

THE SLEEP CHARITY

# SLEEP TALK

JULY 2021



[thesleepcharity.org.uk](https://thesleepcharity.org.uk)

## OVER HALF WAY!

Wow, where has the first six months of this year gone? It's been another great period of growth for the charity with lots of exciting projects lined up for the next six!



## WORKPLACE SLEEP AMBASSADORS

**Our pilot programme – Workplace Sleep Ambassadors – has just been completed and we were delighted with the calibre of organisations who signed up and took that first step in helping colleagues to sleep better.**

Vicki and Lisa were professionally filmed in May for the online learning module before hosting live sessions with the 40 attendees. We are currently collating feedback so that we can see what needs reviewing or amending before we launch this nationally in September/October.

Here's an amazing quote from one of the attendees:

*"The Workplace Sleep Ambassador training has provided me with the confidence and the understanding to help people within my workplace empower sleep. Within the first week of completing the course we are already having discussions around sleep in meetings with key stakeholders within the business. Discussions have also started about creating a 'Health & Wellbeing Hub' with information on sleep being the main focus. I would highly recommend the Workplace Sleep Ambassador training for all businesses."*



## DONCASTER SLEEP SUPPORT

**We also finalised our Doncaster Sleep Supporters training too.**

Thanks for funding from The Doncaster VCFS Fund, we were able to offer bespoke 'Sleep Supporters' training and a resources toolkit to 25 practitioners – volunteers or employed staff – from statutory or voluntary sector organisations. Vicki and Lisa recorded some online learning material before hosting live sessions for those who had been selected.

# JULY BULLETIN



## TUTTI FRUTTI LAUNCHES

We've been working with Leeds-based children's theatre company Tutti Frutti and Sheffield Children's NHS Foundation Trust to launch the first ever audio play 'Sweet Dreams' – written by one of the UK's leading young people's playwrights, and themed around the wonders and benefits of sleep.

Sweet Dreams was originally intended for the stage, but the company's initial plans had to be put on hold last year and then adapted in the face of the Covid-19 pandemic.

Both Vicki, Claire and Helen recorded podcasts to support the launch too, and our ambassador, Zoe Salmon, kindly gave her time to present the podcast. Professor Colin Espie from Oxford University was also a podcast guest.



## ACCREDITED LIVING WAGE EMPLOYER

We are delighted to announce that we are accredited as a Living Wage Employer. We recognise the hard work of all our team and believe that it is our responsibility to ensure that employees can earn a wage which is enough to live on.

Our Living Wage commitment will see everyone working at the charity receive a minimum hourly wage of £9.50 in the UK or £10.85 in London. Both rates are significantly higher than the government minimum for over 23s, which currently stands at £8.91 per hour. The real Living Wage is the only rate calculated according to the costs of living. It provides a voluntary benchmark for employers that wish to ensure their staff earn a wage they can live on, not just the government minimum. Since 2011 the Living Wage movement has delivered a pay rise to over 250,000 people and put over £1.3 billion extra into the pockets of low paid workers.



## WINNERS!

We were over the moon to scoop a top accolade at the Social Enterprise Yorkshire & Humber Awards. We were crowned the winner in the Social Enterprise of the Year category. The award recognised organisations who demonstrated an outstanding track record of delivery, growth and innovation. A brilliant recognition of the hard work of the team over the past 12 months during a very difficult period.





## VICKI IS A PILOTLIGHTER, A TRUSTEE AND AN ASSESSOR!

**It's been a busy couple of months for Vicki. Firstly she was invited to be an assessor for the Royal Society For Public Health Awards, so was assessing entries in June with winners announced in October. It was a great opportunity and gives us valuable insight into award criteria as well as networking opportunities.**

If you didn't already know, Vicki is a devoted Barnsley football fan and was delighted when she was appointed a trustee for Reds in the Community - You REDZZZZZZ!

And last but certainly not least, Vicki has also been selected as one of the 21 driven and ambitious Pilotlighters to join the Pilotlight charity via its Ignite Initiative. Each person will be matched with three other senior leaders from the public, private and charity sectors, forming teams to support charities who have come to Pilotlight in need of strategic input. Another fantastic opportunity for Vicki to develop her own coaching skills but also explore strategic development of other charities in depth and learn from this whilst extending the charity's network of contacts significantly



## WELLBEING IN THE WORKPLACE

**We conducted our first wellbeing survey in June with our workplace wellbeing champion, Lisa and our trustee responsible for welfare, Robert Keniwell.**

While the charity has taken some really positive steps in a short space of time, we wanted to remain committed to continuing to improve staff engagement and to make sure staff members feel valued, recognised and appreciated. Providing the team with a great place to work and development opportunities will enable the charity to meet our ambition of providing world class sleep support to our beneficiaries.

As part of our new Workforce Development Strategy, staff are asked to take part in an anonymous survey twice a year so that we can understand and measure all of the above.



## TALKING SLEEP NATIONALLY!

**We've been awarded over £250,000 in National Lottery Funding to support a new wellbeing scheme, The Sleep Talkers Project that starts from 6th September and includes recruiting for two new members of staff.**

The two-year project will aim to improve the wellbeing and health of 3,750 beneficiaries and 1,250 Sleep Talker volunteers by providing community-based sleep intervention, delivered in the community by trained sleep champions. We estimate that on average each person trained will support five Sleep Talkers who will, in turn support three people to improve their sleep during the project.

Other key goals of the project include reducing feelings of loneliness and isolation, improving mental wellbeing and growing the network of Sleep Talker volunteers, as well as those who can access support through the project.

# JULY BULLETIN

## TEEN SLEEP HUB - MAY UPDATE

**Our funding for the Teen Sleep Hub came to an end at the beginning of June and we are absolutely delighted with how successful the project has been, with the end result being more than 33,000 downloads of the eBook.**

In May, Lisa and Phil were busy working on our final campaign 'Healthy Lifestyle Swaps'. The campaign ran on social media, consisting of a video and graphics, and there was a mail out to more than 3,000 secondary schools with posters and graphics.

To date, 213 packs have been downloaded by schools and organisations working with young people.

The Teen Sleep Hub will continue to operate and be promoted through social media.



## IN STATS - JULY UPDATE

**Here are some key stats about the accessibility and downloads since the start of our campaign in October 2020.**

Total site visits: **21,495+**

Total sign-ups: **1,550+**

Total downloads: **33,000+**



# JULY BULLETIN

## TRAINING AND WEBINARS

**In the pandemic last year, our training and courses income just disappeared. We had to quickly adapt and move things online so that we still had something to offer.**

Going online has opened up so many more opportunities. While face-to-face is still important, we've had delegates from overseas attending our courses – something that wouldn't have happened before.

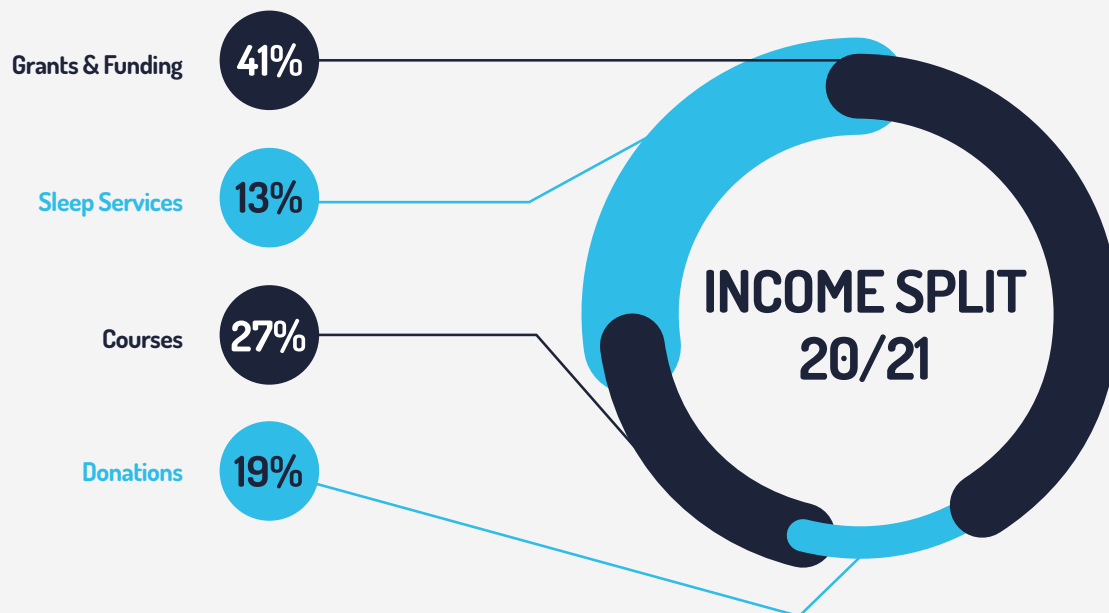
Our webinars for corporates continues to develop and there are four booked in over the next month, with four in the pipeline.

This month we have completed the Day 3 training for our two May courses. There were over 35 delegates on the first course. The second course was put on specifically for Chesterfield CAMHS team and it was a pleasure to train them.

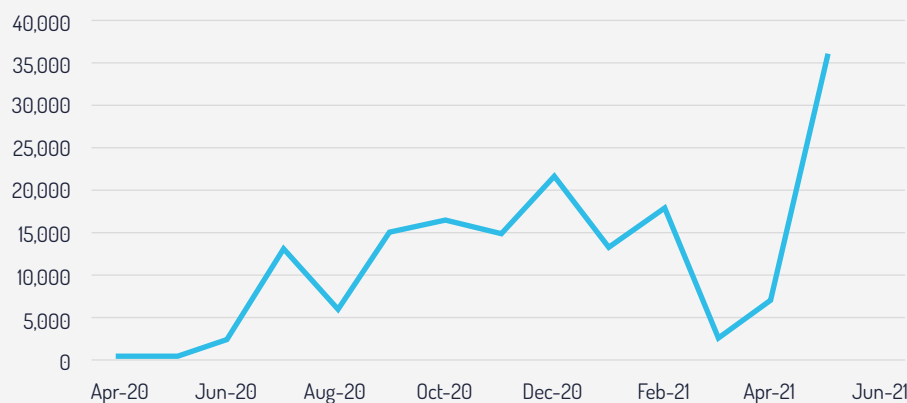
The September Sleep Practitioner Course is filling up nicely with 22 delegates so far.

In August, filming begins for the new Sleep Practitioner Course which is set to launch in January 2022.

We are also delighted that Professor Jason Ellis is going to prepare content and film for our first adult training course. Watch this space for more details!



## TSC TRAINING FIGURES







## IN OTHER NEWS

**Over the last 12 months, Vicki has been working on the Institute of Health Visiting project. It is all about least restrictive practice and there will be resources published shortly as well as a report.**

Communication continues to be extremely important especially as the charity grows and some of the team continue to work remotely. It's imperative that information is disseminated in a timely manner so recently we've introduced monthly leadership meetings which is on top of our weekly updates sent round on a Friday, our monthly newsletter and a quarterly update on strategic development following trustee board meetings.

We've only been waiting a year but we can finally celebrate winning the Queen's Award for Voluntary Service. It is a wonderful opportunity for the team to honour our achievements around volunteering. The award will be presented by the Lord Lieutenant of South Yorkshire on 3rd August.



**Alder Hey Children's**  
NHS Foundation Trust

## FOCUS ON... ALDER HEY

**This month we are focusing on our newest sleep service, Alder Hey. The service started April 1 and has had a fantastic start.**

We are almost being inundated with requests for 1-2-1 clinics. To date, we have had 234 contacts with parents or carers asking for help or information from us. We have opened 97 1-2-1 cases and Jean has done a fantastic job of closing 15 of these already, 31 are actively being worked on.

Jean, who is the sleep practitioner looking after the Alder Hey service, received some lovely feedback from a GP who has a 5-year-old daughter with Down's Syndrome. Jean has been supporting the child, who also has severe sleep apnoea, and the family with a sleep programme who are also trying to introduce the CPAP mask too. The family have taken on Jean's advice and are making some small, but very positive steps. When asked what was most helpful, they said: "The friendly and individually tailored advice and the telephone follow up to support implementing measures to improve sleep. The sleep booklet was also informative and useful to refer back to." Well done Jean.

## SOMETHING TO CONTRIBUTE?

**We aim to make these bulletins as informative, concise and interesting to read.**

If there is something that you would like to see, or, if you have something to contribute, please just send this through to Lisa on [lisa@thesleepcharity.org.uk](mailto:lisa@thesleepcharity.org.uk) and we will endeavour to get it shared amongst the team.