of settings including GP surgeries, youth & community centres, Children's Centres and Hospitals, as well as our Brio sites.

We received 2,103 referrals, with 1,028 (49%) taking up the service and achieving an annual service quit rate of 59% cessation at 4 weeks.

In 2022/23, for every person Brio supported to quit smoking, we estimate we saved the Cheshire West and Chester borough £3,289 in community, health, and social care costs. The total estimated financial savings equated to Brio's smoking cessation programme was £1,394,880. Our smoking cessation programme has helped to reduce the number of:

Smoking Related Hospital Admissions

People Being Treated In Primary Care Services For Smoking Related Illnesses

Smoking Related Fires

Street Litter Waste By 0.5 Tonnes A year

“

Before I decided to quit smoking, I was smoking around 10 cigarettes a day, more if I was having a drink. Looking back, it was disgusting, and I was coughing all the time. I wanted to stop smoking all together.

The biggest obstacle for me was that smoking was a real habit. The support you get was the best thing about the service, the reassurance you feel knowing that you were getting constant support every week, having someone there supporting you.

I have achieved my aim of becoming smoke free. I would tell someone who was thinking of stopping smoking that you can do it - the support is there to help you quit.

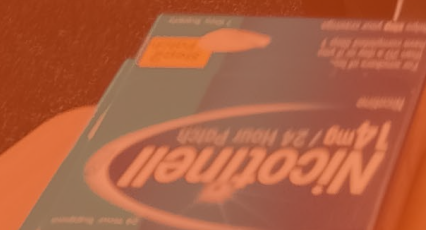
”

Lisa, Ellesmere Port

**I'M PROUD
OF MYSELF!**

GOSMOKEFREE

brioleisure.org/wellbeing



Engaging People In Physical Activity Safely.

Physical inactivity is a leading contributor to various health problems, including heart disease, obesity, and mental health disorders. Exercise on prescription aims to increase physical activity levels by providing tailored exercise plans for people living with progressive co-conditions, enhancing cardiovascular fitness, muscular strength, and mental wellness.

Our 12-week exercise programme includes 1:1 sessions with one of our Health Improvement

Lifestyle Officers who design personalised programmes for residents wanting to engage in physical activity safely.

During 2022/23, 1,361 residents accessed the programme and 31% of clients were exercising 150 mins a week as per the National Institute for Health and Care Excellence (NICE) guidance.

“
I was referred initially due to cancer and can now do so much more and feel so much better within myself. I have connected with people I haven't seen in years. I am now walking the dog more and I can do more gardening since my fitness has improved and this has improved my quality of life.
”

Lorraine, Northwich

Helping People Recover From Long COVID.

“
I have built up my confidence and physical and mental capacity during the programme, which has improved my health and enabled me to begin a phased return to work. The group was really supportive, and I was provided with health and wellbeing advice, encouragement and a safe space to talk and exercise.

I wanted to come into the sessions even when I wasn't having a good day as I knew it would always make me feel better.
”

Debbie, Chester

In 2022 we were awarded funding to deliver a Long COVID recovery programme working in partnership with Cheshire and Wirral Partnership NHS Foundation Trust.

Two Brio specialist health instructors undertook the Long COVID Rehabilitation Exercise qualification and delivered the programme which is based on three main components: Exercise, Education and Emotional Support.

The goal is to increase client's function by improving symptoms of fatigue, breathlessness, reduced mobility, wellbeing, and self-efficacy. The programme consists of 2 x 1-hour sessions per week for 6 weeks.

Brio established partnerships with secondary care and neighbouring local authorities to support patients diagnosed with Long COVID and lung disease and we had a 72% uptake rate with 27 clients completing the programme.

At the end of the programme:

Clients Increased Their 1 Minute Sit To Stand Test Scores By 25%

Mental Wellbeing Scores Increased By 5%

The FACIT Fatigue Scale Measures An Individual's Level Of Fatigue During Their Usual Daily Activities Over The Past Week & Clients Increased Their Scores By 36%

Supporting People Who Are At Risk Of Falling.

As people get older, their risk of falling increases, as do the dangers associated with a fall. But falls and fractures in older people are often preventable.

Our Falls Prevention programme is designed to help keep the Borough's residents standing strong and avoid any unnecessary trips or injuries.

Residents aged 65+ who are at risk of falling receive up to 25 weeks access to our Better Balance classes, designed to improve their strength and balance.

During the programme, residents are issued with supported self-management information and exercises to do safely within their own home so they can continue to build confidence and maintain a good quality of life.

562 referrals were made into the programme during 2022/23 and we had a 56% uptake rate. Clients reported a 13% decrease in their fear of falling from the point of service entry to exit. 100% of clients who completed the programme 'strongly agreed' or 'agreed' that they felt more confident walking than when they first started the programme.

“

I had recently had a hip replacement, so my mobility and balance were poor. I struggled every day and was referred to the falls programme to try and improve this. The class really helped me with my balance and getting in and out of a chair. My strength gradually improved, and this helped me with my housework and everyday tasks got easier. I have gained more mobility and find getting out much easier and my physical and mental health has definitely improved.

”

Kath, Chester



Helping People With Lung Diseases Live & Breathe Better.

Our Pulmonary Rehabilitation programme is a collaborative partnership with the Cheshire and Wirral Partnership NHS Foundation Trust and the Central Cheshire Integrated Care Partnership.

Brio instructors & respiratory physiotherapists deliver 6-week programmes that offers education, self-care management resources, and activity sessions twice per week for those who have been diagnosed with a chronic respiratory condition.

The programme was designed to optimise the capacity of the NHS Respiratory Team to provide pulmonary rehabilitation programmes, allowing for greater flexibility in meeting the needs of patients.

On completion of the programme, appropriate clients are referred into community services, enabling them to maintain the physical benefits gained from the pulmonary rehabilitation and continue to make an improvement in managing their condition.

“

Once I completed the programme, I was referred onto Brio's Exercise on Referral programme and have been attending the gym at Winsford Lifestyle Centre at least twice a week and really enjoyed it.

This programme definitely helped my physical wellbeing, and I am pleased to say that I am achieving more than I thought I could!

3 best things about the programme for me are: 1) Being helped by the team. 2) Learning to ENJOY EXERCISE (who knew!) 3) A general improvement in stamina

I would definitely recommend this programme to anyone who has breathing problems

”

Jenny, Winsford

Increasing Workforce Wellbeing Using Holistic Approaches.

Mindfulness is a reflective practice and a mixture of techniques designed to support people on a journey to greater self-awareness and includes practices such as storytelling, meditation and education. These practices encourage people to experience life in a more sensory way, bridging the connection between the body and mind so they work cohesively as opposed to operating independently.

Brio delivered four 'Introduction to Mindfulness' 6-week courses to over 50 staff members from external workforces with the intention to increase workforce wellbeing using holistic approaches.

98% of participants said they were likely to recommend the programme to others and 60% of participants said they were very likely to use the practices learned in the sessions in the imminent future.

“

I feel very emotional as the Brio practitioners are so good at reminding us that its ok not to be ok and to not be too judgmental of ourselves. It has been really beneficial for me to have an hour each week to learn how to be more mindful and how to live more in the now rather than worry about the future, which I do a lot.


”

Cheshire West & Chester Council Employee

Wellbeing Team Voice Highlights.

We asked the team what they liked best about working in their role...

“




Ruth
Smoking Cessation Lead

I'm constantly developed and always busy. We celebrate when things go well, and when they don't, we work collaboratively to fix and complete a lessons learnt evaluation. As a team, we're all really supportive of each other, get on well and all care about the people we're supporting. It makes the job enjoyable when everyone is working towards a common goal

”

“



Deb
NHS Health Check Lead

I've done many roles in Brio and like the feeling of helping clients and making a positive change to their lives

”

“



Dale
Adult Weight Management Lead

Helping an array of clients achieve a common goal of increasing exercise participation, losing weight and improve their health. It's good to have a wide range of knowledge and expertise within the wider Wellbeing team. It's such a supportive environment

”

“




Tomoko
Health Improvement Lifestyle Officer
(Winsford and Northwich)

Helping people in their journey to make a healthier lifestyle, but meeting people who are inspiring (e.g., staying positive in a difficult circumstances/with a difficult illness etc)

”

“




Amber
Hub Referral Advisor

To talk to people about their health and make sure they are getting the correct support. Couldn't ask for a better team, we all get on really well and always look out for one another and support where necessary

”

“



Lisa
Smoking Cessation Practitioner

Being with people and empowering them to make healthy lifestyle changes that will impact on their emotional and physical well-being. I like to see how clients develop and move forward, even if they don't have a successful quit. There is always something to learn about ourselves

”

“




Gemma
Falls Prevention & Long Covid Instructor

I love interacting with the clients on a regular basis, we build a bond and relationship. I enjoy the focus I have on falls, that I am able to put all my energy into it and this helps keep the stress levels down.

”

“



Anastasia
Hub Referral Advisor

I feel my role is really rewarding. We have the ability to help people make huge lifestyle changes that have a powerful and positive impact on people's lives. It's always nice to hear about their journey when you complete follow up calls. Their transformations physically and emotionally are amazing to hear

”

Our Key Partners.



Our Thanks.

Our impact and achievements would not be possible without the hard work and commitment of our fantastic Wellbeing staff, and we would also like to thank our shareholder Cheshire West and Chester Council and wider partners for their support over the year.

By working in collaboration, co-designing and co-delivering the many services, programmes and solutions outlined in this report we are achieving much more for the wider community, and we look forward to establishing and progressing

new and ongoing partnership working in the future.

Brio Wellbeing are ideally positioned to support the delivery of NHS priorities, including improving outcomes in population health, tackling health inequalities and supporting broader social and economic development through prehabilitation, rehabilitation and preventative services.

We are actively seeking new partners, opportunities for collaboration and innovative ways of working. If our plans, purpose and intent chime with you, please do connect with us and be part of our transformational work supporting the health and wellbeing of residents and communities across Cheshire West.



At the heart of life

 /cheshirechangehub

 @cchangehub

 cheshirechangehub.org

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2022 - 2023