



C.I.C.

*Progressing
Together*

SOCIAL IMPACT REPORT

2021
EDITION





OUR PROFILE

We are First Person Project (FPP), a non-profit social enterprise specialising in providing socially progressive mental health solutions and operating across the Liverpool City Region (LCR). We are a community interest company (CIC) which provides coaching and action support workshops to consumers and businesses with the aim of creating stronger communities, improving mental health and well-being for all. We champion proactive and prevention focused action, drawing upon a variety of approaches to achieve our aims, collaboratively building community networks and positively impacting many areas, including: community asset development, resilience building, decreased need for mainstream services, improved social support and inclusion, reduced exclusion and improving employment opportunities.

MISSION

Our mission is to develop and embed a horizontal community network across the Liverpool City Region to improve mental health as a positive mediator of socially progressive change

- 1) Tackling social injustice - through the skilled employment of developmental tools we improve confidence and support the collective to make positive changes.
- 2) Focus upon health, not illness - by placing an emphasis upon strengths-based approaches, rather than deficit-based approaches.
- 3) Sustainability - whereby communities are established to sustainably thrive on community potential
- 4) Community focused - by creating networks which are focused on asset-based approaches to self-help

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CEO LETTER

Overcoming adversity and progressing together



First Person Project CIC was registered in November 2019, but 31st March 2021 marks the end of our first 12 months of service delivery and it is my absolute pleasure to share our Social Impact results for the period covering March 2020 to April 2021.

This is a time like no other in our lives. The COVID-19 pandemic has impacted everybody and continues to produce uncertainty. COVID-19 has brought bereavement, isolation, loss of income and fear which all contribute to poor mental health and exacerbate the mental health pandemic we were already facing in the UK.

Despite the challenges that we are being faced with every day we continue to adapt and demonstrate resilience to provide ongoing support to our local communities. We have been able to achieve this through socially distanced 1-to-1 mental health coaching and online delivery of mental health sessions to wider groups.

Now more than ever it is vital that we come together and tackle the issues we are faced with. The issues are far too great for one person or one organisation to face alone, only by coming together will we be able to overcome this adversity.

That is exactly what First Person Project has done! Over the last 12 months we have grown our network, both within our organisation and externally, we have reached out to other organisations, public sector, private sector and third sector and partnered with them to support the UK and to improve mental health and wellbeing across our communities. Our team at FPP has grown from 2 to 8 and we are now affiliated with 15 other organisations, both locally and nationally.

I am proud of the way our organisation has risen to the challenges we have been faced with and inspired by how organisations across the Liverpool City Region and across the UK, have come together to work towards tackling the mental health pandemic.

Thank you for taking time to read our social impact report.

Matty Caine
Founder and CEO
First Person Project CIC
#ProgressingTogether

2020/2021
At-A-Glance

1,500
1,500 volunteer hours
logged by FPP team

>200
More than 200 people
benefiting from our
social impact

Awarded the
Social Value
Award

OUR VALUES

First Person Project CIC was born out a desire to improve mental health and wellbeing across the Liverpool City Region whilst simultaneously working towards achieving the social justice that is needed.

The organisation's values are embedded in the company culture and reflected in everything we do.

Inclusion

We provide equal access to opportunities and resources offered to members regardless of their abilities, their background or their lifestyle. We are proud to confirm that we are DWP disability confident committed.

Diversity

We promote diversity, we appreciate the differences between people and treat people's values, beliefs, cultures and lifestyles with respect.

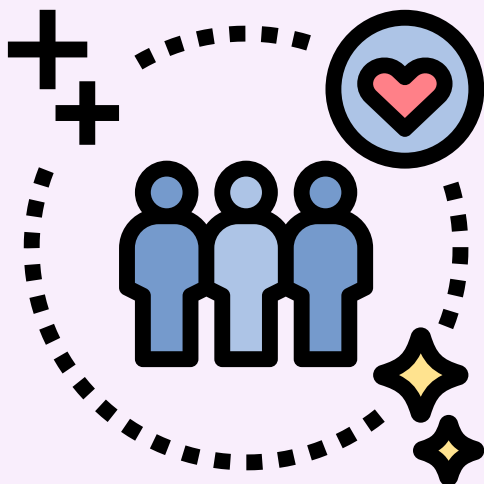
Collaboration

We work with people to help them develop solutions to their problems



Cheshire and Merseyside
Health and Care Partnership

SOCIAL VALUE AWARD



Social Value Award

In 2021 we were delighted to be awarded a Social Value Business Award by Cheshire and Merseyside Health and Care Partnership in recognition of the value we provide across the region.

This award recognises significant contributions to social value across four key areas: Social, Economic, Environment and Innovation.

SUSTAINABILITY

Our Priority Strategic Development Goals (SDG's)

Sustainable Development Goals



We are proud that we actively work towards reducing our carbon footprint. In response to the climate emergency all action plans developed during workshops are reviewed to ensure objectives are all achieved in line with a minimised carbon footprint.

In response to the COVID-19 social distancing measures our face-to-face sessions moved to an online format, which has proved very successful. Where possible we now try to deliver as many of our services as possible via this virtual format to reduce our carbon footprint further and contribute to our environmental objectives.

Outcomes of our workshops have included community clean-up projects and undertaking of local community activities that focus around sustainable efforts. All of these projects have had both a community focus and an environmental consideration.

First Person Project actively works towards the 17 Sustainable Development Goals, with a focus on goals 3, 5, 8, 10, 11, 13, 16 and 17.

In 2020 First Person Project were part of a consultation group supporting the UN with the development of their ongoing sustainability strategy.

DEVELOPING OUR COMMUNITY

First Person Project Team Growth

Over the last 12 months we have grown our First Person Project Team from 2 to 8!

The team contribute experience, knowledge and capabilities to the organisation on a voluntary basis and in return they are able gain new experiences and develop further.

We have offered over 1500 volunteer hours in addition to our formal service delivery.



Matty Caine
Founder/CEO



Johnathan Ormond-Prout
Executive Director



Jane Riley
Mental Health Specialist



Jack Ormond-Prout
Marketing Manager



Michelle Mainwaring
Mental Health Specialist



Danielle Henry
Project Facilitator



David Scott
Mental Health Specialist



Katie Moore
Project Support Officer

Focus on our communities

The First Person Project approach combines a model of socially progressive mental health with the discipline of Asset Based Community Development – focusing on “what is strong” and not “what is wrong”. Our approach promotes the individual capabilities which can positively impact upon the wider capacities of the community, thereby accentuating the determinants of mental health and eliminating the factors associated with mental illness.

In April 2021, we will continue our education by participating in Asset Based Community Development training delivered by Nurture Development, the leading provider of this discipline in Europe.



We have been engaging with local communities in the Liverpool City Region and helping them identify their assets and working with them to build upon the great community initiatives that are already ongoing.

We have also supported other citizens to develop their own social enterprises

Online Community

Website and Blog

We launched an online community blog, inviting participation from anyone with an interest in sharing their stories of recovery and hope in their journey with mental health.

The blog is more than a forum for people to tell their experiences it is a space for them to develop writing skills and their stories as a therapeutic process. The readers receive hope, support and education around different, innovative ways to manage mental health and wellbeing.

**13 Blogs
published
with over
1400
views!**



We are proud to be listed in the Hub of Hope

The Hub of Hope is the UK's leading mental health support database. It is provided by national mental health charity, Chasing the Stigma, and brings local, national, peer, community, charity, private and NHS mental health support and services together in one place for the first time



Strategic Development

Networking

We have been busy networking to maximise the social impact that we can have.

We have a number of new affiliates across the UK and 2 new local delivery partners. In 2021 we will be collaborating on some very exciting projects, including employability support and a mental health telephone support line.

Key national affiliates



Key local affiliates



In partnership with



Department for
Work and Pensions



TESTIMONIALS

We have received lots of wonderful feedback and words of encouragement from our stakeholders and people we have supported over the last 12 months.

Read what people have to say about us....

I can be such a negative person but after speaking to Matty the last few months, I am beginning to look more at the positive things in each situation. I no longer feel ashamed of my mental health struggles and I am beginning to feel more confident in my own skin.

I am so grateful to be working with First Person Project, I am looking forward to making changes within myself to make a better life for me & my children. Thank you Matty!

RK - Mental Health Action Coaching Participant

Huge thank you to First Person Project for all your support and help during our mental health matters event. You gave such an informative important session and I think it showed the real side to the mental health situation we're in. What your organisation offers is amazing and I can only hope anyone who tuned in can reach out to you

LW - The Weight Loss Prep Kitchen

Matty and his organisation have helped me massively giving me the platform to speak out about Pregnancy and mental health. It appears my blog has had hundreds of views so if it has helped one person well that's fantastic, I done the right thing, raising awareness.

HR - Blog Author

Matty held a zoom session for 60 plus staff members from all different parts of the organisation at all different levels.

Matty spoke with credibility, knowledge and passion regarding his own personal journey and his professional journey as a mental health professional.

He gave examples and really life experiences which in turn could be used to help our workforce look after their own mental wellbeing.

The feedback I received following the session was outstanding. We recorded the session for people who couldn't attend and I've since received further feedback praising Matty and the way he connected with the audience.

Thank you First Person Project you have been incredible to work with and I look forward to working with you again in the future.

LM - MacIntyre Care

I have followed First Person Project on social media for a while. I am in awe of the work they do.

I came across this page as I was setting up my own social media mental health support group.

Since setting my own up I approached Matty for advice on how to move my group forward.

I had an idea of creating my group as a social enterprise but did not know where to begin. I contacted Matty and he returned my call within the hour. Matty took time to chat with me and we discussed ways in which I could approach creating a social enterprise. The advice he gave me was valuable, clear and precise, he gave me a starting point, and took time to go through exactly what I needed to do to make it work for me and made things a lot clearer for me.

SM - Social Entrepreneur

PARTICIPANT OUTCOMES

We use a variety of psychometric tools and wellbeing outcome measures to track the progress made by participants of our sessions. These are used to complement the subjective experience of our participants, in line with the empirical literature. We will use the following tools, where applicable:

The Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS)

Brief Resilience Scale (BRS)

Measuring Wellbeing - a guide for practitioners (Centre of Wellbeing at New Economics Foundation)

Subjective Wellbeing Questions (Office of National Statistics)

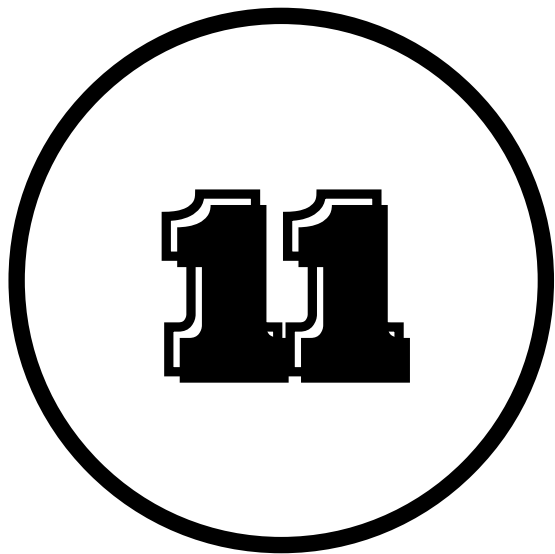
Social Trust Question

Patient Activation Measure - 10

Patient Health Questionnaire - 9 (PHQ-9)

General Anxiety Test - 7 (GAD-7)

We have also developed our own Social Impact Measure using the Big Society Capital Outcomes Matrix



**Average improvement in
WEMWBS scores across all
participants following
mental health action
coaching**

