



Public benefit

As a charity, our purpose is to build a healthier nation, all for public benefit. Through our award-winning hospitals; fitness and wellbeing clubs; healthcare clinics; workplace wellbeing services; and research programmes, we're focused on delivering the best quality outcomes and care.

We believe prevention and awareness are just as important as the cure. Throughout the year we run 'Meet Our Experts' events. Open to all, the sessions are free of charge, and held at different locations around the country. Highly trained experts, from Nuffield Health and our partners, discuss and debate a wide range of health and wellbeing topics, from better sleep and goal setting, to common causes of back pain and cataracts. The events form part of our drive to build a healthier nation, and there's a wealth of content available on our website for those unable to attend the events in person.

In 2019, our fitness and wellbeing clubs delivered 106,000 free, one-hour health MOTs to members. The checks included key clinical tests, such as blood glucose and blood pressure, and time set aside with a specialist personal trainer to discuss fitness

goals. The aim is to identify potential health risks and discuss how an individual's health and fitness can be managed in the future.

We're making a difference through the quality of our outcomes. We believe emotional wellbeing is as important as physical health. In support of this, we offer a range of flexible, online and face-to-face, psychological therapies designed to maintain and improve mental health. In 2019, referrals increased by 69%, year-on-year, with 98% of patients treated showing improved mental health and 88% showing a clinically significant change in their mental health.

During 2019, our Excellence in Employee Wellbeing programme ran a series of thought leadership seminars and roundtable sessions for employers. Delivered free of charge for all, the events give access to experts from Nuffield Health, and our partners, who discuss latest workplace research, as well as health and wellbeing advice, and how to embed the principles within an organisation. Topics included the effects of remote working on emotional wellbeing – a timely subject in view of the lockdown restrictions imposed during the first half of 2020.

We're constantly developing innovative ways to help people remain fit and healthy. Our ability to assist those who can't normally afford or access our services is increasing and, during 2019, we reached over 1.55 million individuals across all our services, including those living with lower resources.

106,000

free Health MOTs delivered in our fitness and wellbeing clubs

98%

of emotional wellbeing patients showed improved mental health

2019 HIGHLIGHTS



1.55m
public reach



“Flagships bring our purpose to life and benefit not just the individual, but also local communities”

Dr Davina Deniszczyc
Charity and Medical Director

Our flagship programmes

Our flagships are a range of free or subsidised services, which address unmet health and wellbeing needs in local communities. In the past year alone, more than 17,500 people have benefited from these programmes, designed to help people get well, stay well and live well through the different stages of their lives.



Joint Pain

Our Joint Pain programme is now running in 48 of our fitness and wellbeing clubs, compared with just four in 2018 when it was piloted. Participants have taken part in the sessions, which aim to reduce pain, increase mobility, and improve mental health by encouraging sufferers to participate in regular exercise.

The effects of joint pain can be debilitating, causing depression and feelings of social isolation. Feedback has been exceptional, with 63% of participants achieving clinically significant improvements. Many of them continue to exercise at our gyms after the structured programme has finished.

Going forward, the programme will be extended to further fitness and wellbeing clubs. A clinical trial with Manchester Metropolitan University will formally evaluate the effectiveness of the Joint Pain programme.

63%

of participants achieved clinically significant improvements

48

sites running Joint Pain



STAMINA research

Prostate cancer is as common in men as breast cancer is in women. Around half of all men in the UK with the condition undergo a hormone therapy called Androgen Deprivation Therapy (ADT). The side effects can cause depression, anxiety and weight gain.

Last year, we partnered with Sheffield Hallam University on a research project looking at the effectiveness of long-term supported exercise, and its impact on the quality of life for men undergoing this treatment.

This is the biggest-ever clinical trial of its kind, and is supported by a grant from the National Institute for Health Research. In light of Covid-19 the exercise programme has been paused until 2021. However, research continues with analysis of data from patient interviews and new ways of delivering the programme are being considered.

1,000

men will take part in the STAMINA research trial

2023

completion of the trial



Relax and Restore

Launched in 2018, Relax and Restore offers a bespoke range of affordable, specifically designed, treatments for people living with, or recovering from, cancer. Using 100% organic products, the treatments are offered to clients at a preferential rate, and carried out by expert beauty therapists at 13 of our fitness and wellbeing clubs around the UK.

The programme was developed in response to the fact that 90% of salons and spas can't treat people with cancer, due to the strict health regulations and specialised training requirements. All our therapists undergo a three-day Cancer Touch Therapy™ course, developed in association with oncologists and cancer specialists.

We're also committed to offering a number of free treatments through our partnerships with local and national charities, including Macmillan, Maggie's and Look Good Feel Better.

13

fitness and wellbeing clubs offered the programme in 2019

300

people received treatments



Cystic Fibrosis

Our Cystic Fibrosis programme started in 2011 in partnership with Great Ormond Street Hospital. Working with 12 NHS Trusts, the programme offers free, tailored, personal training to children aged between 5 and 17 living with cystic fibrosis. Currently 493 young people are taking part in the programme, an increase of 230 over 2018.

The programme has CIMSPA accreditation and received international recognition following European and American Cystic Fibrosis conferences. During the year, we hosted the annual Cystic Fibrosis and Exercise Network conference.

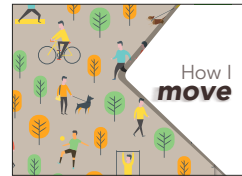
Free, tailored personal training at our fitness and wellbeing clubs is an integral part of the programme. Families of participating children are also offered free membership of our clubs so they can enjoy some relaxation time and focus on their own wellbeing.

493

young people taking part in the programme

12

NHS Trusts partnerships



SWAP

Our School Wellbeing Activity Programme, SWAP, was launched in 2018, following a two-year pilot. A six-week programme for year 6-9 children, it's delivered free of charge by Nuffield Health experts to local schools.

The programme addresses four key areas of wellbeing – how I move, eat, sleep and feel – giving children the knowledge to manage their wellbeing inside and outside of the school. It's hoped that the lessons learned will stay with them throughout their lives.

SWAP goes from strength to strength and by the end of the year over 15,000 children, at 266 schools, had benefited from the programme – a 10-fold increase year-on-year. Several positive endorsements were made in Ofsted reports, showing the impact this flagship is having within the school system and on the children themselves.

The programme has been so successful that, during 2019, we created a School Wellbeing online platform, offering a digital version of SWAP, with downloadable lesson plans and online teacher support. This allows schools outside our immediate areas to benefit from the programme, extending our accessibility and reach.

“During a recent Ofsted inspection, the lead inspector commented on how passionately the pupils could talk about SWAP”

Caroline Knight
Head of School, Thorpepark Academy

266

schools benefited from SWAP

400+

programmes delivered

15,000

children participated in the programme



CASE STUDY

Making a big difference to youngest lives

Caroline Knight, Head of School, at Thorpepark Academy in Hull, believes SWAP is making a difference to young lives.

Nuffield Health Fitness & Wellbeing club in Hull partnered with the school to offer the six-week SWAP programme to year 5 and 6 students. Mrs Knight said: “During a recent Ofsted inspection, the lead inspector commented on how passionately the pupils could talk about the SWAP programme, and how it's changed their perception of how to care for themselves and their own mental wellbeing.”

Year 5 teacher, Mrs Lumb, said the children had been engaged throughout the six weeks. “They

really enjoyed the programme, particularly the sessions that taught them how to make healthy lifestyle choices about food, exercise and sleep.” Year 6 teacher, Mr Richie, echoed this view: “The facilitators were able to interact with children of all abilities, making the sessions extremely enjoyable and easy to follow.”

Responses from the children showed they enjoyed trying different foods, learning about the importance of sleep and doing the different exercises. One pupil said: “I've always struggled to get to sleep and never known why. Now I know the best ways to get good quality sleep, thanks to the SWAP project.” They also loved the booklet and wristbands, produced to remind them of lessons learned.

Wendy Smith, SWAP champion at Nuffield Health Fitness & Wellbeing club, Hull, delivered the programme, along with her colleague Joe Smith. She was delighted with the response: “SWAP aims to give children skills to take them through life. The pupils at Thorpepark were amazing and very engaged throughout the programme, so it's great to hear that they're still as passionate about the things they learned.”

The Ofsted report rated the school ‘outstanding’ for personal development and Mrs Knight feels the SWAP programme contributed to this. “The school is located in a highly deprived area, with 98% of families living with lower resources. SWAP really is making a big difference to our youngest.”

I loved the booklet we were given and each week we got a different colour wrist band to keep

Year 5 pupil, Thorpepark Academy





Top:
Manchester Metropolitan University

Research and partnerships

During the year, we continued to invest in research to develop evidence-based practice to innovate in health and wellbeing design, driving industry leading health outcomes. As data becomes increasingly important across the healthcare sector, we’ve invested in a three-year partnership with Leicester Real World Evidence Unit to share data analytics’ best practice.

As one of the few organisations that records an individual’s exercise, diet, lifestyle, physiological and medical data, we hold one of Europe’s largest, unique data sets.

By utilising anonymised data sets, the partnership will be able to track the impact of interventions and utilise advanced evaluation techniques. This will allow us to identify opportunities for new health services on a macro scale.

Remote working paper

In November, we published a review on how remote working can impact employers and their people. The review, conducted with the University of Manchester and Manchester Metropolitan University (MMU), examines the connection between remote working and stress, wellbeing, health and productivity.

A key finding of the study was that remote working can provide the flexibility to juggle work and home life demands, making it key to attracting and retaining talent. Our studies drew on over 7,000 individuals, from organisations across several sectors.

Manchester Metropolitan University

Nuffield Health continues to grow its Centre of Excellence for Health and Wellbeing, in collaboration with MMU. Building on

a significant research and development portfolio, focused on preventative pathways, this partnership is producing exceptional clinical outcomes and influencing both practice and national policy.

A range of projects were commissioned during the year, including an assessment of the benefits of using virtual reality to support the treatment of anxiety, and the development of a practical guide for universities, taking a ‘whole systems’ approach to emotional wellbeing and health.

The substantial investment into this partnership demonstrates our aspiration to be pioneers in quality healthcare and clinical outcomes.



Evidencing our benefit

As a charity, we exist to provide and develop healthcare services for the benefit of the public. In 2018, we identified Social Return on Investment (SROI) as a robust, step-by-step process to evidence our impact and quantify the social value we create over and above the services we’re paid to deliver.

During 2019, we introduced the concept across the Charity, producing an internal film explaining the purpose of SROI and its importance in showing the benefit generated relative to our investment.

We continued to work with Frontier Economics focusing on strengthening and evolving the framework. In addition, we evaluated how we could achieve a greater

SROI by looking at the balance and scale of our products, in order to increase the social value to our four key beneficiaries – the individual, family/carer, health and social care, and the economy.

Our aim is to set an annual SROI target that all areas of the Charity can work towards. The next step will be to roll out training across the Charity to further embed the concept as an essential element of our investment decisions.

We believe in sharing best practice wherever possible. A report explaining our framework, along with explanations and recommendations on how we calculate our SROI, will be published. This will be freely available, so other organisations can benefit from the work undertaken at Nuffield Health.



Looking ahead

In March 2020, following the outbreak of Covid-19, we paused our flagship programmes due to the closure of our fitness and wellbeing clubs. This will have a considerable impact on the amount of people we reach through these programmes in 2020. As the pandemic continued, we saw a growing area of unmet need for people recovering from the virus. In response, in September we will be launching a Covid-19 rehabilitation programme, in collaboration with the NHS.

“Nuffield Health’s work over the last year to understand, monitor and report its SROI places it amongst the leading charities in the UK”

Matthew Bell
Director, Frontier Economics

