

Treacle[®]



IMPACT REPORT

£2M for BRADFORD

2022-2023

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INTRODUCTION

Sweet and Sticky –how Treacle helps Bradford gain nearly £2million of benefit, AND sustain social prescribing services.

There is a widespread recognition of the transformative potential of social prescribing to enhance people's quality of lives, and health –however, there is also a growing recognition that this potential is being hindered by people struggling to identify suitable providers or services to engage with through this health and well-being mechanism.

Treacle was designed to address this difficulty people experience in identifying information by offering a free at point of access searchable directory.

This study is concerned with how far Treacle has been able to reach, engage, and support people living and working in the Bradford area over the year April 2022 –March 2023.

It also includes data on Treacle's national impact, to explore how far users in Bradford may be experiencing/needing/benefitting from specific types of supports. Treacle has been well received by its users to date based on feedback comments left on the site, however it is unclear how far it is being effective in achieving its ambitions to help people gain more benefit from services, by helping them access support they would benefit from in quantifiable terms. It has therefore commissioned an external consultant to explore this.**

It is anticipated that this social impact study will help it further understand and enhance its model to best scale its reach and impact in the future.

**Adrian Ashton was commissioned to undertake this study – not just for their recognised expertise, but also in offering a robustness and credibility in the findings generated, coming from an objective and independent source. <https://linktr.ee/adrianashton>

Total Minimum Number of People Benefiting

2,351

Minimum Social Value Created

£1,985,068



EXECUTIVE SUMMARY

As a directory of services that supports people to maximise the benefits they can gain through social prescribing, it is apparent that Bradford is gaining significant and above-expected impacts from Treacle being available to individual patients and the professionals who support them: Nearly £2M of combined financial benefits has been created in 2022-3 for individuals accessing the site, different health services, and other bodies such as housing, etc. through nearly 2,500 residents being identified as now being able to:

- Better self-manage their physical health
- Access additional mental health support
- Improve family relationships and parenting
- Better manage personal debt
- Increase volunteering activity in the local community

It is a highly important resource for health professionals being able to best support patients through better signposting to services appropriate to their needs: and in the Bradford area such professionals are more reliant on it than their counterparts are in other parts of the country.

"It's the best resource for any adviser to be able to easily signpost people"

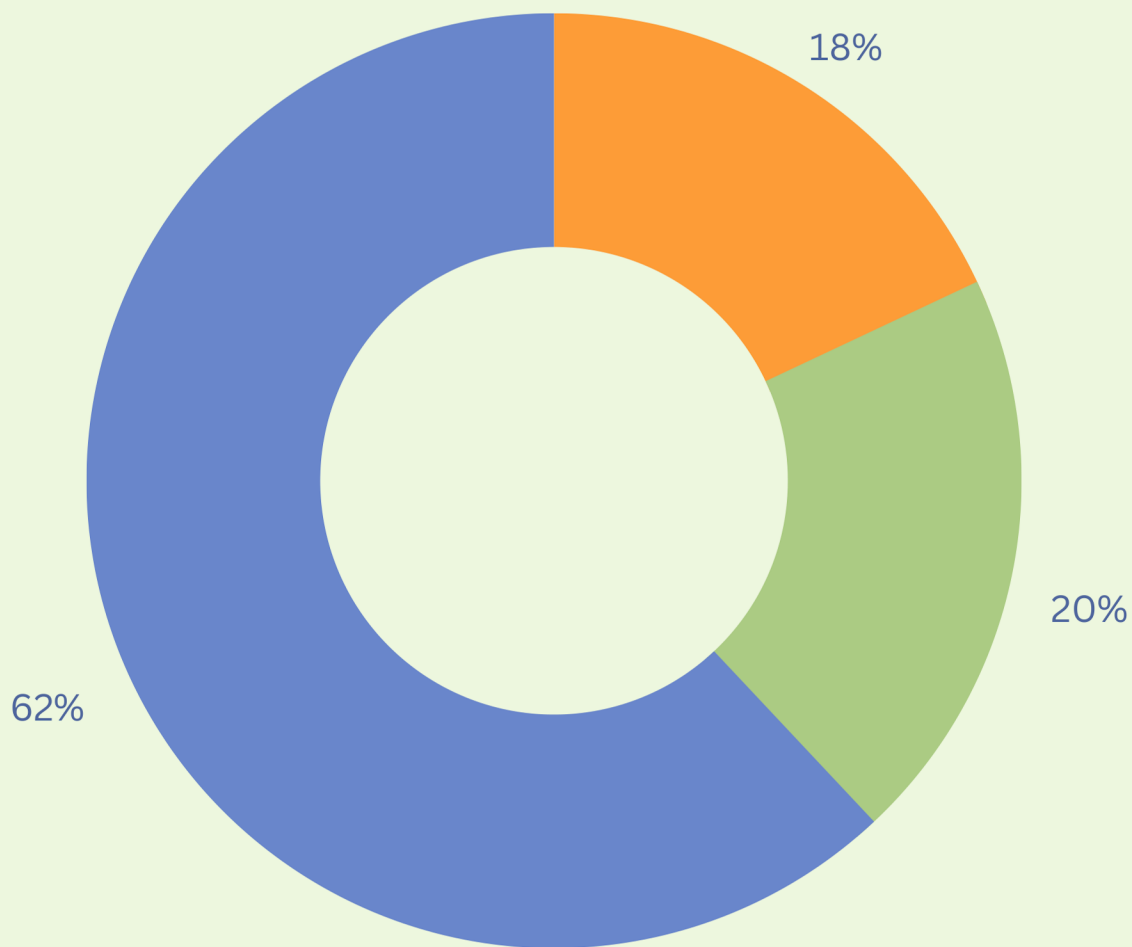
"I encourage GP reception staff to use Treacle to help reduce the pressure on GP appointments."

I'm now aware of the services available to support me

ALMOST £2 MILLION

OF COMBINED **FINANCIAL** BENEFITS

Financial Impact of Treacle in Bradford and Craven 2022/2023



Reduction in demand on agencies £1233,331

Greater financial resilience and independence £348,486

Increase in volunteering activity £397,366



**Over 12,000 users in
the last year**

**3,000 FROM
BRADFORD**

The below table presents an analysis of the site's analytical data for users in the Bradford area over a 12-month period (April 2022 – March 2023), and links this to outcomes and impacts identified from the literature review on social prescribing. It then goes on to offer a tentative valuation of these impacts using recognised national financial proxies.

However, it should be stressed that owing to the site not seeking contact details of users meaning it is not able to follow-up people who have started to engage with services they have identified through it, **the below have been considered on the 'lower end' of the outcomes and impacts that are likely happening** – this is in keeping with the internally agreed principles of social value reporting, which include not over claiming.

With over 12,000 people accessing the site over the 12-month period, nearly 3,000 of which were from Bradford (and the majority of these being first-time visitors), the data below is based on which parts of the site's listings were being searched. **The true extent of the number of people who gained positive outcomes will likely be far higher than is reported here:**



Outcomes gained by Treacle users in Bradford	Number of people gaining outcomes	Impact of these people gaining identified outcomes	Proxy financial value (this represents the benefits to the individual, government, health services, and other stakeholders)	Number of local service providers listed in Treacle
Greater financial resilience and independence	402	8% less likely to struggle to with debt	£348,486	100
Avoid deterioration in long-term conditions	644	38% avoidance of further deterioration in health conditions		170
Increase in volunteering activity	470	26% more people actively volunteering in the community	£397,366	237
Better management of weight	470	16% better management of healthy weight		124
Improved mental health	Unclear	16% self-reported improvement in individual mental health	£5,886	170
Reduction in demand on family agencies through better self-management	364		£1,233,331	330

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Facilitating access to voluntary and community services for patients with psychological problems: a before-after evaluation, Grayer, Cape, Orpwood, Leibowitz, Buszewicz, 2008

HACT value calculator v4_0, value details

Measuring the economic impact of the Wellspring Healthy Living Centre's Social Prescribing wellbeing programme for low level mental health issues encountered by GP services, Kimberlee, War, Jones, and Powell, 2013

National academy for social prescribing website

Self-care social prescribing - Kensington & Chelsea social council and NHS west London clinical commissioning group SROI, 2018

Social and economic impact of the Rotherham social prescribing pilot, Sheffield Hallam university, 2014

Sweet and Sticky – how Treacle is enabling more people to access social prescribing: the social impact of Treacle during the year 2021/2

Tandridge district council wellbeing prescription service evaluation, polley, seers, johnson 2021



APPENDICES



METHODOLOGY OF STUDY

The methodology used, sought to identify the outcomes and impacts Treacle is creating, but also directly address some of the challenges to understanding how these might be attributed to its service model:

- The theories and models to understand how social prescribing can be attributed as a cause of impact for people, and identifying what those impacts are, are recognised as being relatively underdeveloped. This is due to the 'newness' of this approach and the extent of services offered to people.



This challenge was mitigated through referencing academic studies and research, to increase confidence in the analysis of data from the users of the Treacle app; and using national proxies for financial values in extrapolated outcomes and impacts identified, and recognised in literature reviews.

- Treacle operates as web-based signposting service: there is limited tracking of what users do with information they access, who they subsequently engaged with as a service, and the impacts it creates for them.



This challenge was mitigated through a qualitative review of user feedback (this also supported the attribution of outcomes claimed); a quantitative analysis of the website's analytics over a 12-month period; and an extrapolation of the analysis against emergent accepted and evidenced themes and impacts created by social prescribing.

- The analytics of how the site maps visitors' locations is based on specific city and town locations. Also, the analytics service changed the way it captures and reports data in Feb 2023



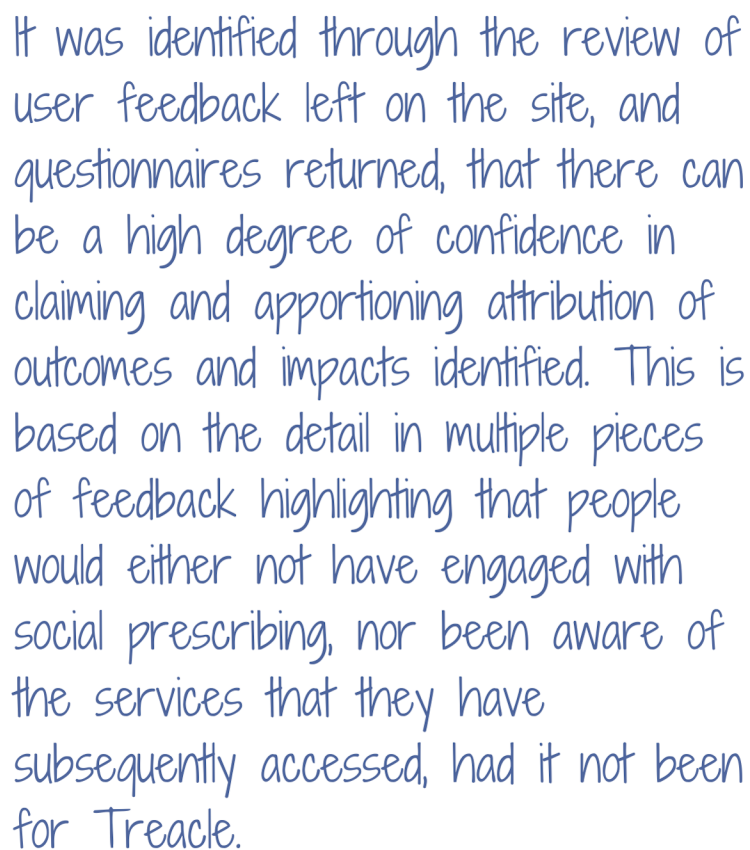
Mitigated by combining data relating to the wider Bradford catchment area including, Skipton, Ilkley, Keighley, Oxenhope, and Shipley, as well as apportioning users for whom analytics was not able to identify a location. Data was extrapolated from the previous 10 months of site visitors and users, on the basis that this represents a clear majority of the period being examined.



FINDINGS

This study has sought to identify and map outcomes gained by people in Bradford, accessing the Treacle service against outcomes already mapped in other studies of social prescribing to date. This was for several reasons:

1. It allows Treacle to better understand its role and function within the wider social prescribing ecosystem;
2. It allows for findings to be more easily engaged with by stakeholders with an interest in social prescribing from their being recognised as pre-existing and commonplace;
3. It starts to allow for external benchmarking to be generated: this can help with future management and development of the service.



It was identified through the review of user feedback left on the site, and questionnaires returned, that there can be a high degree of confidence in claiming and apportioning attribution of outcomes and impacts identified. This is based on the detail in multiple pieces of feedback highlighting that people would either not have engaged with social prescribing, nor been aware of the services that they have subsequently accessed, had it not been for Treacle.



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TREACLE UPDATE

as of
1st June 2023

No. of National Charities	432
No. of Bradford Charities	394
No. of Bolsover Charities	142
Total No. of Charities	968

NUMBER OF CHARITIES REFERRED TO IN EACH AREA AND CATEGORY

