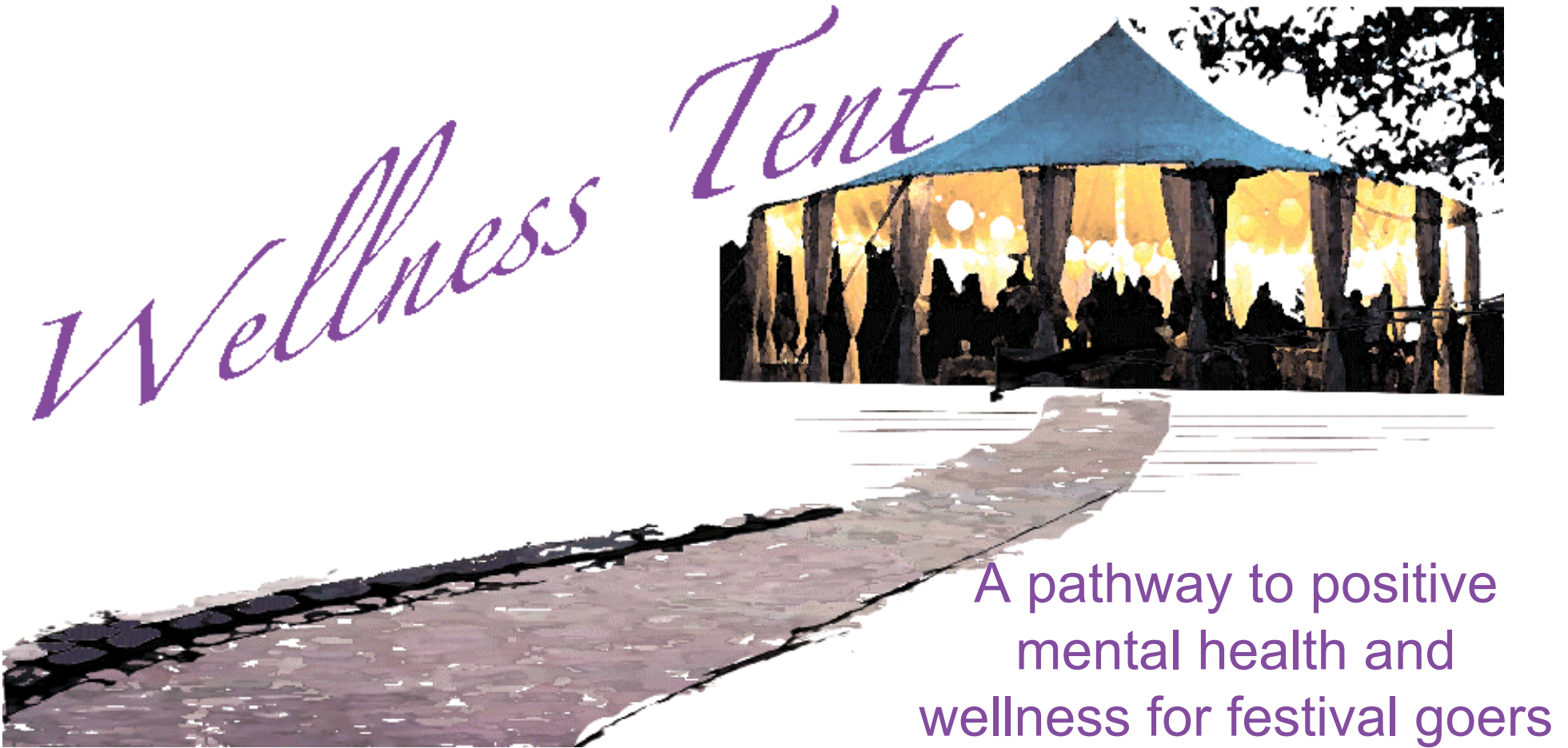


# Project Presentation





COMMUNITY INTEREST COMPANY

## About Us...

Social enterprise well-connected with UK  
**Health, Care** and **Wellbeing** services

### **K**nowledge

creative events  
management and  
young people's  
celebrations

### **S**upport

specialist project  
management to  
help welfare  
services achieve  
their goals

### **L**earning

courses and  
workshops to help  
people provide  
support to adults  
and young people



COMMUNITY INTEREST COMPANY

# Project Team



**Candy Willems**

**Marketing and Communications  
Consultant**



**Kevin Skinner**

**Managing Director**



**Andy Rooney**

**Mental Health Sponsorship  
Consultant**



**Myriam Piluso**

**PR & Communications  
Assistant**



**Semia Azaiz**

**Events Director**



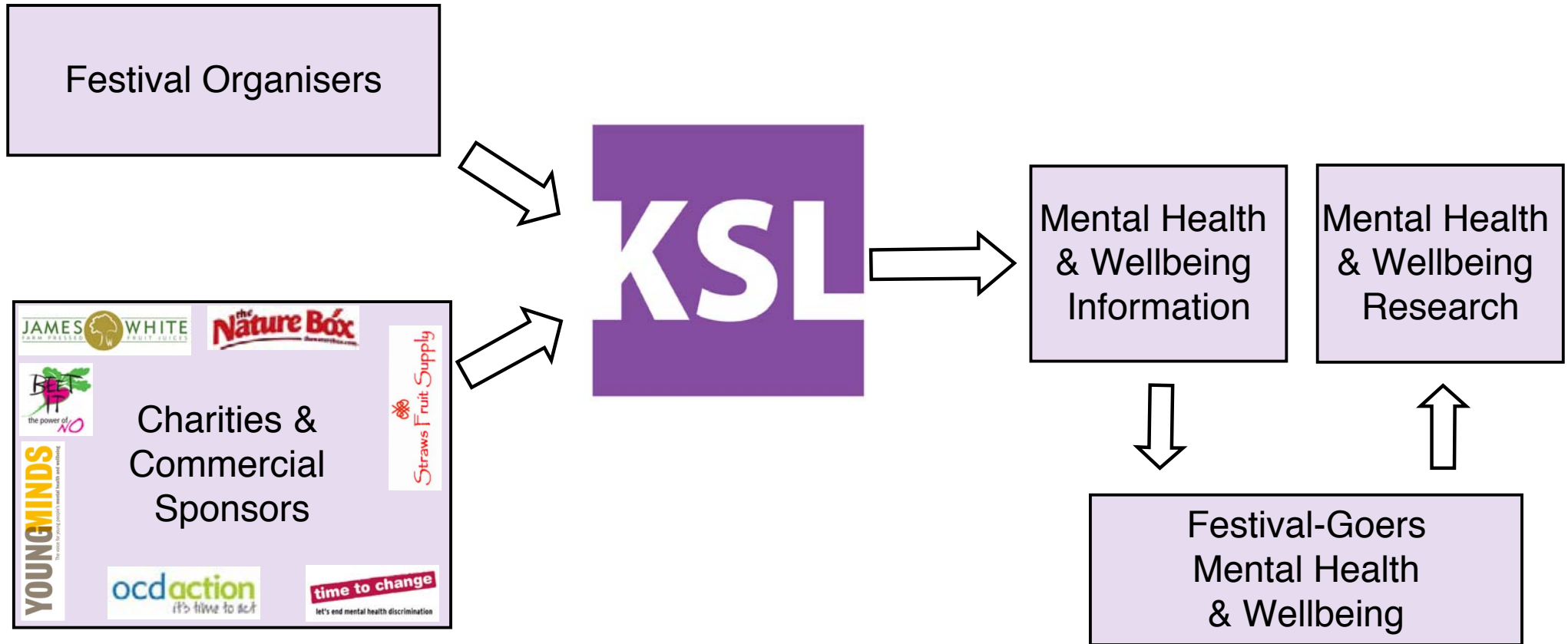
**Nick Coulter**

**Director of Mental Health  
Training**



COMMUNITY INTEREST COMPANY

# KSL as Intermediary



# The Problem

Depression is a common condition.

NICE say it effects nearly **1 in 6** people in the UK at some point in their lives

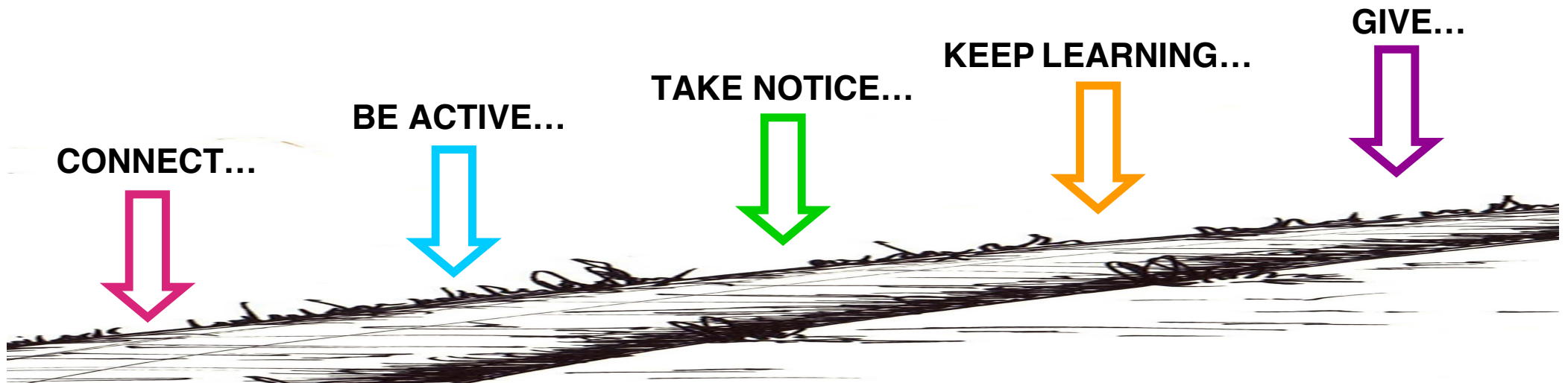
For those aged **15-24** suicide is the **2nd most common cause of death**

In **2005** the cost of mental health problems was greater than that of crime and all monies spent on the NHS and social services in the UK

People aged **16 to 28** in UK: Between **1/10-1/6** are experiencing diagnosable MH problems

Mental disorder and self-harm constitute around **23%** of burden of illness in the UK

# The Solution: Pathway to wellbeing


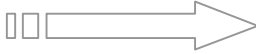



**[neweconomics.org](http://neweconomics.org)**

The New Economics Foundation was commissioned by the UK Government's Foresight Project to review the inter-disciplinary work of over 400 scientists from across the world. The aim was to identify a set of evidence-based actions to improve well-being, which individuals would be encouraged to build into their daily lives. They identified this set of five evidence best actions.

# The Interaction

Our pathway to positive mental health and wellness for festival goers involves:

- **Awareness**  Give them free Whatif cards: 10 sponsored, 10 KSL health information
- **Market Research**  In return for basic contact details for survey follow-up
- **Engagement**  With interactive activities and/or complimentary refreshments

- Innovative promotional tool
- Creative design
- Pocket size
- Tangible



- Fun and interactive
- Creates awareness
- Provides valuable information
- Draws attention



COMMUNITY INTEREST COMPANY

# The Media

## Whatif Cards

## Social Media Links

### Standard

10 cards for:

- Event information
- Promoting main sponsors + QR codes =>

- Hyperlinks to event site, project page and main sponsor sites

### Choice

10 cards for:

- Promoting mental health & wellbeing resources
- 1 QR code/page =>

- Online public health and wellbeing information
- Downloadable documents

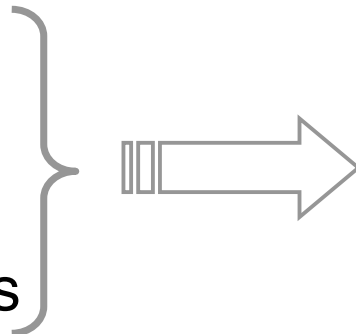
# Business Model

## COSTS

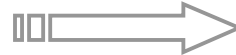
- Space at festivals
- Tent & equipment



- Entertainment
- Refreshments
- Whatif cards
- Online communications



- Public service information
- Tent staffing
- Project management



## SPONSORS

**e.g. Live Nation UK**

**Other Sponsors  
(Charitable & Commercial)**

**DH & Public Agencies  
Open Society & Volunteers  
KSL & Partners**



COMMUNITY INTEREST COMPANY

# Download Festival Donington Park 10-12 June 2011

**750** is the approximate number of Whatif card packs we gave away to festival goers

Visitors numbers inside the Wellness Tent were **551**

**369** is the number of complete surveys submitted



COMMUNITY INTEREST COMPANY

# Tent



June 2011

3space, The Courthouse • 40-43 Chancery Lane • London • WC2A 1JQ • UK  
Tel: +44 (0)20 3051 7717 • E-Mail: [info@ksl.uk.net](mailto:info@ksl.uk.net) • Web: [ksl.uk.net](http://ksl.uk.net)

12



COMMUNITY INTEREST COMPANY

# Whatif Cards & Sponsors



June 2011

3space, The Courthouse • 40-43 Chancery Lane • London • WC2A 1JQ • UK  
Tel: +44 (0)20 3051 7717 • E-Mail: [info@ksl.uk.net](mailto:info@ksl.uk.net) • Web: [ksl.uk.net](http://ksl.uk.net)

13

# Bands



**Make This Relate**

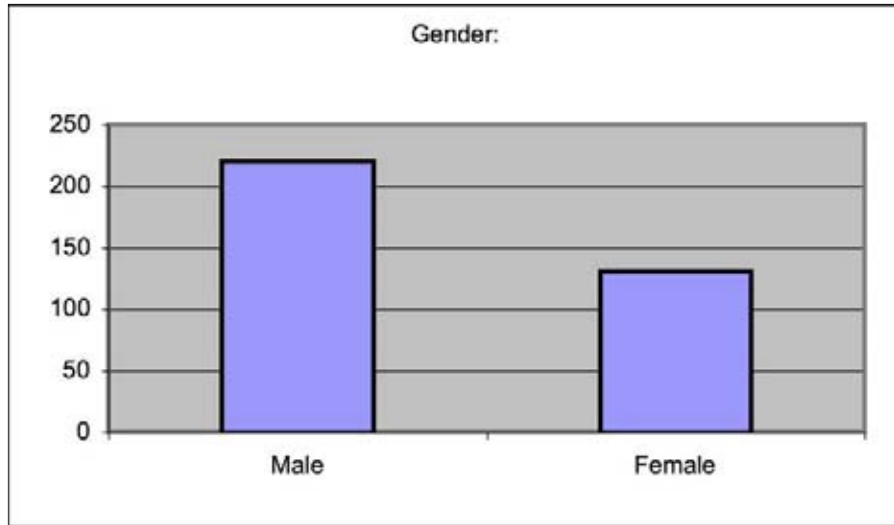
**Dear Superstar**



**Skeletal Damage**

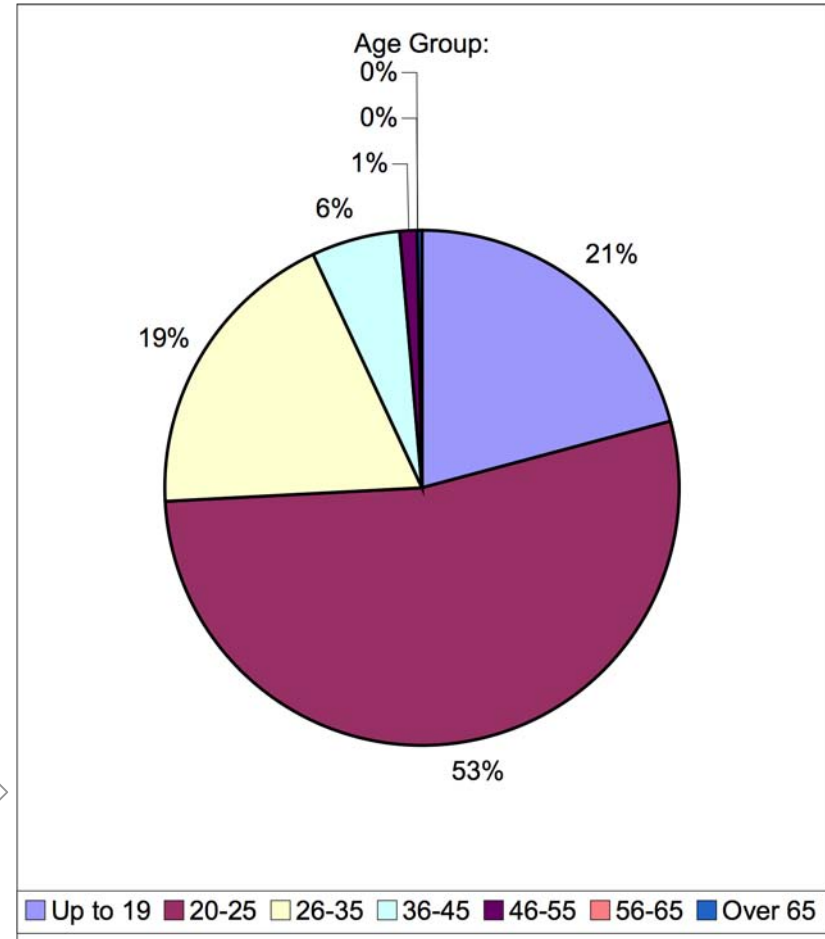
# Survey Results

## Gender/Age Group



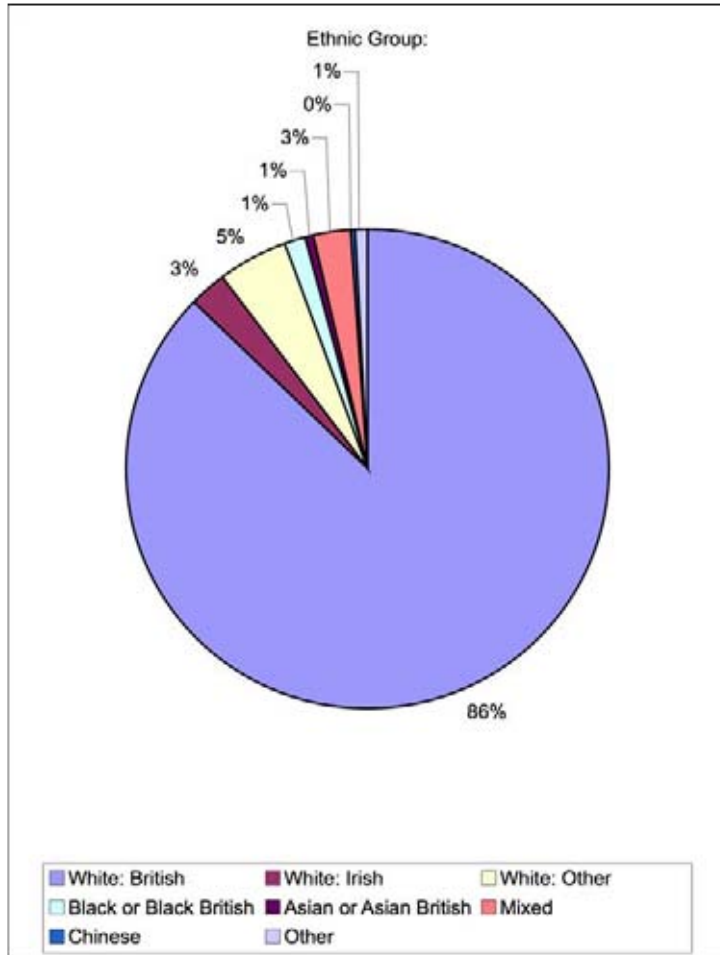
There were more males participants

74% of participants were aged 25 or under



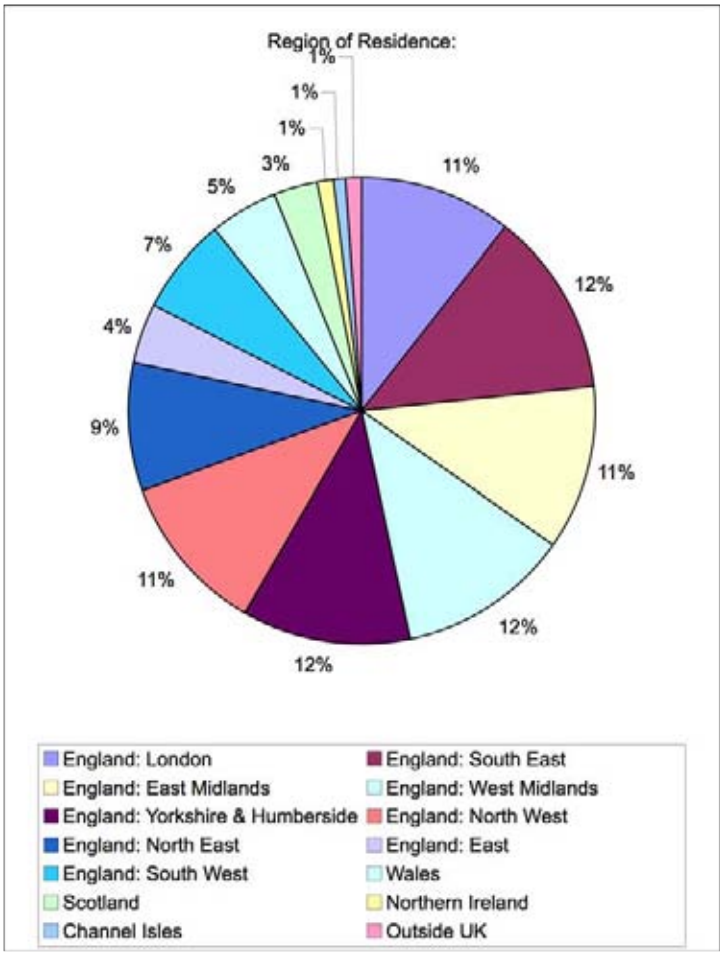
# Survey Results

## Ethnic Group/Region of Residence



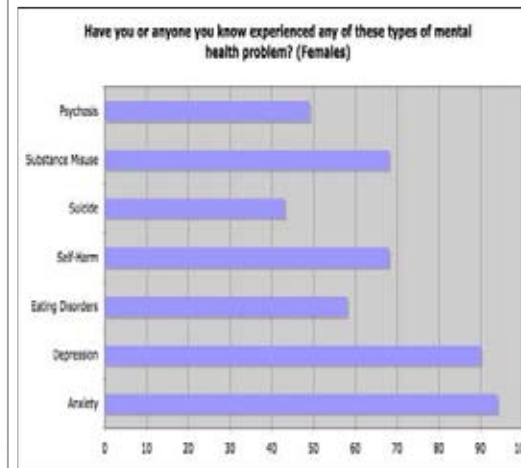
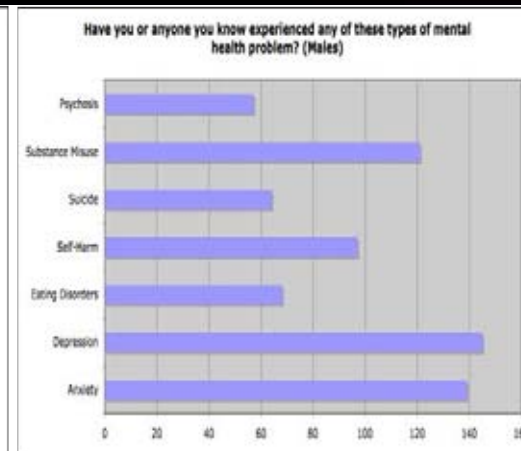
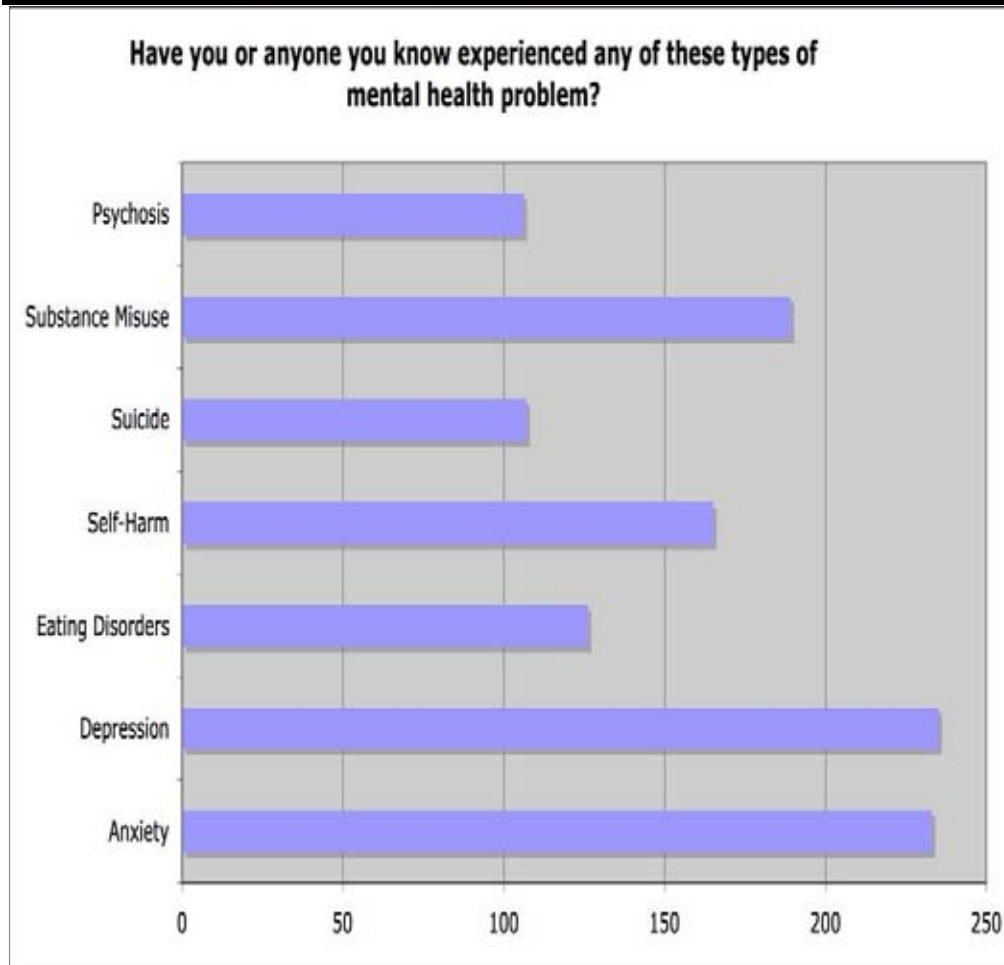
- The great majority were British
- Ethnic minorities were 1%

The distribution around the UK was highly proportionate



# Survey Results

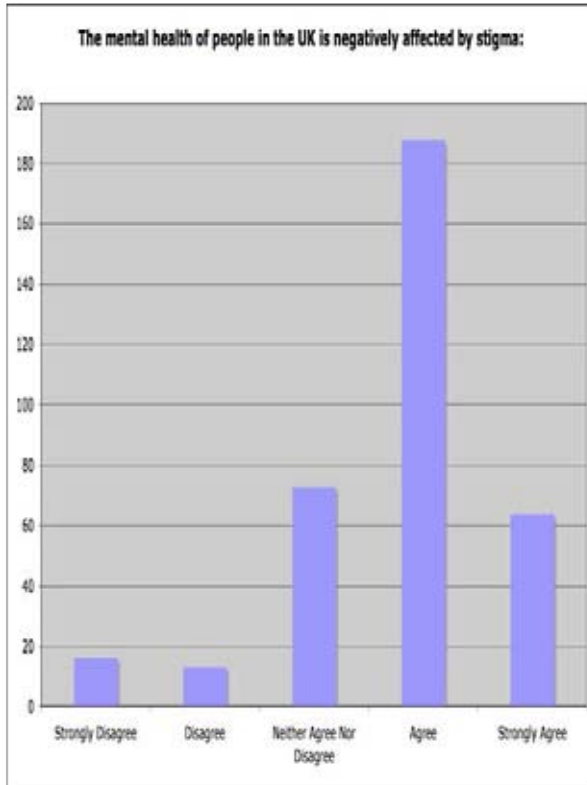
## Mental health problem experiences



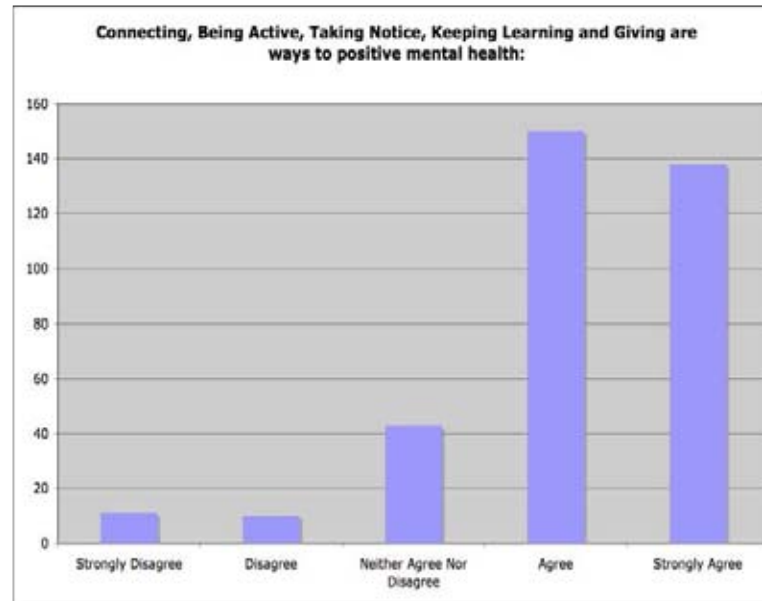
- Males assigned Depression (145) as top problem, followed by Anxiety (139) and Substance Misuse (123)
- Psychosis (57) was last

- Females assigned Anxiety as top problem (94), followed by Depression (90)
- Substance Misuse and Self-Harm (68) came equally
- Suicide (43) was last

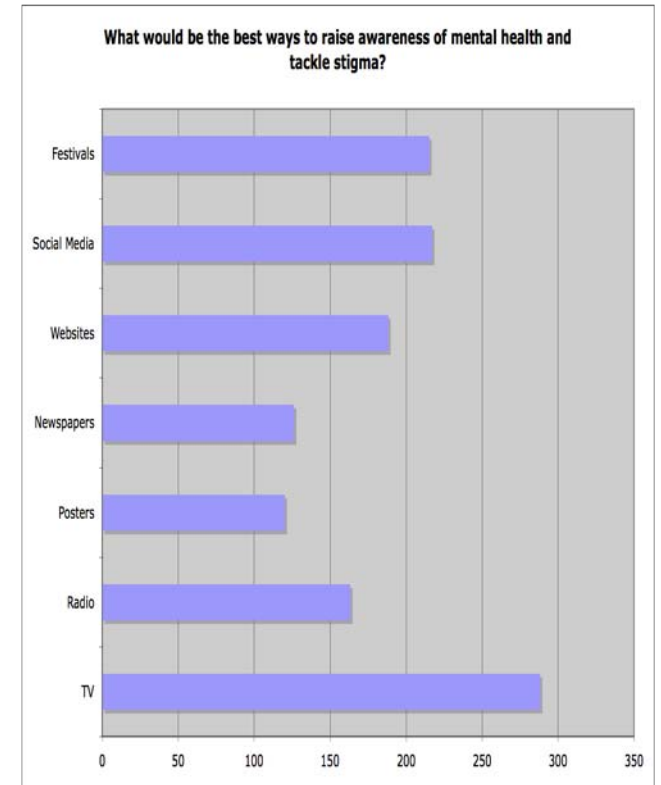
# Survey Results Tackling Stigma



Most of the participants agreed on the negative effect of stigma



The vast majority agreed with the five ways to positive mental health



TV, Festivals and Social Media were seen as the most important media for awareness raising



COMMUNITY INTEREST COMPANY

# Conclusions

1. Festival goers were our target demographic in terms of age and region
2. The KSL tent team were highly successful at engaging festival goers
3. Trading healthy produce for on-the-spot online survey completion worked well
4. Most festival goers saw the Whatif card packs as attractive and useful gifts
5. We grasped plenty of promotional opportunities for partners and sponsors
6. The survey was a significant size and produced some helpful statistics



COMMUNITY INTEREST COMPANY

# Project Presentation

Thank you for your  
consideration

