

# Joy.

[wherejoylives.co.uk](http://wherejoylives.co.uk)

July 2022

**Shaping Change with Joy**  
a project led by Open Door Charity and supported by  
Wirral NHS partners, Wirral Council and Town Deal

# What is Joy?

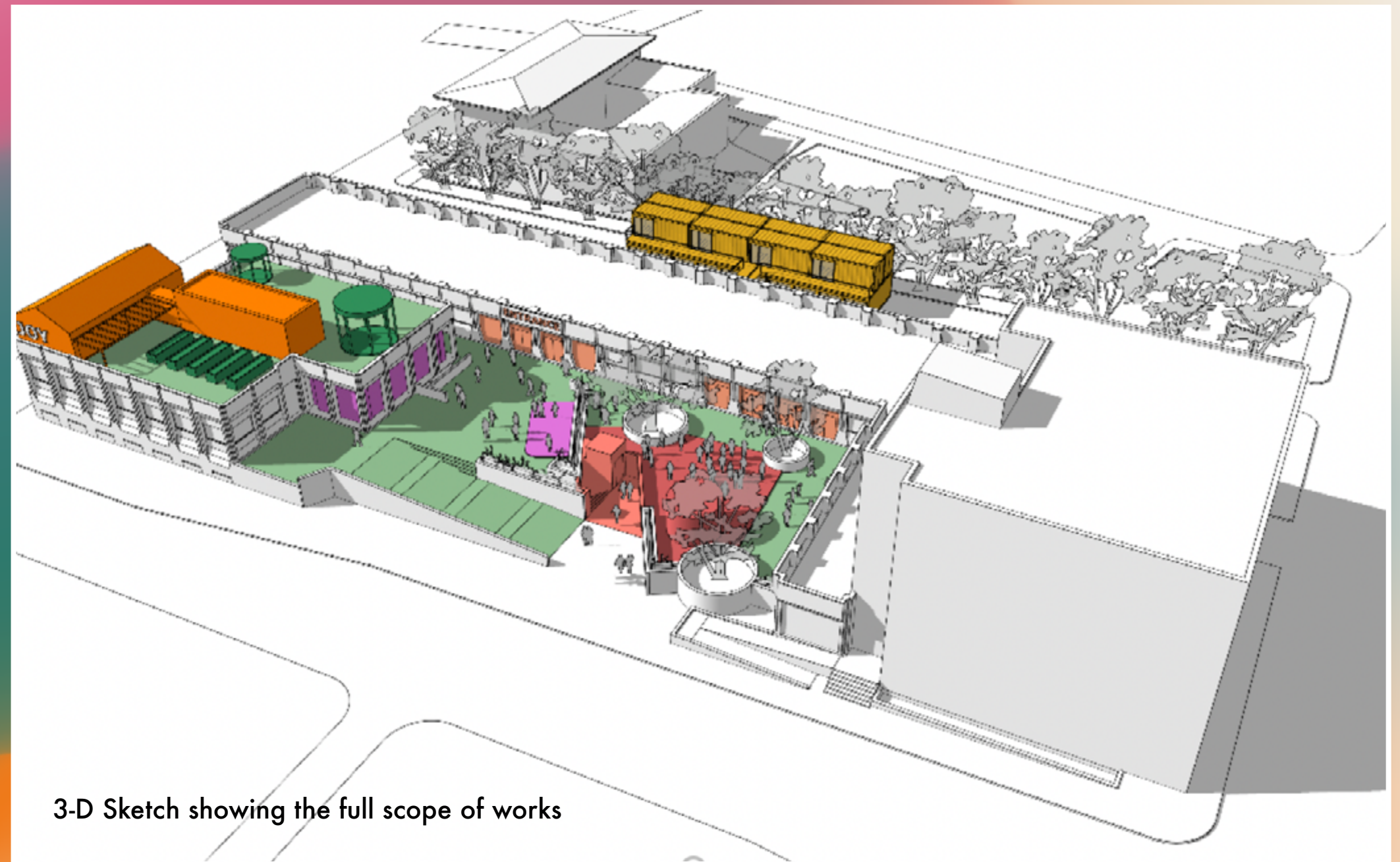
Joy is a place that will bring together health, arts and culture to the people of Wirral, in a vibrant shared space where everyone is welcome.

Joy will transform the Treasury Annexe building in Birkenhead into a thriving hub for arts, culture, health and wellbeing, empowering Wirral residents to shape change, raise aspirations and improving life and health outcomes.

Joy will place mental health and clinical support services into a completely different environment; Joy won't look, feel or act like a traditional health centre. Instead, it will be a dynamic, creative community space that is inclusive, playful and lively.

People will have many different reasons for going to Joy, but everyone will experience the same health & wellbeing benefits; connectedness, community, togetherness, pride and hopefully, a little bit of Joy.

**“A place where Joy lives and Joy is achieved”**



3-D Sketch showing the full scope of works

- The entrance to Joy will be visually appealing- a welcoming green space with a view into Joy's art gallery, outdoor play activities for children, an outdoor performance space.
- Joy's ground floor will be a place for people to meet, socialise, play and connect with services and support.
- Joy's basement will be a place for people to learn, move, celebrate, connect with each other and feel well.

**“If you're not there yet, we can work on finding what joy means to you, together”**

Joy is being delivered by a brand-new partnership between Wirral's Open Door Charity, Wirral NHS partners and Wirral Council. Our partnership builds upon a number of years of collaboration and a shared ambition to develop this further. We are excited to develop something truly great for people who live and work in Wirral.

Our organisations care deeply about improving life chances for people and share a vision for a new, community-based way of delivering health and mental health support to the public. A collection of local partners will bring the dream to life, with local authority teams, local NHS organisations and third sector organisations coming together to deliver a range of experiences and opportunities that support families and individuals in Wirral to thrive.



Artists impression of what Joy will look like when it has opened (2025)



Treasury Annex now (2022)

## What will Joy achieve?

Our aims for Joy have been co-created by Wirral children, families and huge range of partners who are helping bring the vision to life. Joy will:

- **Shape change, raise aspirations, improve life and health outcomes**, both through direct service delivery and by influencing the approach of others
- **Place clinical and wider support services in a safe, attractive, inclusive setting** that can reach people who have disengaged from services
- **Support more vulnerable members of the community** who are too often left behind
- **Attract new visitors to the area to engage with art & culture** in a way they couldn't previously
- **Increase partnership working and knowledge/skills sharing** across a diverse network of public and third sector partners
- **Inject life, positivity and colour into the area** whilst employing large numbers of long-term staff and volunteers, helping to address underlying legacies of poverty, whilst driving economic achievement
- **Create a place where joy is experienced, and joy is achieved**, and if you're not there yet, we'll help you to get there


# Why do we need Joy, and why do we need it now?

Birkenhead is a large town in Wirral, Merseyside in North West England. Wirral is a peninsula and the town of Birkenhead sits directly opposite the city of Liverpool, separated by the River Mersey.

A historic port and shipyard town, Birkenhead was once a prosperous hub for trade and commerce, critical to global markets and industry. This prosperity funded the growth of the town, including the development of our major civic buildings, theatres and music halls; we celebrated having the world's first public park and Europe's first tramway.

Today, Birkenhead is home to 100,000 people, a third of Wirral's population, and it is still closely tied to the Liverpool economy on the other side of the Mersey. However, since the 1980's, Birkenhead's traditional industries have shrunk and, like many former industrial economies across in the UK, it lives with the legacy of this transition; income, employment, education and health deprivation indices being some of the highest in the country.

- **17%** of Wirral's population aged 16 and over are estimated to have a mental health condition, a figure likely to be under-estimated due to underreporting by vulnerable groups.<sup>1</sup> This is more than double the national rate of 9.8%<sup>2</sup>
- **39%** of Birkenhead participants mentioned some form of emotional support need that was currently going unmet. Of those who discussed mental health concerns, waiting times for counselling and psychotherapy services were commonly mentioned<sup>3</sup>
- **19.2%** of children and young people in Wirral live in poverty (December 2018)<sup>4</sup>
- **4.4%** of Wirral pupils have social, emotional and mental health needs compared to the national average of **2.7%**<sup>5</sup>
- The impact of COVID-19 has replicated existing health inequalities, in some cases, has made these differences worse; the heaviest impacts have fallen on the lives of people already experiencing health, economic and social inequalities<sup>6</sup>



Nationally, Local Authorities and NHS trusts recognise that the healthiest communities are those that work together and collaborate to meet the needs of their populations. Placing assets at the heart of communities is an approach being trialled elsewhere in the UK. Evidence is growing that through this approach, communities who have traditionally disengaged with services are being reached and individual health outcomes significantly improve.

Joy is one of these projects: a future focused, ambitious programme that will address the legacy of deprivation and rewrite the story for people in Wirral, making Birkenhead an exciting and healthy place to live, work and spend free time.

The building identified for Joy is in a great location. It sits at the centre of Birkenhead town next to Wirral Met, a Further and Higher Education College, with the historic, green Hamilton Square Gardens just metres away at the top of the street. These gardens sit in the centre of a Georgian square, which has the most Grade 1 listed buildings outside London (after Trafalgar Square).

It has got good car, bus and rail transport links to the whole of Merseyside.

Hamilton Square Station is only 5 minutes walk away, putting it in a good position to benefit from visitors from Liverpool too, with the short train journey from the city only taking 9 minutes and with connections running every 5 minutes.

## Who will come to Joy and what impact will it have?

By placing mental health support and clinical support services into a completely different environment than people have experienced before, we will reach people who have traditionally disengaged from services and reduce the stigma and shame associated with getting health and wellbeing support.

There is promising evidence that arts activities can support child social development, including improving pro-social skills, social competence and socio-emotional development. There is also strong evidence that arts engagement can enhance aspects of social togetherness, including reducing individual loneliness and isolation, promoting social acceptance, reducing aggression and discrimination, and improving social consciousness.<sup>7</sup>

Open Door Charity are well placed to drive this forwards, with over 10 years' experience of delivering mental health support, with no waiting lists, within a playful community setting. People who engage with Open Door for support with their mental health also become a member. Members get early-bird access to a diverse range of cultural offerings such as arts exhibitions, drawing clubs, comedy, gigs and more. The goal is that when they leave, people feel like the experience has been the best part of their week and rather than being on the receiving end of a one-dimensional transaction, they have contributed and participated in a shared experience.

*"I've found my experience at Open Door to be more beneficial to me than any other therapy I've ever tried. It's such a warm and welcoming place to come and is definitely not as cold and clinical as I have found traditional therapy to be. When I first came here I never thought I'd be feeling as happy as I am now, I am confident that I can manage all of the setbacks I'll face in the future and feel really well equipped to move forward.*

*It's such a welcoming and fun environment, all of the staff and mentors have been so welcoming and kind. It's genuinely been a pleasure to come here every week".*

**- Member**

By leaning on Open Door's experience of creating a playful environment and blending health and wellbeing support with arts and culture, Joy will be a place for everyone to visit and where everyone feels welcome.

# Who will come to Joy and why?

People will have many different “first” experiences of Joy. Some will come with their families, some on their own and others with friends. Everyone will be welcomed and greeted by a volunteer who will show them to where they need to go. If they have an appointment with an organisation, or are arriving for a medical appointment, they will be shown where it will be and given a buzzer. Without having waiting areas, people can blend into their environment, without any stigma of why they are here.

Due to the diversity of the reasons people will come to Joy, the best way to describe who will come and why is through a few case studies, described below.

Who	What will they come to Joy for?	What will they do here?	What they get from the experience?	What impact this will have on their life and wellbeing?	What is needed to make this happen from a service perspective?	What is needed to make this happen from an experience perspective?	How is each stage funded?
<p><b>Jessica, Age 26</b> Has three children aged 2, 4, 7: 4 year old has developmental delay and needs extra support.</p> <p>Jessica hasn't worked since before she had the babies, often feels stressed &amp; anxious, cut off from her friends and low income as living off the one salary in the house (her is partner a car valet). Spends free time in the park or the beach with the kids.</p>	To socialise, meet like-minded people, change of scenery, break the day up, it's affordable- doesn't have to pay entrance fees or expensive café bills	Kids have fun in free spaces, finds out about the Bazaar programme with Open Door Charity which helps with stress and anxiety, meets other parents in same circumstances through socials with Positivitiere, family art, Wirral Unplugged events, Pramnesia gig, adult stuff away from 100% with kids	Fun, joy, new friends, calm, reduced anxiety and loneliness, great communication. Meets other parents and has shared experiences with them. Fun, shared experiences with kids	Better home life, increased understanding of one another, memories created, aspiration to work	Great tenants who communicate with one another, flexibility in timings of the offer, financial support for charged events. Open Door Charity service- free and no waiting list.	Friendly, approachable staff and volunteers. Organisations whose values fit, not passing Jessica on-guiding her through the different local partners who might have something to help her and her children	Independently by Open Door Charity, Convenience Gallery, Wirral Unplugged, Joy core funding for wrap around opportunities and food etc
<p><b>Chloe, 19 year old care leaver.</b> Lives alone in small flat in the North End of Birkenhead. Studying at Wirral Met College but got low attendance as struggles with sleep &amp; low mood. Wants to train to be Social Worker. Artistic but lost confidence when in final years of school. Spends free time at home, money is tight.</p>	To make friends, be in amazing spaces, , be supported in unique, progressive ways, do art, be around art, meet arty people, forge a career and move their life forwards	Starts as a peer mentor for Open Door Charity, moves onto a 2 year qualification in social care / Mental Health related study, continues volunteering with Open Door Charity to bolster experience, takes part in Bazaar programme to reduce low mood and anxiety, Convenience Gallery group art, gigs, socials and events within venues. Gets a part time job in café.	Career progression, new friends, positive memories and experiences, a full life with no tags or limitations, reduced symptom worsening and suicidal ideation (prevalence high within care leavers). Small income.	The start of their best life, transformational life crossroads, best time of her week, friends for life, university study in other city, dream job, feel good factor of supporting others like her	Long term funding as long-term opportunities, ability to reach out and find marginalised people, ability to give time and people to Chloe to build trust. Open Door Charity service- free and no waiting list. High footfall and a thriving café that creates job opportunities.	An amazing space full of amazing people, well organised and clear opportunities and progression routes identified, people around her helping her navigate the experience who 'get' care. Entry level jobs.	College Income, Open Door Charity, Convenience Gallery, event income.
<p><b>Mark, lives in Prenton. He's 20.</b> Got a place at Liverpool Uni but deferred for 2 years and then didn't take the place - worried about whether it's for him. Working in call centre Mon - Fri and hates it but earns decent money. He's diabetic and had few scary incidents recently when drank too much so has stopped drinking but now feels very isolated from his peers. Spends free time in his parents' house.</p>	Initially came to an informal Diabetes Smart meeting run by the Community Diabetes Team at Wirral Community Health & Care NHs Trust. Found out there are things here to excite and enjoy worthwhile experiences, low lever mental health support, direction, career inspiration, meet new like-minded people	Learn about living well with diabetes, met people going through the same, Colours programme with Open Door Charity which helps to build resilience. Convenience Gallery activities, Ted x events, dry club nights, sunrise yoga, gigs, Love shy speed dating, mentor with Open Door Charity	Knowledge and tips on living well with diabetes, life and career is given new purpose, experiences bolstered, new connections, out of the rut he felt he was in, stimulated new skills development, direct links into relevant employers	Makes healthier choices, manages diabetes better, , improved lifestyle- live well for longer, sees call centre as a means to an end but now is clear that a career in mental health is for him, regular experiences which are not driven by drinking, new links to others in the same situation	NHS teams delivering groups from the space. A clear vision that encompasses the varying needs of people such as dry events, and Open Door Charity service offer that speaks to its many parts and works as a holistic whole, affordable experiences, nurturing of friendships and like-minded connections	Needs to be encouraged to re-attend, feel valued when he is here, feel like any opportunity is everybody's opportunity. Approachable and knowledgeable volunteers to meet and greet and link into other offers available here. Programming and aesthetic that feel like it hits his world, best time of the week	Wirral NHS & local authority funded service, Open Door Charity fundraising, venue income
<p><b>Lucy, new mum to be, aged 20.</b> Lives in Tranmere. Super anxious about whether everything will be ok with the baby- regularly going to midwife for extra appointments although everything is fine (had a miscarriage last time). Her family live down south, so it's just her and her partner here. Spends free time in Liverpool and crafting at home.</p>	Midwife appointments, pre-natal classes, craft fair	Attend pre-natal classes with partner and meets other local families, finds out about a craft fair happening here. Finds out about Open Door's mental health offer and does the Bazaar programme which helps with stress and anxiety during her pregnancy. Plans on coming to infant feeding groups when baby is born.	Knowledge and confidence they are prepared well for when baby arrives, meet other young parents who become life-long friends through shared experiences. Feels connected to their own community.	Reduced stress and anxiety gives unborn baby a better start in life, reduced risk of negative pregnancy outcomes (eg pre-term labour, low baby weight). Strengthened relationship between Lucy and her partner, best start to baby's life, best start to parenthood, family connected to their community so have support around them, reduced risk of isolation and loneliness after baby's birth for Lucy as a new mum.	Midwives able to deliver low level community-based support outside of a fully clinical setting. Open Door Charity service, free, no waiting lists.	Calming, relaxing environment. Approachable and knowledgeable volunteers to meet and greet and link into other offers available here. Friendly Open Door people, community based nursing teams	Wirral NHS & local authority funded services (0-19 & midwifery), Open Door Charity funded service



Here's a diagram showing the primary reasons people will engage with Joy and the multiple, shared benefits they will gain. Though they will each have a different "first" experience of Joy, underpinning their experiences will be the same health & wellbeing benefits; connectedness, community, togetherness, pride and hopefully, a little bit of Joy.

**Primary reasons for engaging with Joy with an NHS services theme**

- Attend a Midwife Appointment
- Attend an Autism/ADHD clinical Assessment
- Attend an Infant Feeding Group
- Attend a Learning Disability Health Check
- Attend an Immunisation Clinic
- Attend a Social Prescribing Appointment or Activity

**Primary reasons for engaging with Joy with a work & learning theme**

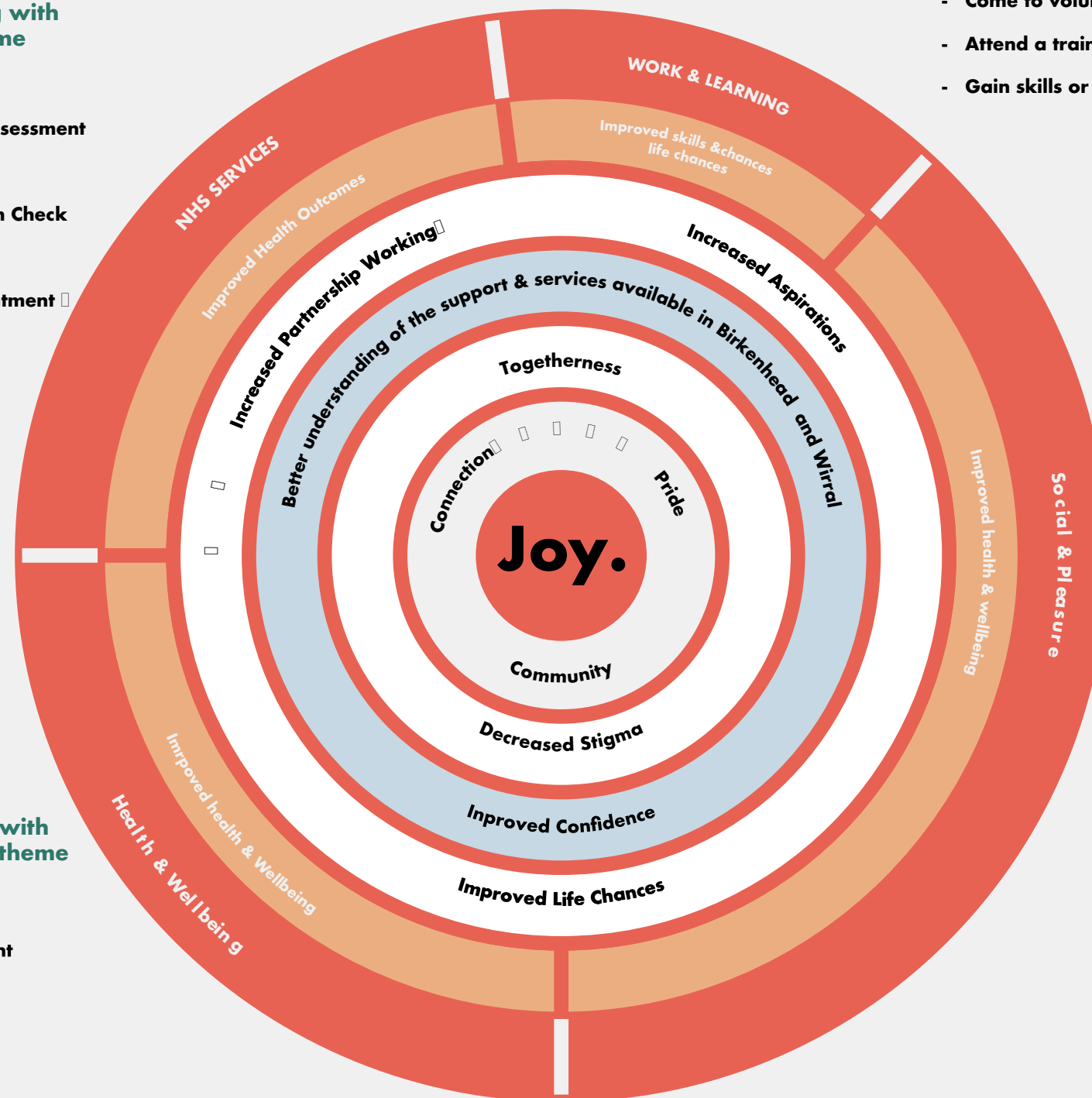
- Come to work here
- Come to volunteer here
- Attend a training course
- Gain skills or skill share

**Primary reasons for engaging with Joy with a social & pleasure theme**

- Attend A Gig
- Have a coffee
- Visit The Barber Shop
- Visit the Repair Shop
- For After-Work Drinks
- Pop in for a drink after college
- Meet friends for lunch

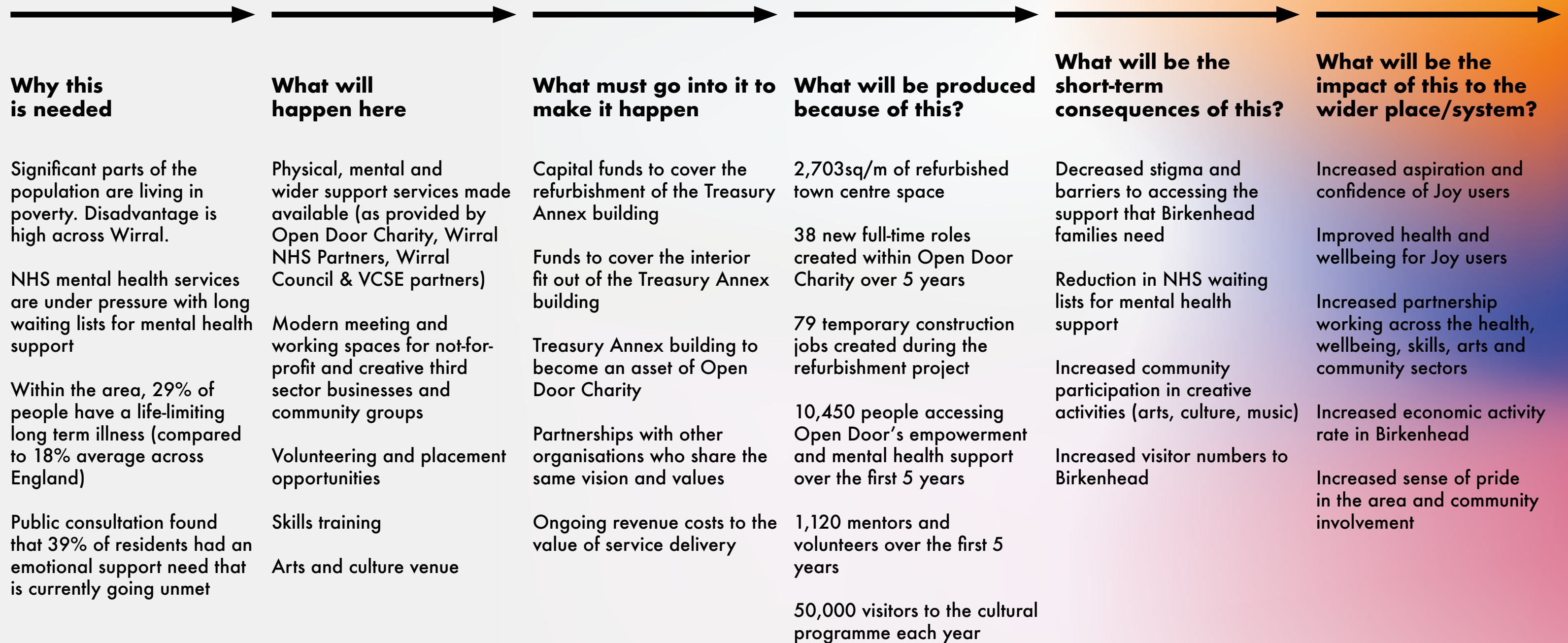
**Primary reasons for engaging with Joy with a health & wellbeing theme**

- Attend A Counselling appointment
- Attend a Mental Health Appointment
- Come to get Benefits Advice
- Attend a Yoga Class
- Take part in Community Art



# Theory of Change

A theory of change describes the ingredients that are needed to create the right conditions that form a pathway, leading to the desired change. Here are the ingredients that will ensure Joy has the impact we desire



# How do we know people will come?

To ensure Joy is a place that people understand, trust and want to visit, its model and concept has been designed based on reflections, needs and aspirations from the community. We spent three months listening to people who live and work in Wirral, collecting their perspectives, needs and wishes, through an iterative process that ultimately shaped what the Joy building will look and feel like, what will happen inside it and who it is for.

We combined this with the findings of two significant, local pieces of research that have been carried out in Birkenhead and Wirral; the Cradle to Career report (2020) that explores the main barriers to local children, young people and families in achieving positive life outcomes in Birkenhead and the Why Community Matters report (2021). A key finding is that residents want a non-medical, community-based, universally accessible wellbeing support that includes localised support groups, advice and help to identify and manage their own mental health and that of their children, peer-mentoring and drop-in consultancy with professionals<sup>8</sup>. There is little cohesion in the current services in the local area, meaning that many families and even professionals are unaware of what is available or how to access support<sup>9</sup>. Joy has been designed to directly respond to these conditions.



<sup>8</sup> Capacity, Why Community Matters, 2021  
<sup>9</sup> North Birkenhead Cradle to Career (2020)

# The development of Joy was split into three phases:

## Joy Discover

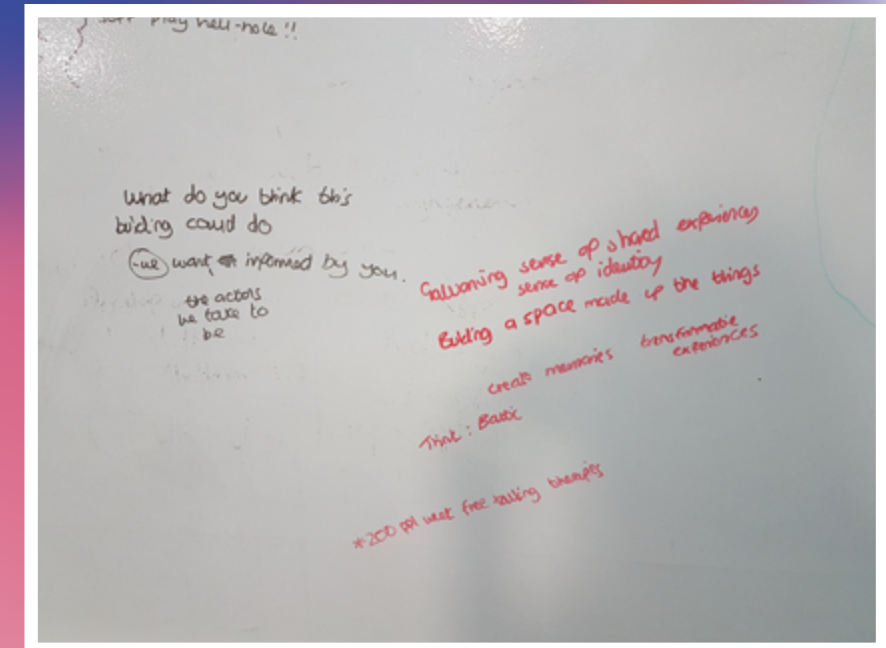
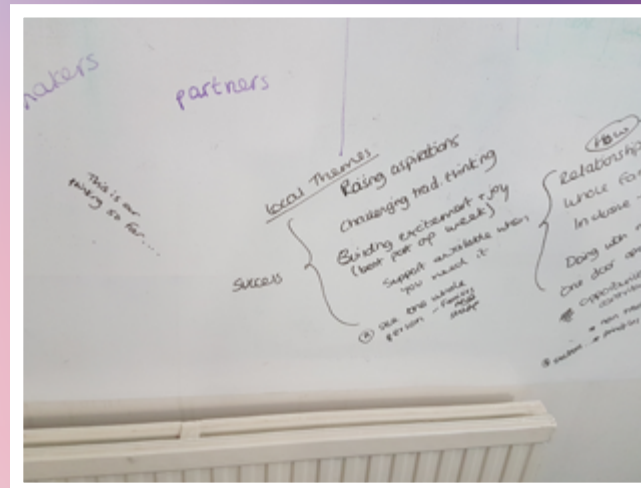
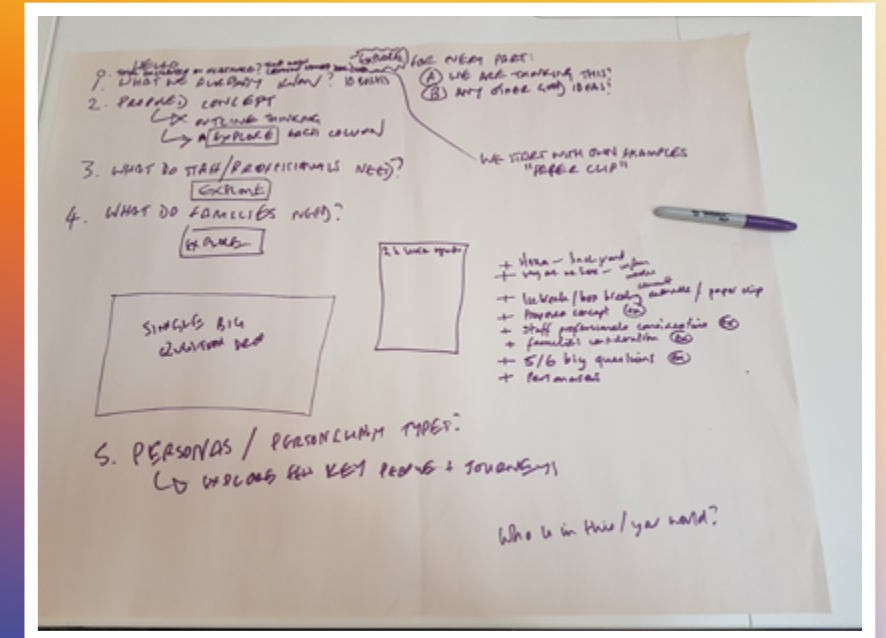
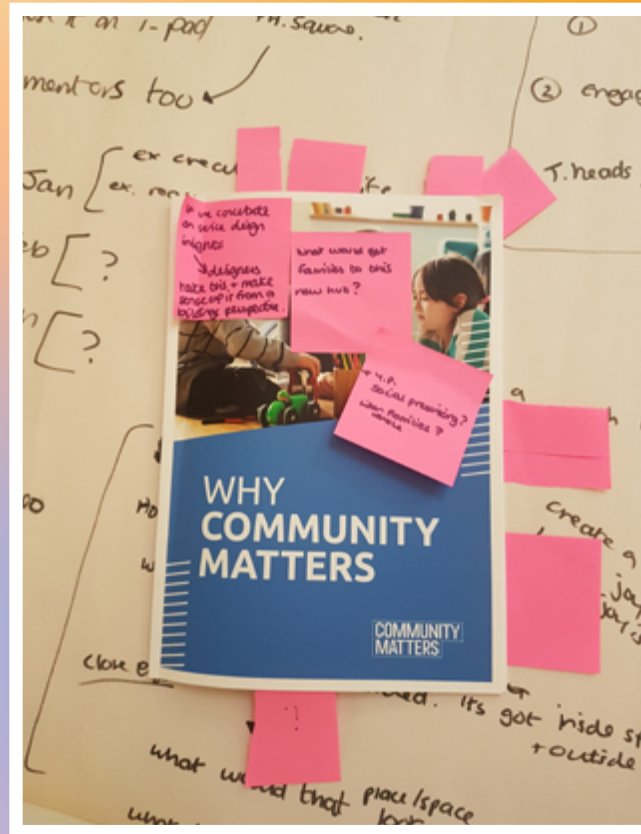
Listening to service providers, families, community groups and strategic partners to identify local health & wellbeing needs and co-designing what Joy should be and how it should operate. Comparing and contrasting this with local and national research to understand what will make the biggest impact. We spoke to over 350 people who live and work in Wirral.

## Joy Design

Using the outcomes from Joy Discover and turning them into a viable operational model. Designing partnership arrangements and principles that bring organisations with the same shared vision to Joy, that recognise our diverse offers whilst facilitating a "one-team" experience. Working with a team of architects to design a space that can house all of the facilities that are needed, in an environment that makes people feel welcome and that looks, feels, smells entirely different to a health-centre.

## Joy Build

This is the capital works required to bring the project to life- the refurbishment of the Treasury Annex building in Birkenhead, Wirral, to become a vibrant, creative community asset and a place that people want to visit





**“What a  
refreshing  
conversation  
to have”**

**– Suzanne Edwards, Director of  
Operations at Cheshire & Wirral  
Partnership NHS Foundation Trust**

## Joy's Personality!

How the building should look, feel etc/ The atmosphere of the building

We asked people to describe what they thought Joy's personality should be. This is what we heard

**A place where good things happen (because of the people & environment that has been created and sustained)**

The architecture should support your wellbeing from the moment you step in

**A place where Joy happens and Joy is achieved**

The building should generate smiles for everyone who enters! Light-hearted

**Arts and culture focussed everything (services/ the offer- to wrap around this central theme)**

Living, breathing, interactive art you can get involved with, not just stuff on walls and in glass boxes

**One village- a community- it takes a village to raise a child**

Homely, comfortable (non-clinical unless it has to be)

**If you design for disabilities, everyone benefits**

Inclusion and accessibility at the forefront of design

**Actively avoid "us and them" - break the barriers between providers and people using services**

**Joined up Wirral**

**One door opens many**

**Walk-in and structured visits with an appointment must both work equally well**

Designed to limit queues from happening

**Welcoming (not overwhelming)**

The outside of the building should hint at what's inside it- good visibility before going in

**How to reduce anxieties about getting there/ about going in there?**

Sensory considerations (sound/ smell/ temperature control)

Reinforced ceilings for swinging seats (good for sensory needs)

Useable (and inclusive) sculpture to play on

**Consider how young people move around the space**

Things at children's eye level

Babies see black and white

Things to keep children occupied whilst parents can't give them their full attention (eg during an appointment/ difficult conversation)

Sensory equipment built in, not just in a room, out of sight e.g. bubblewalls

**Must feel "safe" (and the journey there too)**

Clean

Well lit

Parking close by

Safe, easy route from busses and train

Nice staff

Met by "people like me"

Coloured lines on pavement marking the route to/from train station

## Joy's Organs!

What goes on inside Joy to keep it alive / How it all works together

We asked people to imagine that Joy was a person with a body, with organs inside it that kept it alive. We asked people to describe what would those organs would be. This is what we heard

<p><b>Connections and signposting</b></p>	<p>Promote what happens in the rest of the building (e.g. did you know that whilst you are here you can see our smoking cessation nurse. Just pop into room X or text X and someone will come and find you)</p> <p>Things for the police to signpost to</p>	<p>Partners working together, informed of what other organisations and groups in the building do</p> <p>A shared timetable (clever programming) with all the things available- what/ who is providing them and when/where</p>
<p><b>Immediate help and support</b></p>	<p>Promote the space to Primary Care Networks for social prescribers and health and wellbeing coaches to meet people (they need space, GP practices are limited)</p> <p>Open Door mental health services</p> <p>Midwives</p>	<p>Space to get sexual health advice</p> <p>Debt management/housing support</p> <p>Consider weekend and evening openings</p>
<p><b>Free activities that everyone can get involved in (especially given rising fuel costs)</b></p>	<p>Holiday club facility with heated space and hot meals</p> <p>Homework club? Wirral college to use the space?</p> <p>Warm, get a snack (with rising fuel costs)</p> <p>Community cooking spaces?</p>	<p>Reading age in Wirral is low- how to address this</p> <p>Pay it forwards/ pay in kindness/ own currency like the Bristol Pound/ Dock Belfast café-honesty box café</p>

<p><b>Brilliant team of volunteers</b></p>	<p>Great volunteers, informed, who go on a rolling journey with a person as they come in. Need a volunteer lounge</p> <p>Recruit volunteers with lived experience</p> <p>Training and regular reviews- not just left to get on with it</p>	<p>Ownership of their roles</p> <p>People with good observation skills- discreet trauma informed ethos</p> <p>Meeting and greeting feels natural- don't feel jumped on when you arrive</p>
<p><b>Multi-sector working</b></p>	<p>A place you can trust, where you know you can get help for the things that bother you eg housing worries, help for your mental health and wellbeing, early-help, money worries, health worries, a safe place to hang-out with your friends and family</p>	
<p><b>Everyone welcome</b></p>	<p>Stay and play, cookery</p>	<p>members find accessible? Whole family dynamic in perinatal timeframe</p>
<p><b>Things that get dads to the centre (as well as mums)</b></p>	<p>Old and young people mixing- benefits</p> <p>Flexibility of availability e.g. fathers and partners/ working hours- what will other family</p>	<p>Design for disabilities-everyone benefits</p>

## Joy's Bones!

The facilities it must have to make it work as it should

We asked people to imagine that if Joy had a body, with bones inside it that gave it it's structure and kept it strong, what would these be. This is what we heard

<b>Everyone working together</b>	Multi-purpose space Flexible space	of equal hierarchy. No one to feel like they are entering or exiting
<b>A place you know you'll get connected to the thing you/ your family need</b>	Future proofed- not just Different entrances to meet people's differing needs, but all should be	from a back door designed for one provider
<b>Here forever- sustainable</b>		
<b>Behind the scenes</b>	Internal phones to reach different parts of the building	Desk space for laptops- comfortable working (right height)
<b>Joined up approach</b>	Space to make private phone calls- soundproofed	Bookable and drop-in workspaces
<b>A place to improve staff wellbeing too</b>	Places to charge laptops- tech ready  Wi-Fi/tech embedded  Place to print (public and staff- separate?)  Coat hanging/ lockers for bags and personal storage when meeting the public	Built in storage spaces for equipment  Staff/volunteer places to eat/ cook/sit to eat  A booking system for rooms that can be accessed from anywhere 24/7  Communal fridges for back-office staff- plenty of them!
<b>Clinical facilities</b>	Must meet CQC and IPC standards E.g. wipe clean/ sink/ no carpets	Lockable storage for clinical equipment and non-clinical (if being used by multiple providers- must have own lockable storage)

<b>Everyone feels welcome</b>	Smaller rooms for the public to use where you can control your own vibe (temperature/ colour/ sound)	Baby changing- men can access too No hand dryers (sensory nightmare!)
<b>All protected characteristics</b>	Quiet space/prayer room  Openly visual references to the diversity of our communities in the design  Changing Places toilet facilities (shower/hoists)  Individual toilets (fit prams/ wheelchairs) Non-gender specific toilets With individual sinks in the toilet cubicle	Nice toiletries, well stocked loos  Noise cancelling headphones available at the entrance  Pram/ wheelchair access. Pram parks at points through the building  Consideration to the signage- clear, symbols, colours, plain English (eg meet you at the purple zone)
<b>A food / drink offer</b>	A place to meet & mix  A place to pay for food/drink AND a place you can go on a budget (e.g., hot tap/ microwave)  A space you can feel comfortable on your own and with a group	Wheelchair friendly seating (where you don't have to move seats around/away, you can just wheel in)  Facilities/ space to feed babies Space to express- not in a toilet
<b>Play</b>	Tech enabled space/activities for children/young people/ teens and parents for fun  Play areas: some which require parental supervision and some which are supervised (creche type) To enable single parents And parents of large families eg multiple under 5's, to access healthcare appointments knowing there's somewhere for	their children to be safe. Gap in Wirral-creches cant always meet the needs of children with additional needs  Outside space- places to see food growing Places to get hands dirty (health- good microbes)



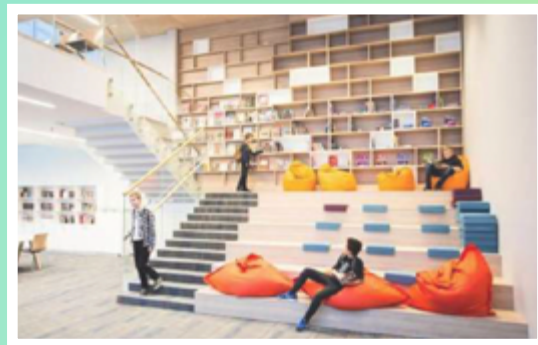
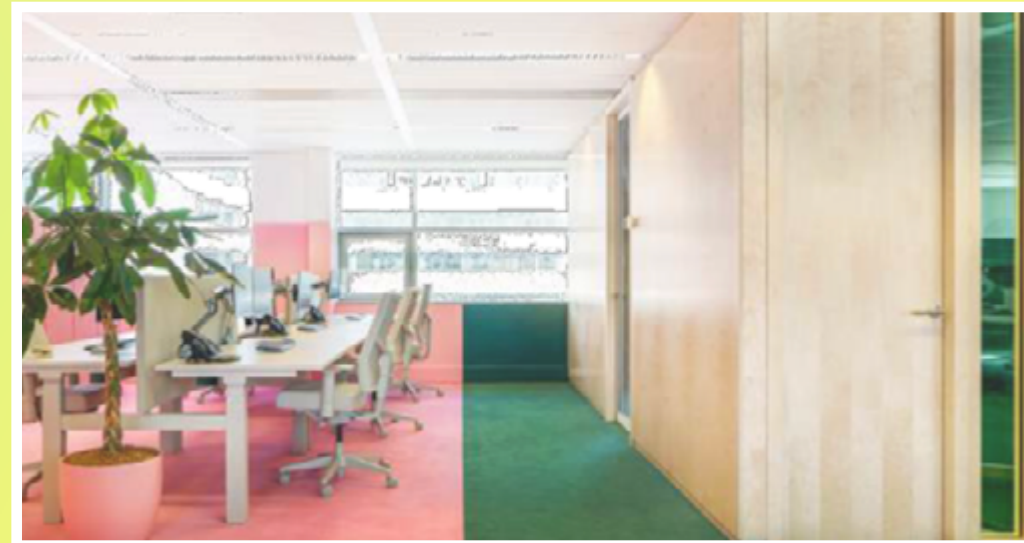
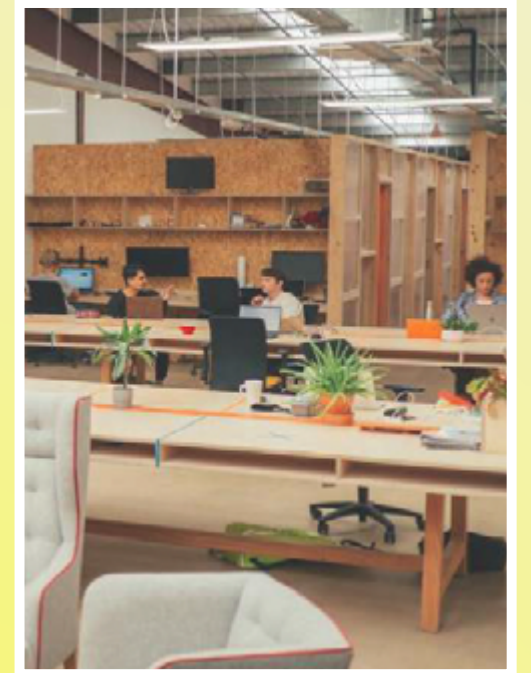
**What will Joy look and feel like?**

[wherejoylives.co.uk](http://wherejoylives.co.uk)

**“If Joy looks, feels or smells like a typical Health Centre, then we have failed”**

**– Lee Pennington,  
Founder of Open Door Charity**

Based on what we heard from the people we listened to during Joy-Discover, a team of architects developed mood boards to inspire the design of Joy. These were reflected back to the public during workshops to get their feedback on the colour, design and feelings that these pictures invoked. These images give a feel for the place that we'll create.



**Shaping Change with Joy**

**Joy.**

# The Ground Floor

The entrance to Joy will be visually appealing- a welcoming green space with a view into Joy's art gallery, outdoor play activities for children, an outdoor performance space.

Joy's ground floor will be a place for families to meet, socialise, play and connect with services and support.

The building lends itself to having many entrances which will allow people's different needs to be met. Some will want a bright, buzzy welcome, others will want a quieter entry, with time to take in their surroundings. No one will feel like they are using the back-door; each entry and exit will be of equal status.

## Ground Floor Facilities



Café



Communal seating area



Office and meeting rooms



A hairdressers/ barbers



Gallery-exhibition space



Outdoor performance space and seating area



Clinical rooms for NHS services (eg midwife appointments)



Toilets and a Changing Places (accessible toilet facilities with hoist and shower facility)



Activities to engage children in art, culture and play- bouldering, soft play, swings, interactive art

## Shaping Change with Joy

## The Inspiration

Inspiration for the ground floor design and interior has been taken from other cultural spaces, from vibrant buildings that have similar proportions to the Treasury Annex, such as these from the Park Hill Estate, Sheffield.



Feedback from families whose children have sensory needs is that nooks and comfortable corners will help their young people to feel at home within the public space. We have taken inspiration from other venues and will incorporate this into the design.

# The Ground Floor

## The Vision



Artists impression of what the communal areas on the ground floor will look like when Joy is opened



By creating a multi-purpose, flexible space within Joy, it will ensure the space can be used in many different ways to meet seasonal needs, like the creation of this pop-up studio at The Barbican, London

Shaping Change with Joy



**Joy.**

# The Ground Floor

## The Plans



**ODC / NHS 460**

ARCHITECTURAL EMPORIUM Ltd  
 EMAIL: mail@architectural-emporium.co.uk  
 WEB: www.architectural-emporium.co.uk  
 ADDRESS: 13 Hope St, Liverpool, L1 9BQ  
 PHONE: +44 (0)151 363 0000

0 1 2 5 10

**KEY:**

Existing walls	
New walls	
Removed walls	

**AREAS KEY:**

External Garden Spaces: with structures & meeting areas	
Planters	
Hub Space: featuring Reception / Food Offer / Eating Area / Leisure / Casual Workspace	
Communal & Bookable Spaces	
Joy College	
Communal Canteen / Kitchen Volunteer Lounge	
Cultural Event / Performance / Conference Spaces	
Artist Workshop / Gallery Areas	
Open Plan / Communal Office Space Leasable desks / Hot Desk Space mix	
Privately Demised / Secured office space	
Circulation	
Ancillary Areas	

Rev\*: First Issue

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**3.101\_Rev\***  
 FIRST ISSUE: 09.05.22  
 PROPOSED - GROUND FLOOR PLAN



# The Basement

Joy's basement will be a place for people to learn, move, celebrate and feel well.

It will maintain its industrial feel, like the Barbican in London, or the Basement Bar at the Everyman Playhouse in Liverpool. This space will be designed with Open Door mentors and mentees in mind (eg young people and individuals between the ages of 11 and 30).

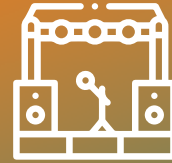
## Basement Facilities



Open Door 1:1 peer to peer sessions will be held here



Changing Places toilet facilities with hoists and shower facilities



Gigs, conferences and events for up to 500 people

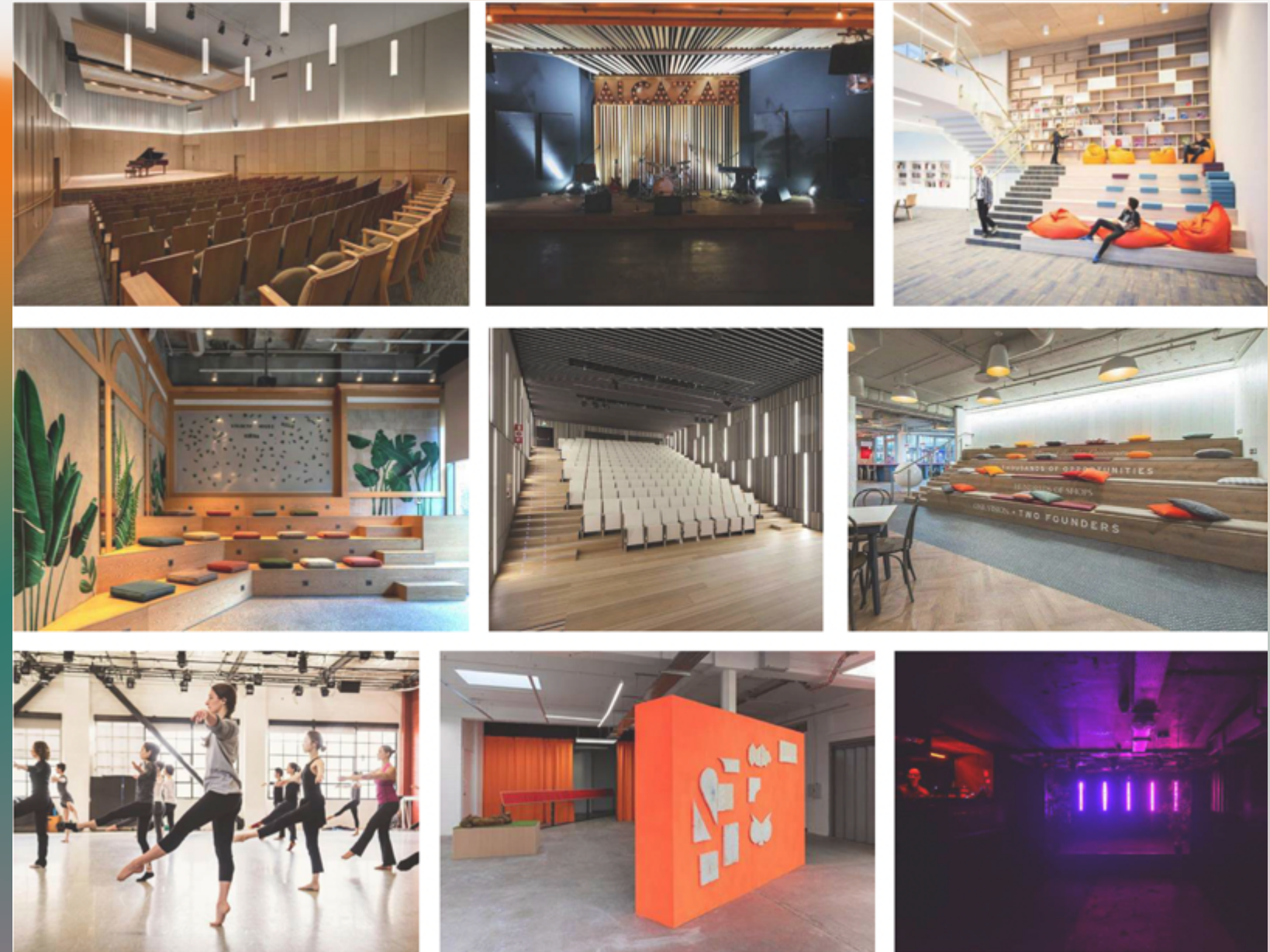


Space for community, participatory art



A licenced bar

## The Inspiration



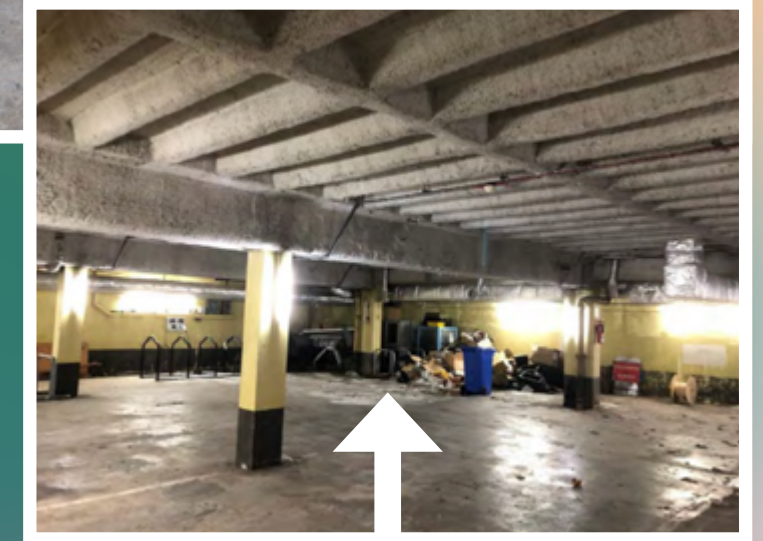
# The Basement

## The Vision



Artists impression of what the venue space in the Basement will look like when Joy is opened

## Where we are starting from

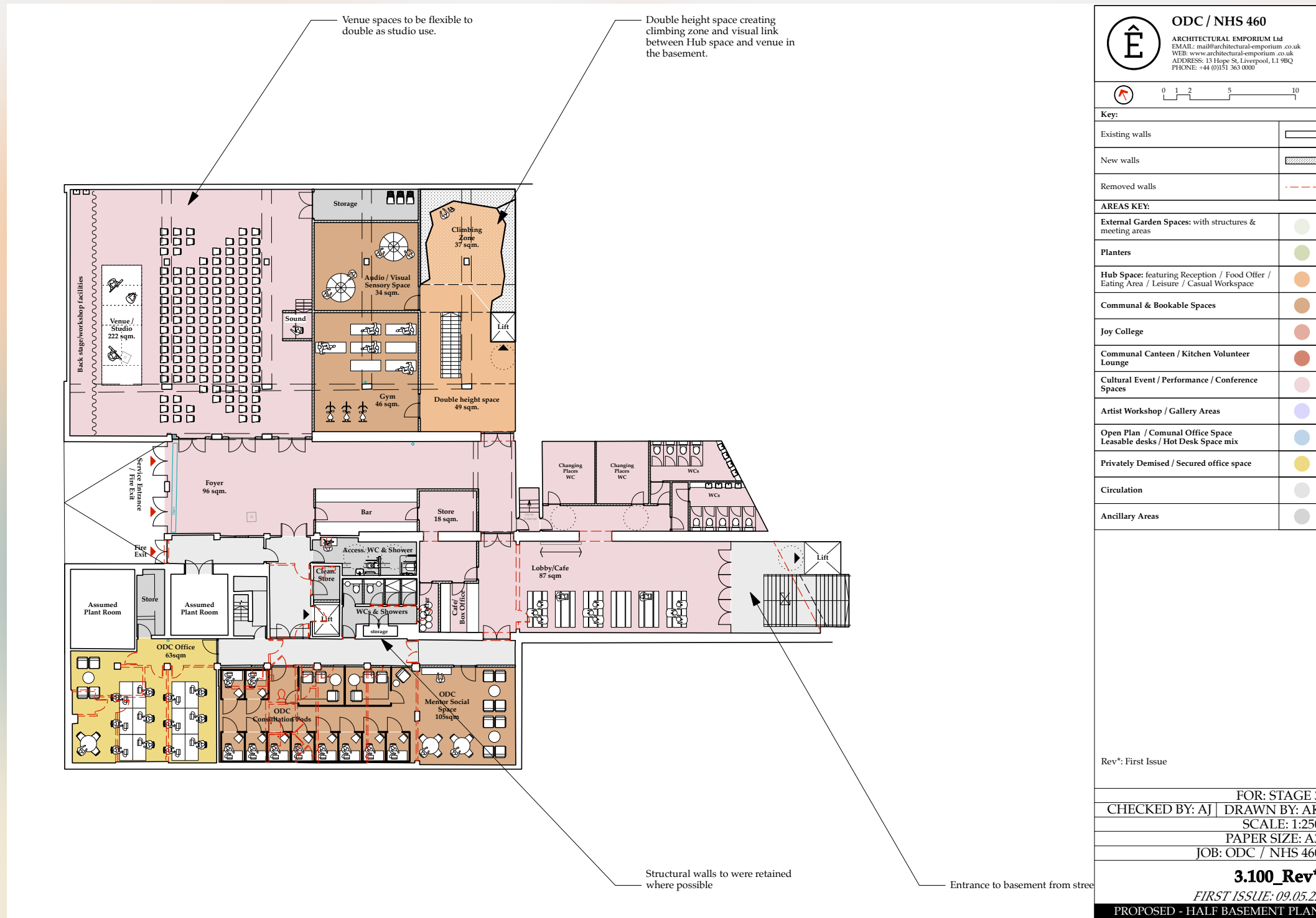


Now- In this area the grey ridged internal roof will be removed to create a double height space that connects the basement space to the upper family-focussed ground floor space. The double height space will connect the two floors of the building, adding intrigue and encouraging people to move through the building.

This basement area will host a gallery space where people can join in with community, participatory drop-in art, projects as inspired by award winning arts venue, Walk The Plank in Salford, Manchester.

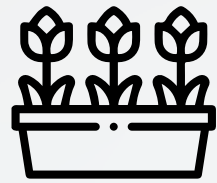
# The Basement

## The Plans

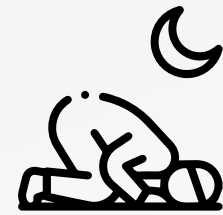


# The Rooftop

The cherry on the top of all this is the new rooftop space that will include:



A rooftop garden



A quiet room  
(Prayer Room)



A bookable bar



A shared canteen for the staff and volunteers who work from Joy. This will encourage partnership working and a “one team approach,” with the shared space facilitating informal conversations between providers and putting volunteers on an equal footing to paid staff.

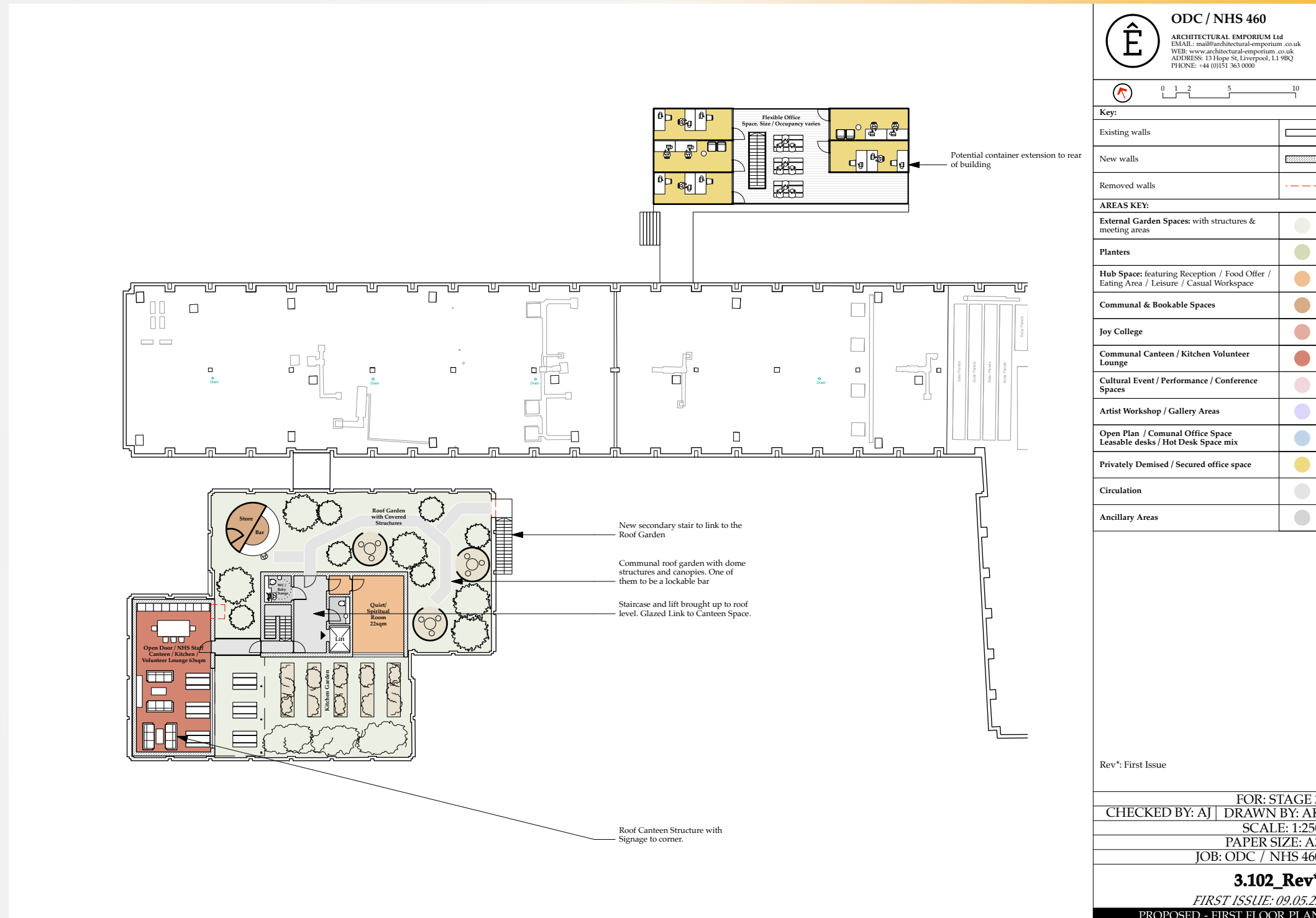
## The Inspiration





# The Rooftop

## The Plans





# Making the dream a reality

There is much to be done to make the vision for Joy a reality. It will require a clear strategy, determined leadership, a coordinated response, and oversight of a capital building project. In this section we will describe the “who”, the “how,” the “what” and the “when” of bringing Joy to life.

## Our Partners at Joy

Wirral has a skilled and thriving voluntary and community sector which has developed brilliant offers that respond to the needs of local families. These initiatives often plug the gaps between our wonderful but often busy and congested public sector services. In speaking with over 20 voluntary and community sector organisations during Joy-Discover we've only begun to scratch the surface with what's out there for Wirral families, but we learned that there is a huge, shared ambition from providers to work together and deliver in partnership.

Joy will increase partnership working between providers in Wirral by providing a flexible and modern home to a fully integrated network of public and third sector organisations underpinned with a "one team" approach. Providers will use the facilities to deliver sessions, events, activities that improve the health and wellbeing of Wirral people.

**"We need a common aspiration because we are all going to be housemates!"**

**- Sallie Taylor, Cheshire Wirral Partnership, Head of Clinical Services, Wirral CAMHS & CYP&F, Trust-wide Urgent and Emergency Care.**

Joy will offer tenancies to partners based on their individual requirements. Rooms within Joy will be offered out on a rental basis. Each unit will have a baseline rental charge; however, the amount providers pay will be eligible for a reduction based on the social value they deliver. If providers wish to work across the full space, such as NHS providers and the local authority, a service agreement will be offered at below market rates.

**"We need to use the space in a smart way so that it's seamless for the people using it. We need to box-clever so that we can all use the same facilities so that the utilisation is 100%"**

**-Natalie Park, Wirral University Teaching Hospital NHS Foundation Trust, Divisional Director Women & Children**

During Joy-Discover, the three Wirral NHS providers (WUFT, WHCH and CWP) all pledged to deliver family support services from the centre alongside multiple VCSE organisations. When you blend this together with the wide range of innovative therapeutic offers delivered by Open Door which will also have a home in the building, all packaged up with a big dollop of arts, that's a compelling offer!

# Here is an overview of the key partners who will provide support & services at Joy

<p><b>Open Door Chairty</b></p>	<p>A leading charity that provides free, immediate therapeutic support to 15–30-year-olds, alongside a diverse arts and cultural programme.</p> <ul style="list-style-type: none"> <li>• Bazaar- an 8 week creative, therapeutic support for young adults who are experiencing depression, anxiety, stress or panic attacks</li> <li>• Colours- a holistic, early help family support intervention delivered peer to peer</li> <li>• Electric Islands- Videogame style therapeutic programme for young people 11-15</li> <li>• Oomoo- reimagining of the emotional health and wellbeing of young people looked after in Wirral, includes classes, socials, lobbying groups making a fundamental shift in the way services and organisations interact with and support care-experienced young people</li> </ul>	<p><b>Happy Times</b></p>	<p>A social enterprise providing movement, sensory and relaxation-based activities. Happy Times are on a mission to improve happiness for vulnerable adults through a wide range of feel-good activities that produce happy times.</p>
<p><b>Wirral Community Health and Care NHS Foundation Trust</b></p>	<p>The Trust delivers health and social services across Wirral.</p> <p>The 0-19 Health &amp; Wellbeing Service is excited to have a presence at Joy. They offer health and wellbeing services for children, young people and their families including Health Visiting, Infant Feeding, Immunisations, School Nursing and Family Nurse Partnership.</p>	<p><b>Paul Lavelle Foundation</b></p>	<p>A Wirral Charity created to raise awareness of male domestic abuse, support male victims and survivors and provide healthy relationship education as a preventative measure. Offer community sports and activity groups for physical and mental health and wellbeing, Healthy Relationship Education workshops and a dedicated frontline support service for male domestic abuse.</p>
<p><b>Cheshire and Wirral Partnership NHS Foundation Trust (CWP)</b></p>	<p>The Trust provides health and care services, including mental health, learning disability, community physical health and all-age disability care.</p> <p>Children and Adolescent Mental Health (CAMHs) service and ADHD Team have committed to having a presence at Joy.</p>	<p><b>Lion’s barber shop</b></p>	<p>A barber’s shop which is staffed by barbers, trained in having mental health conversations, with the aim of reducing suicide for men</p>
<p><b>Wirral University Teaching Hospital (WUTH)</b></p>	<p>The Trust provides a full range of district general hospital services.</p> <p>The Midwifery Service has committed to having a presence at Joy.</p>	<p><b>The Mind Map Press</b></p>	<p>A publishing house with a printing press that enables people to tell their stories and share them with the world using printing and written word. Will facilitate community participation events.</p>
<p><b>Wirral Council- Lifelong Learning Service</b></p>	<p>The council’s Lifelong Learning Service has expressed an interest in delivery, skills and training provision as part of the Joy offer.</p>	<p><b>Convenience Gallery</b></p>	<p>A not for profit, creative arts platform based in Birkenhead who take art out into public spaces across Merseyside. Convenience Gallery are on a mission to create accessible ways for communities to engage and be enriched through the arts.</p> <p>Will facilitate community encounters and participation with arts and cultural experiences.</p>
<p><b>The Positivitree</b></p>	<p>A social enterprise that is on a mission to empower parent-carers with self-care tools and experiences which improve wellbeing.</p>	<p><b>Local social prescribers</b></p>	<p>Will have access to a free, community space to meet with people and have conversations that address their individual non-medical needs, such as linking people to local opportunities and support that can improve health and live life to the full.</p>
		<p><b>Tranmere Rovers Football</b></p>	<p>TBC</p>
		<p><b>Wirral Council’s Children’s Services</b></p>	<p>TBC</p>

# Enterprises at Joy

wherejoylives.co.uk

We want Joy to be around for many years to come so the commercial model for Joy is based on several complimentary income streams:

- Tenancy revenues from service provider-partners (third sector organisations, NHS, local authority)
- Revenue from room hire of communal and private consultation meeting rooms and hot desk space (hired by third sector organisations, not for profit, creative and community groups)
- A skills and training offer
- A café and bar open to the public
- Grant income for delivery of core therapeutic services
- Donations and sponsorships
- An events venue and performance space where a diverse creative and cultural programme will be curated to collect box office and food and beverage revenues. Income will come from events bar takings, tickets for Joy events, tickets for events by tenants and partners and weddings.

Anticipated revenues and expenditure have been modeled to demonstrate the commercial viability and long-term sustainability of Joy. A detailed cashflow model is available from Open Door on request. The cashflow model demonstrates that commercial revenues can sustain the model and cover costs.

Joy will need continued grant funding to support ongoing revenue costs to deliver Open Doors core therapeutic offers as well as continued commissioning income from the local authority and NHS partners. The cashflow model sees a slight increase in commissioned contracts for Joy's first year of operations however considering the broader remit and scale of Joy as compared to Open Door's current site, this modelling is realistic and appropriate, and Open Door will be able to take on additional contracts comfortably.

Open Door has strong existing relationships with grant funders (such as the Steve Morgan Foundation, Arts Council England, National Lottery Heritage Fund, Magenta Living and the Community Foundation). Based on its previous track record of securing funding, the assumptions made in Joy's cashflow model for ongoing revenue to sustain its core mission are conservative and achievable.

In the ten years since opening, Open Door Charity have demonstrated the appeal and demand for its offer. For example, between April and July 2021, a period where England was still under some Covid-19 related restrictions, 2062 wellbeing interventions were delivered and over 3000 members of the public engaged with Open Door-run cultural events<sup>10</sup> People engaging with Open Door for its therapeutic and cultural offer drive footfall for the café and bar. At Joy, its proximity to Wirral Metropolitan Collage's Hamilton Campus (which does not offer the same catering facilities) will drive increased footfall into the same.

Open Door has significant track record of running a café, bar and events facility at its current site, with the income generated going towards delivery of its core mission. Similarly, profits made by Joy will be reinvested to enhance and expand the offer to local residents.

Weddings might seem an unusual enterprise for a centre with a health and wellbeing focus, but with its track record of creating amazing venues, Open Door host 5 weddings a year at its current facility. With the Town Hall located 0.2 miles away from Joy's location, it will be an attractive, accessible and affordable option for those wishing to celebrate in a creative environment. The social enterprise elements of Joy will be run by a newly set up organisation, which will be a wholly owned subsidiary of Open Door Charity. Open Door Charity will let a lease down to this new organisation for the operation of the café, bar and events facilities as part of this arrangement. This will allow profits and surplus generated from the enterprise elements to be passed back to Open Door Charity to support the delivery of its core activities.

10 Open Door, Culture and Impact Report April to July 2021 (2021)

# People at Joy

wherejoylives.co.uk

When we were designing Joy, we asked people to tell us about examples of when they have received excellent care so that we could understand what we will need to do at Joy to ensure people have a wonderful experience here. One of the loudest things we heard is the importance of getting the right people in the building. We heard that it's going to be the "welcome" and the experiences of the interactions with other people within the place that will get people over the doorstep and that will keep them coming back.

**"It's the people in the building who will make it or break it"**

- Participant at Joy-Discover workshop

To create the seamless, welcoming approach that is needed, all Joy staff and volunteers will be recruited based on values and all partners and their staff who deliver from Joy will be expected to agree to a set of shared principles and behaviours. This will create cohesion and shape our shared culture.

Open Door Charity train over 200 volunteer peer mentors each year- 20% of these first engaged with Open Door as a recipient of one of their therapeutic services. This experience of recruiting and sustaining volunteers will be used to identify people who come to Joy for support or for pleasure and nudging them into a range of volunteer opportunities at Joy (with training) through to entry level roles. This pipeline of service users, to volunteers, to employment will inject life, positivity and colour into the area, helping to address underlying legacies of poverty in Wirral whilst driving economic achievement through raising aspirations.

Shaping Change with Joy

**"The magic happens when we have chance to connect with each other"**

- Participant at Joy Discover session, Feb 2020

The creation of Joy and the expansion of Open Door's therapeutic offer will create 38 jobs over 5 years. Roles will include senior management, project workers, café, facilities, and events staff. It is estimated that the renovation project will create 79 temporary construction jobs too

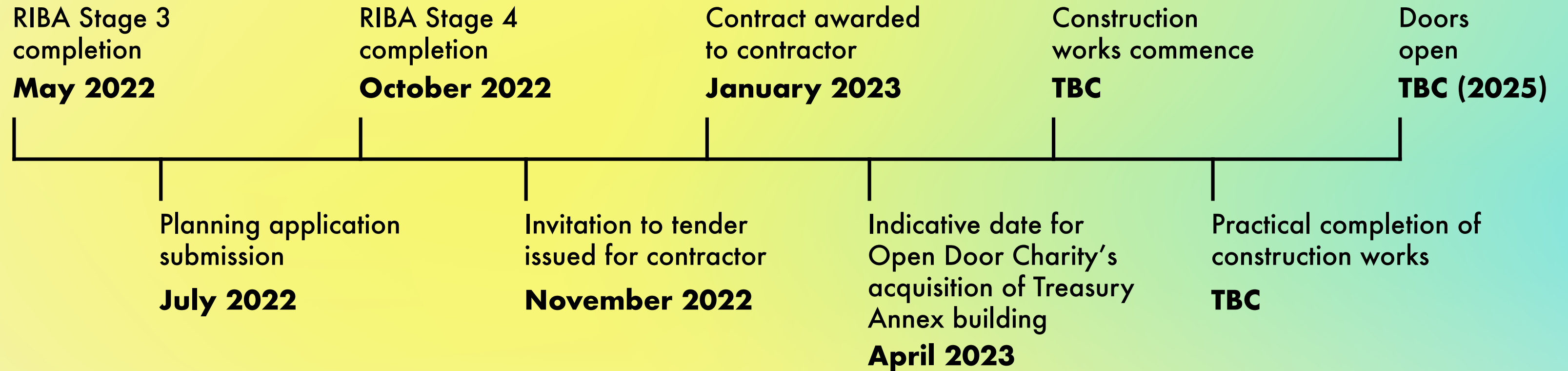


**Joy.**

# The Capital Project

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Here is a high level timetable for the capital project broken down into the various milestones



## Finance

# The total capital cost of bringing Joy to life is **£3,981,809m<sup>11</sup>**

An additional circa £500k must be secured for the final interior fit out of internal areas such as the venue, therapeutic spaces, cafe and bar along with additional budget circa £350k for external recreation, urban garden and green spaces.

£3,807,272 capital funding has been secured, along with £174,547 pre-development funding from The Towns Fund which will be used to cover early elements of project development and delivery including the procurement of a full Design Team through Architectural Emporium.

[wherejoylives.co.uk](http://wherejoylives.co.uk)



Wirral Council propose to offer the Treasury Annex to the project on a long lease of 97 years. The lease will be at a peppercorn rent and will require a premium at the outset, equivalent to the capital value of the property as of April 2022. This is all incorporated in the capital costs, above.

**Using an economic saving per person per year of £4,634, the cost saving to the NHS from beneficiaries accessing Open Door's therapeutic mental health offer is calculated at £11,947,490 over 10 years<sup>12</sup>**

11, 12 Wellbeing and Opportunity Centre (Joy) Full Business Case (working draft) June 2022



## What's Next

### Plan for the next 12 months

The next 12 months will be another busy one for the partners. There will be an asset transfer process to progress with Wirral Council, to allow the building earmarked for Joy, to pass from council ownership to Open Door Charity. Open Door will develop a refreshed Business Strategy for the Charity that integrates Joy into the organisational, staffing and financial plans for the years ahead. Wirral NHS partners will plan how to maximise their input into Joy, collaborating to create the best offer for people using the facility. Tenancy and service level arrangements are to be agreed with partners, the subsidiary will be set up and new staff will be recruited ready for doors opening. And of course, ongoing management of the capital build project.

The Joy concept is built with our community at its core. We will continue developing this offer with our stakeholders at the forefront, communicating and consulting at key milestones in the project. We'll keep re-visiting what we've heard and learnt from the people we're designing Joy. This will make sure a place is created where people want to come to and where Joy really can be achieved.

### Opportunities for funders and future partners

Raising funds and building a sustainable model allows us to provide support and services for free to those who need them. To bring Joy to life we rely on strong partnerships with individuals and organisations who share our values.

If you would like to find out more about partnering with us to bring Joy to the Wirral, we would love to hear from you.

Lee Pennington, Founder & Director of Open Door Charity  
[lee@opendoorcharity.com](mailto:lee@opendoorcharity.com)

David Hammond, Wirral Community Health and Care NHS Foundation Trust  
[david.hammond9@nhs.net](mailto:david.hammond9@nhs.net)

**Join up to our mailing list at [www.wherejoylives.co.uk](http://www.wherejoylives.co.uk)**

# open door centre



## A bit more about us

We are one of Merseyside's most dynamic and progressive independent charities. A multi-award-winning Wirral-based resource by young people, for young people.

We do this by shaping change within the lives of individuals, shaping change within communities both regionally and nationally and by applying innovation and creativity within everything we do.

Across the charity campus – Bloom Building, Blossom Haus and Luft-we deliver a holistic range of services on a membership format within empowerment, culture and opportunity, creating a place and space which is completely unique. All opportunities are free of charge with no waiting lists.

Over 10 years we have grown to become one of the largest independent providers of talking therapies in Merseyside and one of the most progressive organisations of our kind in the UK (recently awarded Queens Award for Voluntary Service in 2019 Honours List).



*Open Door have partnered with Convenience Gallery since 2019, who curate the arts, events and cultural calendar at the current facility, Bloom Building. Joy's relationship with the world of arts and culture is key to its success. Open Door will partner with a Gallery or will work with Artists in Residence to curate a thriving and diverse arts, events and cultural calendar for Joy.*

# Shaping Change with Joy

[wherejoylives.co.uk](http://wherejoylives.co.uk)

This project is led by Open Door Charity and is supported by a growing range of partners who believe in this initiative for the people of Wirral

July 2022



Wirral Community  
Health and Care  
NHS Foundation Trust



Wirral University  
Teaching Hospital  
NHS Foundation Trust



Cheshire and  
Wirral Partnership  
NHS Foundation Trust

Shaping Change with Joy

**Joy.**