
Executive summary

This report will discuss an innovation proposal to provide a health and wellbeing resort for those who need it the most. It will target all areas of our wellbeing issues and support all individuals needs in regards to mental health many people suffer with. This doesn't necessarily mean People who struggle with depression and anxiety but much deeper problems such as binge eating disorders, anorexia and much more. It will contain details of stakeholders the centre will need, how to keep the resort sustainable and what the centre will include. There will be a SWOT analysis and research looking at the benefits for the health and wellbeing resort.

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Introduction

The business proposal will discuss how bringing a health and wellbeing resort will help many people who struggle on a daily basis battling different kinds of health issues that many people feel ashamed of. 1 in 4 people will suffer with mental health problems in the UK alone (mind, 2017). The resort will focus on health issues such as depression, anxiety, postnatal depression, binge eating, anorexia and drugs and alcohol addiction. These are all common illnesses which would normally be prescribed with medication or counseling sessions. The resort will be able to help the clients by learning how to ditch the medication by making all natural remedies whether this is making natural essential oils that contain herbs, fruit and veg. Medication that is prescribed can become addictive and to learn other ways which are healthy and natural is what the centre will provide. The report will include how the resort will be able to work and become sustainable and who the resort will need to be able to keep the doors open to the public. A SWOT analysis will be carried out and all benefits and negatives will be thought of thoroughly and how a business could work on all this and adapt. The report will also include why innovation would be so important and who it will be helping and improving in the UK.

Main Body

What is a health resort?

The health resort will be a place in Carmarthenshire where people who suffer with mental health issues can receive support and guidance on how to improve their health and learn how to recover from natural resources. A GP can refer them to the resort whether this means they'll need to be able to stay a few days, weeks or even visit a couple of times a week or month depending on the individual's circumstances. Not only can people be referred but there will be an opportunity to pay privately for those who choose to visit with certain packages that will be made available on the website. Mental health is a big issue that wasn't always taken seriously which caused people to suffer in silence due to fear and stigma which surrounded mental health and also the lack of education on the subject and no understanding on the different issues people suffer from (Mental health foundation, 2019).

The resort will come in sections and in each section the area will just focus on a specific health issue with the correct help needed such as equipment, professionals, wellbeing classes and much more.

Services provided by the 'In It Together Resort'
Resort can help people with health issue such as: • Depression/Anxiety • Binge eating • Anorexia • Postnatal depression • Preparing new mothers for birth and also support for after birth • Male & Females who have experienced domestic abuse • Drug and alcohol addiction

The reason why the resort will target these illnesses is simply because it's what people will keep to themselves or feel ashamed to seek help. The resort will be a safe environment, completely confidential and the number one priority will be to get everyone back to health and live a happy life without suffering in silence anymore.

Who will the resort be suitable for?

The resort will be suitable for male/female adults and young people. Health issues come in all ages, it doesn't only target adults and unfortunately mental health is seen in young people too. When visiting the local GP unfortunately there is sometimes a long waiting list before the individual can receive the care and help they truly need. The resort is there to take that stress off the NHS by providing everything under one roof. The resort will work closely with the NHS to discover the best way to be able to get clients to be seen much quicker and how many clients the resort will be able to see and provide service for. This might mean that In It Together Resort needs to be located in many places in the UK instead of having the resort in one area. Having to wait for referrals can cause people's mental health to deteriorate. According to young minds 76% of parents said that their children's mental health deteriorated whilst waiting for support. 69% of parents said neither they or their children had been offered any other form of support whilst they waited for support (young minds, 2021). As listed above the resort will be suitable for those who need it the most.

It would also be a great idea for the resort to support local schools and work closely with them to make sure all pupils that attend the school are healthy and allow the schools to be able to contact the resort if they are concerned for a pupil and believe they need support with the help of the services they provide.

Making the resort sustainable with a garden centre to ditch medication for natural remedies

A garden centre will be available for the resort to be able to grow herb, fruit and veg plants. It will be a form of education but also to create essential oils and to educate all clients of the resort the importance herbal medication can help with certain health issues. The fruit and veg will be available to educate those who suffer from binge eating and anorexia and also can be used to create essential oil products. It will also be an education on how they can grow these plants themselves at home and there will be classes available where a nutritionist will be available to create meals and recipes. This will also be good for those who need help with drug and alcohol addiction to get their health back on track with

healthy meals and smoothies after drinking too much or taking drugs instead of eating.



(Microsoft Bing, 2021)

Making natural medicines from the garden centre

Essential oils can help cure depression, anxiety, fatigue, stress, frustration and enhance moods. These will mainly be supplied to the anxiety and depression section of the resort (Khurshed, 2020). The importance of using natural medicine is because people tend to become dependent on prescribed medication by their GP which becomes a problem. They become addictive and therefore too afraid to stop. The body tends to crave the drug due to withdrawal (All depression tips, 2021).

'In the coming year, the National Institute on Drug Abuse (NIDA) estimates that the biological risks of Addiction or drug abuse will rise 40 to 60% of the time due to antidepressant medications (Lesser, 2021)'.

Being able to make essential oil medicine requires a chemist who can use the correct amount of essential oils due to safety reasons. Herbal medicine needs to be treated the same as conventional medicine. If essential oil is being used on a client's skin it is important to realise that it penetrates through the skin into the bloodstream (NHS, 2021).



(Bel Marra Health, 2018)

Essential oils can be used to apply on the skin, adding drops into the bath and inhaling it from a tissue etc (Essential oil Haven, 2021).

Main use of the garden centre

Herb plants	Fruit plants	Vegetable plants
• Creating natural medicine • Creating essential oils • Opportunity for the resort to create their own brand products • Educate people who suffer with depression/anxiety/ postnatal depression/ PTSD etc.	• To be used for essential oils for health and also the resorts own brand products to sell • To be used in nutrition classes • For the people who suffer with binge eating and anorexia to include in their diets whilst staying at resort.	• To be used for essential oils for health and also the resort own brand products to sell • To be used in nutrition classes • For the people who suffer with binge eating and anorexia to include in their diets whilst staying at resort.

Keeping the garden centre maintained

The garden will be maintained by the clients staying at the resort; it will be a part of their wellbeing package and to educate them along with the staff. In It Together health centre will give volunteers an opportunity to gain experience and confidence. Charities such as Links and Tempo time credits are both great charities to take on board. Links Llanelli work closely with people suffering mental health (Links, 2021). Tempo Time Credit charity recognises all the hard work volunteers do and rewards them with credit to use on any activities in their area (Tempo, 2021). Incredible Edible's would be another great charity to get involved in as they help people transform their landscape into sources of healthy foods, they could provide advice and help on growing all kinds of fruit and veg plants (Incredible Edible Network, 2021).

Opportunity to create health and beauty products

The resort will come together to make products they could be proud of by changing the hair and beauty salons to become sustainable by swapping their products to all natural resources created by In It Together resort which is all created locally. By purchasing the products they will help fund the resort and support all clients who attend the resort. Essential oils can be used in many products with many benefits as there are no harmful chemicals. This will allow the resort to create their own brand name for the products and to visit all local salons to allow them to try the products themselves and create a little presentation for them with all information to why the salons should swap to the products created by the business. The products will come in Amber Bottles as they are protected from UV light which means the products inside the bottles will be kept fresh (MJS, 2021). They are also refillable and all customers who purchase these products will be asked to bring back the amber bottles to recycle properly. There will be an option to request a free returns package which will be sent to them directly to be able to send back by post for free.

Hair & barber products to	Beauty & Spa products to purchase
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purchase	
• Shampoo & conditioner • Beard oils • Hair oils • Beard care • Hair serum • Heat protection • Hair mask	• Face & body moisturisers • Face masks • Body scrubs • Skin oils • Hand & foot moisturiser • Cuticle oils • Face Exfoliator

Classes available at the resort

There will be classes at the resort to make sure that all clients that attend get the correct care and the support they need for their health. Classes will be provided for each section of the resort. This is available for people who have been referred by their GP and also for those who want to pay privately.

Mental health Depression and anxiety support classes One in four people suffer from Mental Health. Depression is an illness that comes with different symptoms which everyone will experience differently. Depression refers to a single condition. Anxiety has a different meaning. These could mean panic and phobia disorders. Anxiety disorder affects between four and five in every 100 people in the UK (Vandenabelle, 2021).	• Therapy & counseling support • Mental health guest speakers to attend • Yoga and wellbeing classes • Meditation • Learning about how essential oils and natural medicine can benefit them • Healthy body healthy mind nutrition class • Garden centre education on herb, fruit and veg plants • Career support • Opportunity to stay at the resort depending on individual circumstances with the correct assessment taken with each client
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According to Pablo Vandenabelle a clinical director for Mental Health depression & anxiety disorders have different emotional and physical symptoms such as:

- Guilt
- Suicidal thoughts
- Low confidence and self esteem
- Helplessness
- Excessive anxiety
- Fatigue
- Weight gain or weight loss
- Sweating
- Dizziness
- Shortness of breath

There are many more symptoms and unfortunately having depression or anxiety can cause people to commit suicide as they feel like there is no other option or help.

'In the UK in 2019, 6,524 people took their own lives.

Men ages 45-49 and women ages 50-54 have the highest suicide rates in England and Wales (Mental Health Foundation, 2021)'.

Binge eating support & Anorexia support

People with anorexia tend to under eat and starve themselves due to personal issues. They could be exercising too much and not eating the correct food their body needs. Some see themselves as fat when really they are underweight and can become extremely unwell (NHS, 2021).

Binge eating is eating constantly until they start feeling uncomfortable. People tend to do this when alone and feel guilty and ashamed afterwards (NHS, 2021).

- Nutrition classes
- Fitness classes
- Personal Training
- Therapy & counseling support
- Education on the garden centre on the importance of growing fruit and veg
- Cooking classes with recipes
- Guest speaker and positivity class
- Opportunity to stay at the resort depending on the individuals circumstances with the correct assessment carried out with each individual

'Between 1.25 and 3.4 million people in the UK are affected by an eating disorder. Around 25% of those affected by an eating disorder are male (Priory, 2021)'.

Eating disorders are difficult to manage and deal with. People tend to suffer from eating disorders through stress, personal issues with mental health, body image issues and much more. Over the last 30 - 40 years eating disorders have increased and has become a problem over the UK (Priory, 2021).

Postnatal depression and supporting mothers before and after birth Affects more than 1 in 10 women. Can also affect men (NHS, 2021).	• Therapy & counseling support • Education on different birthing options • Education on what to expect after birth • Mother and baby classes • Baby yoga class • Education on living a balanced life after birth • Support for mothers who suffer with PTSD after a traumatic birthing experience
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It is normal to feel emotional and anxious after the first week of giving birth. Some people find they will feel this way for a long time and if so they should seek help (NHS ,2021).

Signs to look for:

- Low mood
- Loss of interest
- Low energy
- Difficult bonding with the baby
- Unable to concentrate

Male & Female domestic abuse support Domestic abuse happens to male and females, it is a serious issue	• Therapy & counseling • Support on gaining confidence • Wellbeing classes • Group therapy where others
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and many struggle to escape the situation.	can share their experience and what they do to take care of their mental health • Guest speakers • Activities • Career and family support • Helping the individual to escape abuse into a safe home and environment • Let them know what charities are available also for support
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‘Over the three-year period April 2016 to March 2019, a total of 222 women were killed by a partner or ex-partner. The majority of suspects were male (218, 98%). This means that during this time period, an average of three women every fortnight were murdered by their male partner or ex-partner (Womens aid, 2021).’

‘The majority of domestic homicide victims (killed by ex/partner or a family member) for the year ending March 2017 to the year ending March 2019 were female (77% or 274 victims) and most of the suspects were male (263 out of 274; 96%). Of the 83 male victims of domestic homicide, the suspect was female in 39 cases, and male in 44 cases (Womens aid, 2021).’

Drugs & Alcohol support Addiction is something a person can not control. Something comes addictive to them, drugs and alcohol are both common addictions.	• Therapy & counseling • Group therapy • Career advice and help on gaining their experience and confidence • Opportunity to stay at the resort depending on their health assessments and circumstances • Fitness classes • Nutrition classes • Garden Centre education and keeping it maintained • Activities • Work with charities such as Links • Support on becoming sober
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	and learning about addiction • Correct support on how to be able to achieve their support in the correct and safe way
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'Addiction is a chronic, relapsing brain disease defined by a physical and psychological dependence on drugs, alcohol, or a behavior. A person with an addiction will often pursue their toxic habits despite putting themselves or others in harm's way (Addiction centre, 2021)'.

What Would the resort like to achieve?

Stop use of Prescribed medication	Help the NHS	Improve health of others
Promote natural medicines, healing process and the importance of our wellbeing	Becoming more sustainable and to encourage other health businesses to do the same	Improving clients opportunities and confidence by giving education classes
Working closely with charities	Volunteering opportunities	Safe place and confidentiality
Creating career opportunities	Creating a local brand product and sharing it with other businesses in the area such as hair, beauty, spa and more.	Normalising mental health and stop the stigma

SWOT analysis

<u>Strength</u> ❖ Improve health ❖ Take stress away from the NHS and GP surgeries ❖ Cutting back on prescribed medication ❖ Big facility than can hold many clients and is suitable for everyone ❖ Sustainability friendly	<u>Weakness</u> ❖ COVID - 19 restrictions ❖ Staff shortage due to pandemic ❖ Will there be enough funding and help for the resort ❖ Will clients brave being able to come for support and not feel ashamed ❖ Best place to lactate in
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❖ Supported by charities, funding, NHS and private clients ❖ Bringing community together ❖ Bringing employment to the area ❖ Offers many opportunities to clients ❖ Opportunity to pay privately and not only through referrals ❖ Confidential and assessments taken place on individuals	Carmarthenshire?
<u>Opportunities</u> ❖ Volunteer work available ❖ With increase in mental health, opportunity to expand ❖ Clients to gain confidence, education, support and a safe place ❖ Opportunity for the resort to progress and can offer more in the future	<u>Threats</u> ❖ Getting the local residents on board to allow the project to happen

What expertise does the resort need?

There is a lot to think about when it comes to who the resort need to be able to achieve what the project needs. It's important to understand that not all these expertise need to be there 24/7. Doctors, Therapists and counseling for example will only be needed for their appointments with the clients.

- Therapists & counselling
- Doctors
- Nutritionists
- Personal trainers
- Volunteers to maintain garden centre and more
- Guest speakers

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- Mental health outreach workers
 - Charities
 - Health care support workers to support throughout the day/night shifts
 - Chemist - to help with the products to sell and to create natural medicine
 - Resort managers, supervisors and team leaders
 - Lectures for certain education classes and activities
 - Cleaners and resort maintenance person
 - Receptionist and administration staff

Are there any other wellbeing resorts?

There is a retreat company based in England which mainly focuses on places where people can escape the stress at home to experience nothing but relaxation with spa treatments and healthy delicious food with some yoga classes etc (relaxing retreat company, 2021). Many wellbeing resorts seem to be abroad but do not offer support like the 'In It Together resort'. They don't focus on different health issues, they seem to only offer relaxation, sit by the pool and switch off from reality. There is help to be had such as support groups, charities and landlines to contact 24/7 but nothing quite like what this project would offer which makes it even better and a reason why it would work and become successful.

Conclusion

Mental health is serious and is something that people have suffered with for years. People tend to seek help more now than what they did years ago as it's becoming common and there is more help available with people sharing their stories. To be able to achieve a healthy mind and body takes time and patience, it does not happen overnight. It's something that requires support, education, and learning how to cope and manage. Local GP's tend to not have much time to help with this, they do give prescribed medication and will give advice and share information on what classes they can attend and contact telephone numbers for charities but there's nothing more. Mental health requires a lot more and with the NHS under enough stress and limited resources, a resort that offers everything under one roof could benefit everyone.

There is nothing like this to be had and it could potentially save so many people's lives, families and make everyone find themselves again.

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