

CENTRE FOR BETTER HEALTH  
**THE BIKERY**  
IMPACT 2015-2017

All of our  
breads contain  
gluten + may  
contain nuts  
& sesame.

Country Rye  
Sourdough  
S £ 2.70  
M £ 3.80  
L £ 4.50

Sourdough Sticks  
Country £1.90  
country £2.00  
Rye

100% Rye  
£ 4.50  
Volkhov  
£ 6.00

Walnut £3.50  
5 Seed £3.30

Country  
Sourdough  
S £ 2.40  
M £ 3.50  
L £ 4.20





## What's the Problem?

**The current approach** to tackling worklessness has led to multiple interventions designed to help the labour market work better. The majority of these interventions are delivered by Job Centre Plus, welfare-to-work providers and the Work Programme. The Institute for Public Policy Research's 'Condition of Britain Report', June 2014, highlights that: *"The Work Programme, while delivering acceptable results for the mainstream job seekers, is letting down those furthest from the labour market. Whilst one in five mainstream job seekers will find work through the Work Programme as few as one in 20 of those furthest from the labour market will."*

**Locally** the discrepancy of employment rates between individuals with long term mental health needs and the rest of the population remain stubbornly high - in East London and the City, only 16% of mental health service users are in paid work; the London average for adults in contact with secondary mental health services is even lower at 6.1%.

A lack of routine, job skills, and generally the awareness of how to interact and present within a work setting leads to a **loss of confidence and self-esteem**.

For people with health and care needs, there is a **lack of personal support** available from employers and support services helping them to get into and retain employment.

**Many mainstream organisations** such as Job Centre Plus do not provide opportunities for people with higher needs and the job application process is particularly difficult to navigate.

People with health and care needs have identified a **need for additional training and skills**.

## What's Our Solution?

In East London and the City, only 16% of mental health service users are in paid work and evidence shows that the current approach to tackling worklessness is not working effectively in connecting those individuals with the greatest need to work.

The Bikery seeks to address these issues, creatively and collaboratively. The non-profit sector has traditionally been driven by a reliance on philanthropy, voluntarism, and government subsidy. The Bikery turns this formula on its head providing an innovative social enterprise which not only supports people who may not have worked for some time due to mental ill-health but also provides crucial industry experience by linking them to real jobs for real clients. It offers that rare opportunity - a combination of skills development and work experience in a commercial yet supportive environment.

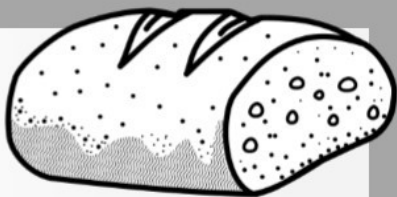
**The Bikery offers** three-month trainee placements, one day a week to adults recovering from mental ill health in our Bakery, Cycle or Polyurethane workshops.

**In the Bakery** each day a team of professional bakers, volunteers, and trainees produce a significant amount of bread and related products for local restaurants and our small retail unit and café. The Bakery was recognised as one of 50 new radicals by Nesta in 2016.

**The Cycle Workshop** trains trainees in cycle maintenance and serves as a place for the public to get their repairs and maintenance done. The shop also sells refurbished bikes and accessories, and has seen considerable growth over the last year. The workshop was shortlisted in the 2017 BikeBiz Awards for the Best Training Provider.

These teams are supported by staff who undertake a range of roles including trainee support and business development creating a **supportive environment**.

61



TRAINEE BAKERS

PRODUCED



QUALITY ARTISAN BREADS

PASTRY & SOURDOUGH PIZZA

32



TRAINEE MECHANICS

BUILT, REPAIRED & SOLD

BICYCLES

100%

PARTICIPANTS

REPORT IMPROVEMENTS IN

JOB SKILLS ✓

MOTIVATION ✓

ROUTINE ✓

CONFIDENCE ✓

SOCIAL SKILLS ✓

17 GAINED  
EMPLOYMENT

16 PROGRESSED INTO  
EDUCATION  
OR TRAINING

SUPPORTED BY

91



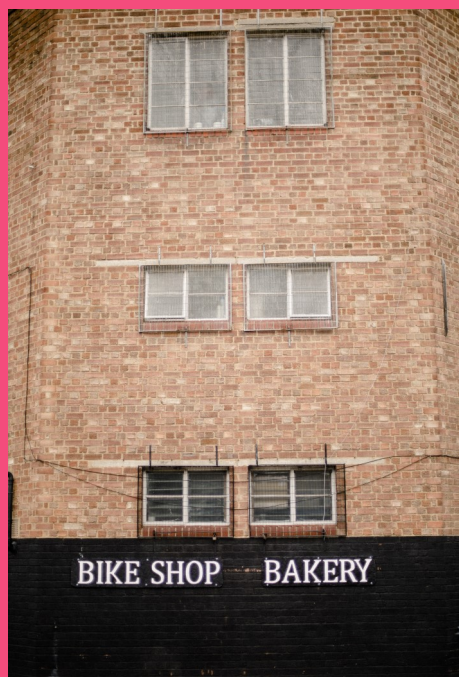
VOLUNTEERS

DELIVERING

11,228

VOLUNTEER HOURS

## OUR IMPACT



Between June 2015 and July 2017, Better Health Bakery and Better Health Bikes (together the Bikery) recruited ninety-seven trainees; Sixty-one have completed their placements with a further thirteen currently on placement and six on hold. One failed to start and sixteen failed to complete. Of the sixteen who failed to complete, five moved into paid work or other training during their placement, and two were hospitalised. The Bikery has tracked the progression of the sixty-one trainees who completed their placements and three participants who moved into work prior to their placement finishing. Sixteen of the trainees have progressed into further training or education; seventeen into full, part-time or self-employment or into a paid internship, thirteen into further volunteering, six are seeking further training or employment and twelve showed less or no movement. Using before and after surveys all trainees reported significant improvements in job skills, motivation, routine, confidence, and social skills.

Volunteer placements last up to one year and every day CBH needs two volunteers in the bakery and one in the bicycle workshop. Altogether, sixty-nine volunteers finished volunteering during the period. The outcomes for volunteers were also strong with thirty-three moving into full, part-time, or increased working and two setting up their own social enterprises.

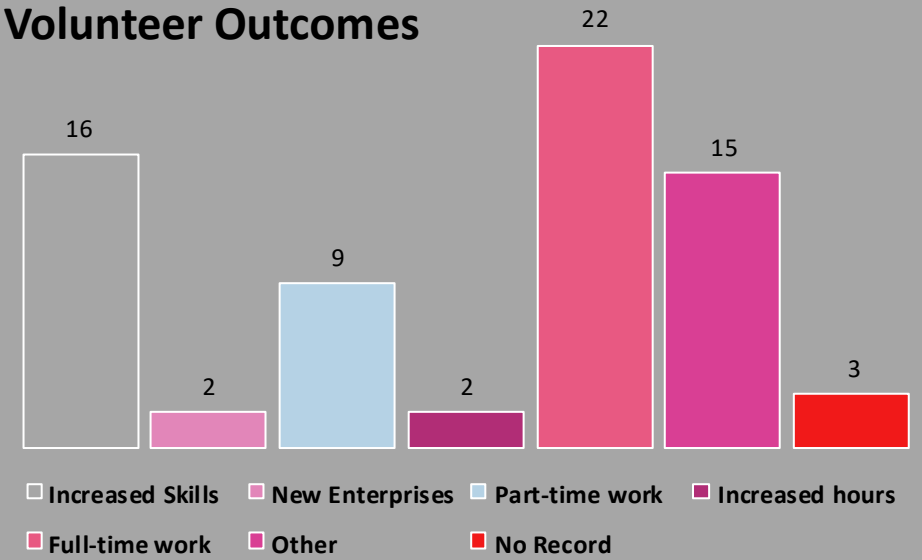
*The culture, support, and environment created at the Bikery alongside the model of delivery and, in particular, the chosen medium of sour dough and baking seem to have created a unique and powerful model of community that is giving confidence and skills to those recovering from mental ill health. The combination of learning to bake or fix bikes, being hands on with the sour dough, being a supported and valued member of a team, delivering a tangible product in one day, and getting to share some of the bread with friends or family seems to be a hugely successful formula for trainees and volunteers alike. Focussing on the needs and interests of Hackney's locals and restaurateurs, the Bikery is building a growing business alongside buy-in to what they are doing with a growing community of supporters and friends. We consider The Bikery as one of those projects that has developed 'ecosystems' that support each other - a model project that many could learn from. A social enterprise that is income generating, providing quality food (and bike repairs) to the local community, with significant trainee and volunteer benefits, a community of clients and supporters, supporting the Centre for Better Health in its mission. We believe it has huge potential to continue to learn, improve and diversify.*

*Mobilise Public Ltd. June, 2017*



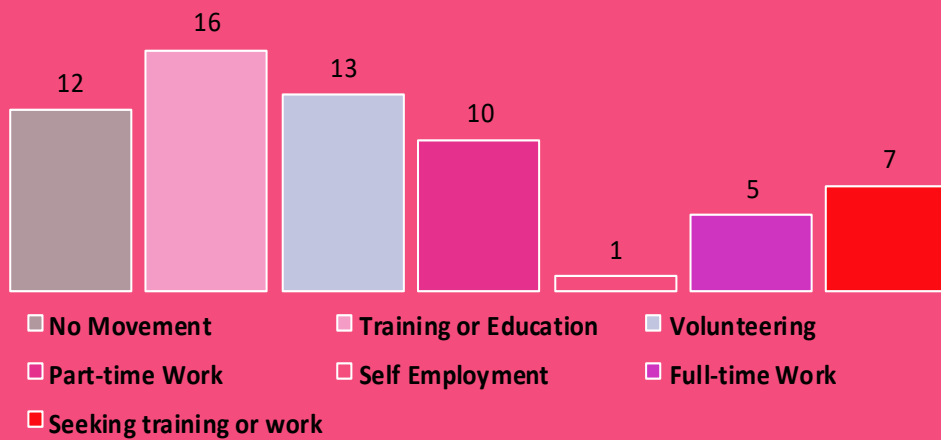


## Volunteer Outcomes



Outcomes of volunteers who completed placement June 15 - May 17

## Trainee Outcomes



Outcomes of trainees who completed placement June 15 - May 17



# SOCIAL RETURN ON INVESTMENT

We calculated the social value of the outputs achieved by the Bikery from June 2015 – May 2017 using the HACT Wellbeing Calculation approach\*. The following measures were used to calculate this value:

What is the activity?	Associated outcome / value	Evidence you need to apply the value
Volunteering at Bikery	Full-time employment	Record of individuals moving from unemployment into FT employment
Volunteering at Bikery	Self-employment	Record of individuals moving from unemployment into self-employment
Volunteering at Bikery	Part-time employment	Record of individuals moving from unemployment into PT employment
Volunteering at Bikery	Regular volunteering	Record of individuals with regular voluntary position
Trainee Placements at Bikery	Full-time employment	Record of individuals moving from unemployment into FT employment
Trainee Placements at Bikery	Self-employment	Record of individuals moving from unemployment into self-employment
Trainee Placements at Bikery	Part-time employment	Record of individuals moving from unemployment into PT employment
Trainee Placements at Bikery	General training for job	Record of individuals attending training
Trainee Placements at Bikery	High confidence (adult)	Relevant survey question

The net cost of running the Bikery over the two year period (after funding and revenue generated) was £167,499. Without the measure for improved confidence of trainees, the net benefit (value of the outcomes minus the net cost of running the Bikery) is £614,552 producing a cost to benefit ratio of 1:4.7. Of the net benefit £492,319 is derived through outcomes achieved by the volunteers compared to £122,233 produced by the trainees. Including the measure for improved confidence, the net benefit is £1,131,434 producing an overall cost to benefit ratio of 1:7.75.

\*Title: Community investment values from the Social Value Bank Authors: HACT and Daniel Fujiwara ([www.hact.org.uk](http://www.hact.org.uk) / [www.simetrica.co.uk](http://www.simetrica.co.uk))

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