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Respondent

18

Anonymous

146:02
Time to complete

Title and contact details

1. Title of Initiative (please ensure this is a good description of your initiative in no more than 90 characters) *

Torbay Wellbeing Network Group Self-Care Week 2024 – Mind and Body

2. Name of organisation and region (please state context, ie general practice, community care etc) *

The Torbay Wellbeing Network Group in Torbay, Southwest Devon, is an innovative collaborative initiative involving over 340 participants from general practice, statutory services, and VCSE (Voluntary, Community and Social Enterprise) organisations — all working together to support community wellbeing through a joined-up approach.

3. Name of person or team involved in the self-care initiative *

The Steering Group included Katrina Hill, Nici Stanners, Robbie Hamilton, Kevin Dixon and volunteers from the Torbay Wellbeing Network Group facilitated activities.

4. Timeframe and dates of initiative *

14 November 2023: Initial planning commenced with a presentation about Self-care week and the Self-care Forum to the Torbay Wellbeing Network Group (TWNG). 12 March 2024: A collaboration meeting was held with TWNG members, inviting their participation; seven service providers immediately offered their services, and four individuals volunteered to join the steering group. 28 June 2024: The first of four steering group meetings was held to coordinate efforts, structured around the self-care forum 8-point plan. 1 August 2024: Katrina, representing the TWNG steering group, attended the Baby Week meeting to discuss collaborative planning for the initiative. 8 August 2024: Katrina, representing the TWNG steering group, participated in a meeting regarding Carers Surgery Patient Participation Group, incorporating the Self-Care Week initiative. August–November 2024: Activities were planned, coordinated, and collated. Promotional literature was developed and distributed via newsletter, bulletins, posters in community areas and social media to raise awareness of the Self-Care Week initiative and the Self-Care Forum. 18–24 November 2024: The initiative was executed during National Self-Care Week, aligning with the national theme of “Mind & Body”.

5. Contact name for entry *

5. Katrina Hill

6. Contact email for entry *

6. katrina.hill2@nhs.net

About your self-care initiative

7. Describe the problem you were facing and your objective(s) in tackling this. (1200 characters max) *

Our previous self-care week initiatives were delivered by Social Prescribing Link Workers in PCNs, targeting isolation and health inequality. For 2024, we retained this focus but expanded reach through the TWNG collaboration to engage more Torbay residents. Between 2018–2022, there was an 11-year life-expectancy gap for men and a 6-year gap for women between the most and least deprived areas in Torbay and around 27% of residents live in the country's 20% most deprived areas. By prioritising those most affected by deprivation, we ensured activities were accessible and designed and supported by known community organisations embedded in these communities. We also aimed to meet the needs of an ageing population with a focus on living well, not just longer. Torbay's population is significantly older than the England average and this ageing demographic increases demand on social and health care services, so we aimed to improve quality of life, offering tasters during Self Care Week with sustainable follow-up options. By encouraging staff engagement, we aimed to embed self care as a lifelong practice, with staff modelling healthy behaviour and strengthening community connections.

Please enter at most 1200 characters

8. Outline your initiative, explain your planning and execution of the project. (1200 characters max) *

The TWNG launched a Self-Care Week, Mind & Body, initiative from 18–24 November 2024, to promote wellness, aiming to enhance sustainable self-care practices among Torbay residents, focusing on those most affected by deprivation, the ageing population, and service provider staff. Planning began in November 2023 with a presentation to the TWNG. In March 2024, a TWNG meeting invited members to participate. A steering group formed with four meetings starting in June 2024 to coordinate efforts utilizing the Self-Care Forum's 8-point plan. In August, a representative of TWNG attended Baby Week and Carers Celebration and Information Day meetings to support integration. Between August and November, activities were planned and promotional materials developed. The initiative was implemented during National Self-Care Week with activities facilitated by TWNG members, including walks, knit n natter, mindfulness sessions, mandala stone painting, domestic abuse support and an energy advice clinic. The initiative integrated Baby Week and Carers Celebration and Information Day. Post-event qualitative feedback surveys and quantitative provider data evaluated impact and informed future planning.

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9. What were the challenges and how did you overcome these? (1200 characters max) *

Some activities were not fully attended; we faced typical wet and cold November weather for most of the week, which likely discouraged people, especially older residents, from leaving their homes. We also did not directly ask residents which activities they would like to see on the self-care week timetable, so the initiative lacked the grassroots input we hoped for. Another challenge was limited internet access among some residents as much of our promotion relied on social media and email. This initiative had to be incorporated into our usual business practices but effective collaboration takes time to build. We had no funding. To overcome these challenges, we partnered closely with Community Builders and local service providers who have direct contact with residents and understand their needs. We also reached out individually to those without internet access to promote activities and displayed the timetable in public places. We invited our service providers to offer spaces free of charge for activities to take place in, such as Paignton Library. Some activities were outdoors and some indoors to allow for the weather.

Please enter at most 1200 characters

10. Did you collaborate with other local partners, if so, who and why were they chosen? *

The entire initiative was built on an existing collaboration of over 340 members of the Torbay Wellbeing Network Group (TWNG), established in 2021 as a natural evolution from a face-to-face Torbay networking group that paused during COVID. Chosen because the TWNG's purpose is to create stronger connections among services, groups, and organizations across Torbay, fostering a more coordinated approach to sharing ideas, knowledge, and skills to benefit both the network and the local community. This large group includes service providers from statutory bodies, the VCSE sector, and the NHS, all working together across Torbay. We also collaborated closely with Community Builders, who have strong on-the-ground relationships with residents, and PCN staff who understand patients' healthcare needs. Additionally, we worked with a surgery's Patient Participation Group, representing patients, Torbay Carers, which supports over 5,300 registered carers in the area, and Family Hubs Torbay to engage with families. We chose to align Self-Care Week with Carers Day and Baby Week, as their dates conveniently overlapped, making integration easy.

11. Would you describe your initiative as "innovative", if "yes" please tell us why. (800 characters max) *

Firstly, the TWNG itself is truly innovative, bringing together a diverse range of service providers and sectors across the Bay to support one another - and it works! Therefore, this ambitious initiative was innovative because it involved extensive collaboration with a clear, impactful objective across the Bay with multiple service providers working together. A key innovation was integrating two major simultaneous events into the initiative, which not only enhanced promotion of those events but also elevated the profile of Self-Care Week and the Self-Care Forum through their media channels. As a result of this initiative, we have built stronger, more effective relationships with service providers across the community.

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12. Did you use any of the Self-Care Forum's free resources as part of your initiative? Provide details *

The 8-point plan served as the foundation for planning our initiative. We also utilized Top Tips, Twitter chats and best practice ideas. We promoted fact sheets, including health and pharmacy posters, on our social media. Additionally, we shared posts from the self-care forum on LinkedIn and Facebook. To further promote awareness, we encouraged TWNG members to include a self-care week infographic in their email footers.

Impact, outcomes, and evidence

13. Who was the initiative directed at and what were the benefits to the targeted group or individuals? (1200 characters max)

Our initiative was directed at all residents of Torbay, with a particular focus on service provider staff, the aging population, and those experiencing isolation and health inequalities. All activities offered to residents and staff were free, allowing people to try taster sessions without any cost. Residents and staff were connected to sustainable, ongoing activities through supportive local services such as Torbay Family Hubs, Torbay Carers, Phoenix Rising Domestic Abuse Support, JStep low-impact exercise, and Bay Walks. Two local surgeries, Pembroke and Compass House, have now established monthly wellbeing walks, with up to 12 regular attendees each, inspired by the success of the walking activities during Self-Care Week. Feedback from our survey was overwhelmingly positive: 100% of participating residents reported learning new self-care skills, including breathing and relaxation techniques, laughing with friends, unplugging from screens, creative activities like painting mandala stones, increasing their daily walking, and becoming more attuned to their bodies.

Please enter at most 1200 characters

14. Please quantify the impact of your initiative. (e.g. cost improvement, numbers of people helped, time saved) ((1200 characters max))

The initiative incurred virtually no costs and was integrated into business as usual. The steering group collaborated with service providers to develop a timetable of activities, which were organized and facilitated by providers already running similar events. The collaborative effort allowed responsibilities to be shared effectively. Compass House Surgery hosted wellbeing workshops; notably, one activity, led by a patient, had costs covered by the surgery, at £10pp for around 20 staff. However, staff members facilitated a meditation workshop and wellbeing walks for free. Over 50 staff benefitted, participating in two sessions each. At the Carers Information Day, 700 carers engaged with 26 professional stands offering support from organizations such as Your Health, ECOE, Citizens Advice, and Autistic After Hours and one attendee even completed a carers assessment onsite. During Baby Week, Family Hub sessions welcomed 426 children and 633 parents/carers, with ongoing access to this valuable service. Feedback from the initiative, overall, was highly positive, highlighting the importance of self-care and the value of recharging in a supportive group setting.

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15. Do you have formal or anecdotal evidence of success? (e.g. qualitative, quantitative, informal feedback?) (1200 characters max)

There were 700 visitors to Carers Information Day with 26 professional stall and one carer said: 'A great event! I've even had a Carers assessment today that I found really useful. I also received lots of information and advice about support available that I wasn't aware of'. 426 children and 633 parents/carers took part in Baby week, and one participant said: 'I learnt ways to support my baby when they are teething, heard about other events, the importance of singing to my baby and found out about baby sensory.' Another said 'Baby week gave us great start to meet community, socialize, meet other mum's, great people, organizations that ready to help for mum's and baby's at young age; we joined family hub and library.' Whilst we do not have exact figures for each of the other activities, most events had an average of 5-10 participants and from 66 surveys completed, 100% of our participants said that they will practice self-care in the future and one said: 'I would love to come back and do the whole course, I have felt at peace and relaxed. I haven't felt like that in years. This was an amazing day and a break from my head and everything that is going on.'

Please enter at most 1200 characters

Learning and sustainability

16. What was the cost of this initiative in time, money, and other resources? Please be as specific as you can. (1200 characters max) *

We had no dedicated budget for this initiative and relied entirely on the time, skills, generosity and compassion of service providers and network members, and the spaces they could provide, to make it happen. Thanks to the strong existing collaboration, via the TWNG, communication flowed smoothly, and service providers proactively reached out to support the effort. For example, Compass House generously covered the £200 cost of running a patient's mandala painting session for staff, ensuring staff could participate free of charge. This collective commitment was essential in delivering meaningful activities without financial resources. Some of the activities, such as a beach dog walk, only required a facilitator and a local beach with no other resources. We also tagged onto existing activities such as the Torbay Park Run and we aligned Baby Week and Carers Information Day which saved time and improved promotion of all. The steering group members evenly distributed tasks to prevent anyone from becoming overwhelmed; with just four service provider staff involved, the team brought together a diverse range of skills to effectively manage the initiative.

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17. Were there any learnings from the initiative, if so what were they? (1200 characters max) *

Early planning is crucial - getting the timetable out earlier would have increased participation and allowed more time for effective promotion, especially to those without internet access. Co-design matters - not involving residents early in shaping the activities meant the initiative lacked some grassroots input; so, future efforts will include more direct consultation to ensure activities reflect community needs. Digital inequality is a barrier - relying on online promotion limited our reach; older adults, especially, are not online, we learned the importance of combining digital and offline communication methods. Collaboration takes time but is essential - TWNG is already a collaboration but building relationships across other sectors was time-intensive but led to stronger networks, shared resources, and lasting partnerships. Integration with existing events boosts impact - aligning with Carers Day and Baby Week increased visibility and allowed for resource sharing and greater community engagement. Staff wellbeing needs dedicated attention - the positive response from staff to wellbeing activities highlighted the importance of making self-care a priority in the workplace.

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18. Are you continuing to implement the initiative, please give details. (1200 characters max) *

We are sustaining the initiative through key approaches: integration into business as usual – self-care is now embedded in routine service delivery, team meetings, and community engagement strategies. Ongoing activities – initiatives like monthly wellbeing walks, by Compass House and Pembroke House have started following Self-Care Week, with Chilcote Surgery to follow. 8 surgery staff and a patient have been trained by the Ramblers as walk leaders. These walks offer a sustainable, low-cost way to support physical and social wellbeing. Continued collaboration – The Torbay Wellbeing Network Group, with over 340 members, continues to meet, share practices, and foster new partnerships, strengthening cross-sector collaboration. Stronger links to local support – connections to services like Torbay Carers, Family Hubs, Phoenix Rising, Bay Walks, and JStep low-impact exercise remain active, expanding self-care access. Staff wellbeing – Compass House and others offer ongoing staff sessions (e.g., meditation, creative activities), based on strong feedback. Future planning – preparations for the next Self-Care Week are underway, aiming for a more inclusive, community-led, and impactful event.

Please enter at most 1200 characters

And finally

19. How easy will it be to replicate your initiative and do you have top tips to share? (1200 characters max)

Our initiative is highly replicable; designed to be flexible, cost-effective, and integrated into daily service delivery built on collaboration between statutory services, the VCSE sector, NHS, and the local community. It is adaptable to the strengths and networks of any area by using existing activities and aligning ongoing events with a unified message. Sessions were free, volunteer-led, or supported by existing funding but the impact was still strong. Tips: start with strong local relationships and reach out to key service providers who already engage residents. Build a small steering group to share responsibilities and ideas. Plan early, communicate clearly and allow time to develop a timetable of activities and promote them. Listen to your community and co-design activities with residents to ensure relevance and engagement. Use existing events to anchor your week to support promotion, turnout, and resource sharing. Encourage staff wellbeing to strengthen morale and model the importance of self-care. Make it sustainable to link participants to ongoing community services so it is impactful beyond the campaign. Celebrate success and gather feedback to shape future initiatives.

Please enter at most 1200 characters

20. Please let us know the social media addresses of those involved in the initiative.

The main social media addresses for the initiative were: Torbay Wellbeing Network Group Facebook <https://www.facebook.com/groups/365870206327677/> Pembroke Medical Centre Facebook <https://www.facebook.com/pembrokemedicalgroup/> Chilcote Surgery Facebook - https://www.facebook.com/chilcotesurgery/?locale=en_GB Compass House Facebook https://www.facebook.com/compasshousemedical/?locale=en_GB Baywide PCN X https://x.com/baywide_pcn?lang=en Katrina Hill LinkedIn <https://uk.linkedin.com/in/katrina-hill-b7708745>

21. Why do you think this initiative deserves to win the award? (800 characters max)

We deserve to win the Self Care Award because our initiative was innovative, inclusive, and delivered at minimal cost through strong collaboration, promoting self-care across our entire community. We engaged over 340 members of the Torbay Wellbeing Network Group, aligning with Carers Information Day and Baby Week to boost impact. Activities supported older adults, isolated residents, and staff wellbeing, with sustainable links to local services. GP surgeries have since launched regular wellbeing walks. 100% of participants surveyed said they gained useful self-care skills. This model is people-focused, practical, and easily replicable in other communities and demonstrates that self-care can be embedded into everyday life with lasting impact.

Please enter at most 800 characters

22. Do you have an image, materials or weblinks to supplement your application? Please supply no more than 2 images which may also be used to promote your application if successful. Ensure images are square (ie height and width dimensions are the same). Please email information to selfcare@selfcareforum.org including the name title of your initiative (as in Q1).

Yes

23. Your application may be chosen to be uploaded to the "best practise" page of the Self-Care Forum website to share self-care excellence with others who might want to use the learnings in your application. We will also include your email address so that people may get in touch with you. Please confirm your preference below. *

- ☒ I am happy for the Self-Care Forum to add our entry to the website **with** my email address
- ☐ I am happy for the Self-Care Forum to add our entry to the website **without** my email address
- ☐ I would rather our entry was not included on the Self-Care Forum website

24. Would you consider becoming a self-care champion? *

- ☒ Yes
- ☐ No
- ☐ Maybe, I'd like to know more