

IMPACT REPORT 2021-22



WILD WONDER
& WISDOM

Outdoor Learning

Outdoor learning and enrichment programmes for young people

KATHY'S INTRODUCTION



I am excited to introduce our Social Impact Report for 2021-22 which provides real examples of the positive opportunities and life changing impact our social enterprise has created for young people in the St Austell area of Cornwall since April last year. We were established as a Community Interest Company in March 2019 and from then we have gone from strength to strength, increasing the range of experiences we can offer to an increasing number of young people year on year. We have forged new links with St Austell Youth Social Prescribing Service and we have continued to develop relationships with The Women's Centre, Young People Cornwall and Active Cornwall. We managed to grow our business during the pandemic and have employed more highly experienced teachers and skilled instructors and have helped to facilitate youth worker training thanks to BF Adventure, and instructor training through the government's Kickstart scheme.

Funding support this year has come from Active Cornwall and Headstart Kernow and we successfully ran a matched crowdfunding campaign with Sport England. Thanks to these funders and the support of local families who buy into our services, we have managed to introduce and run two year-round, multi-activity clubs for 9-16 year olds. These have continued to push our mission which is to enable young people to get active together in the outdoors (whenever possible) in an effort to improve emotional literacy and connectivity with nature and their communities. We are also grateful to our Directors team who bring a diverse range of expertise and who have volunteered their time to help support Wild Wonder and Wisdom CIC to develop and grow this past year. This report has been completed by Izzie Compton, our trainee Outdoor Instructor on the Kickstart Programme, and we are hugely thankful for her efforts. She has been extremely sensitive when collecting and presenting the real impact stories from some of our families who have experienced positive life changes through contact with WW&W and she has even written a story about how WW&W has affected her. I encourage you to read the whole report. We feel really proud of what we have accomplished together this year and are excited about what we can achieve next year and beyond.

Our Mission

To empower

young people to make positive change

To promote

mental and physical wellbeing

To provide

enriching outdoor learning experiences

To inspire

those facing barriers to accessing nature

To support

communities, partners and outdoor providers

MISSION STATEMENT

We seek to empower young people through enriching experiences in the outdoors. We focus on boosting emotional literacy (self-confidence, self-belief, social skills and empathy) and improving mental and physical wellbeing by delivering outdoor learning experiences that reconnect young people with nature and their communities.

PROBLEM STATEMENT

- 1 in 8 young people aged 5 - 17 years have a clinically diagnosed mental health problem in Cornwall
- 25% of pupils in the St. Austell and Mevagissey area receive Pupil Premium
- Severe and persistent behavioural and mental health problems before secondary school years which go unsupported have a long term impact on mental health and life chances
- 3/4 of young people spend less time outdoors than prison inmates
- 307 children and young people in the St. Austell and Mevagissey area are home educated
- Social prescribing referrals in St. Austell have increased by over 820% since 2018

NATURE BASED SOLUTIONS

There is an increasing and convincing evidence base that shows that contact with nature has tangible and significant epidemiological benefits for our mental and physical health.

The Company

Wild, Wonder and Wisdom is a social enterprise that seeks to empower young people through outdoor activities. The organisation became a Community Interest Company in March 2019 and has since steadily increased its social reach around the St Austell area of Cornwall. Kathy King, founder of WW&W has a mentor from Sported to support WW&W's sustainability and has been accepted onto the School of Social Entrepreneurs Trade-Up programme.

As a social enterprise, WW&W is expanding. Over the past six months, Kathy King has mentored and helped train WW&W's first ever ??? employee as part of the government's Kickstart Scheme. This has seen the scope and vision of WW&W grow, has expanded opportunities for funding support and has allowed the charity to reach more young people than it ever has done.

WW&W are currently running several programmes in the St Austell area of Cornwall. These include subsidised after school clubs that offer a diversity of activities and sports for both mixed and girls groups. Discount codes are available for disadvantaged families and hot snacks are provided at each session. We use sports/activities as a medium to deliver stealth learning in emotional literacy (self-belief, confidence, self-regulation, social skills and empathy) and to improve physical fitness.

The Wild Camp Adventure Programme is also running through the Spring and Summer of 2022. This is a six-week one day a week course for young women aged 18-24 who are, or are at risk of becoming, N.E.E.T. (Not In Education, Employment or Training). It provides the opportunity to learn bush-craft skills, build confidence, develop a sense of self and feel empowered to step confidently into the next stage of their lives. It offers the chance to grow and form lasting relationships alongside experienced outdoorswomen.

We owe a debt of gratitude to the organisations from whom we have received funding support to deliver our programmes this year. These include Headstart Kernow, Cornwall Community Foundation, Sported England ???

HEADSTART
KERNOW



OUR IMPACT

OUTPUTS

Wild, Wonder & Wisdom Impacts

OUTPUTS

April 2021 - 2022



304

Services delivered in the St Austell area of Cornwall



182

Hours of activities delivered both indoors and outdoors



1000

Hot snacks provided for all dietary requirements



32

National Indoor Climbing Awards achieved with Cornwall Outdoors



2

Staff members trained with BF Adventure and the Kickstart Scheme

We are extremely proud of what we have been able to achieve in one year. Despite the pandemic and the challenges posed by lockdowns, we have been able to reach many young people and increase connection to nature and communities.

We are extremely grateful for the support of Cornwall Outdoors in delivering our National Indoor Climbing Award Scheme training for our young people. We must also say thank you to BF Adventure and the government funded Kickstart Scheme for enabling Wild, Wonder and Wisdom CIC to train its staff to improve and expand our services.



OUTPUTS

MEASURING MOMENTARY HAPPINESS

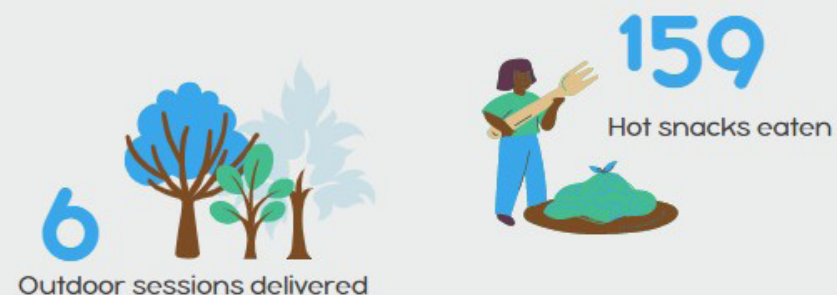
In 2020, WW&W teamed up with Smartline and The University of Exeter to investigate how they could tap into the research on a concept called 'Mappiness' or momentary happiness (Mackerron et al). We use simple emotion gauges with our participants during which we tune into the ways physical activities in green and blue spaces alter our mood. We capture how 'excited', 'happy', 'content' and 'relaxed' we are feeling before, during and after our sessions. This mindful acknowledgment of how our moods change will start to condition participants to learn which natural spaces and physical activities improve their mood most.

WINTER 2021

Multi-activity sessions OUTPUTS



Since November 2021...



Our first winter edition of our multi-activity sessions were a huge success. We were able to deliver 36 hours of activities to 41 young people over a two-month period. As a pilot programme, it has shown promising results and has encouraged WW&W to continue these provisions even during colder months in future.

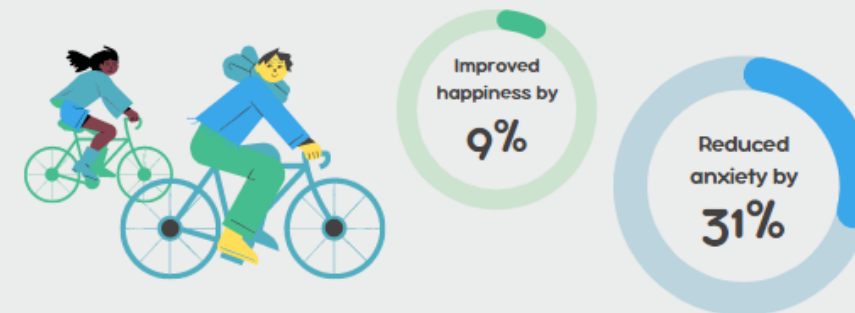
OUTCOMES

WINTER 2021

Multi-activity sessions OUTCOMES



Our outdoor cycling sessions...



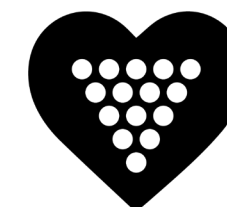
Our indoor climbing sessions...



We found that our sessions improved momentary happiness, made our young participants feel more content and reduced anxiety.

A huge thanks to Headstart Kernow and Cornwall Community Foundation for their support in funding our mixed multi-activity sessions. A successful crowdfunder by Wild, Wonder & Wisdom enabled us to deliver our 'This Girl Can' multi-activity sessions.

HEADSTART
KERNOW



Cornwall
Community
Foundation

WILD WONDER
& WISDOM
Outdoor Learning

OUTPUTS

MEASURING OVERALL WELLBEING

Our first Wild Camp Adventure Programme of 2022 culminated in an overnight camp on 25th March. To measure the success of the 6-week course, we have used the Warwick-Edinburgh Mental Wellbeing Scales (WEMWBS). WEMWBS is a tool developed to help measure mental wellbeing and evaluate projects and programmes which aim to improve mental wellbeing.

It is a 14-item scale with 5 response categories, summed up to provide a single numerical score that indicates mental wellbeing. For example, one item states 'I've been feeling optimistic about the future' with responses ranging from 'None of the time (1)' to 'All of the time (5)'.

We conducted WEMWBS scale surveys with the young women who took part in our Wild Camp Adventure Programme March 2022 both at the beginning and the end of the course. This has indicated where the programme has been successful in improving participants' mental wellbeing, and where there is room for improvement.

Using these results, we want to begin to understand what our social impact looks like. So, to make them more tangible and meaningful to our stakeholders and service users, we have used a Social Value calculator engineered by the Housing Association Community Trust (HACT) and Simetrica (LINK), international experts in social value analysis, research and econometrics. This tool helps us transform our WEMWBS results into monetary terms that make more sense to us all.

Our first Wild Camp Adventure Programme of 2022 generated £3,019 in social value for the local community.



£3,019

generated for the local
community through our
Wild Camp Adventure
Programme Feb 2022

SOCIAL VALUE

OUTCOMES

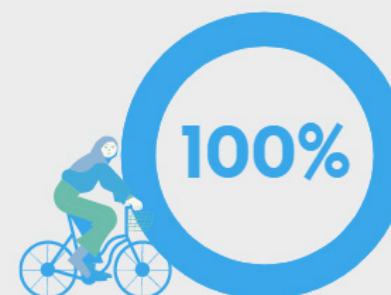
We also asked the young women who took part in our Wild Camp Adventure Programme March 2022 to fill out skills questionnaires before and after the six-week programme to both measure the success of our sessions as well as give them the opportunity to reflect on their progress and see where they have grown in confidence.

Wild Camp Adventure Programme

OUTCOMES



CYCLING



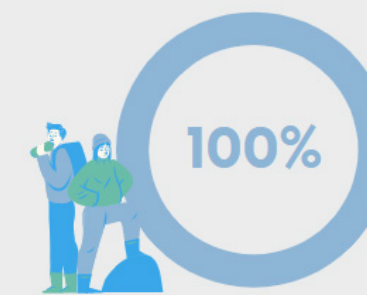
of participants
improved their
confidence in cycling
on different terrains
and gradients

BUSHCRAFT



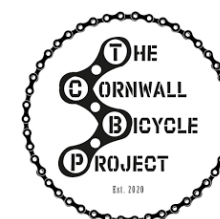
now feel 'very
confident' in
lighting and
cooking on a fire
or camping stove

HIKING



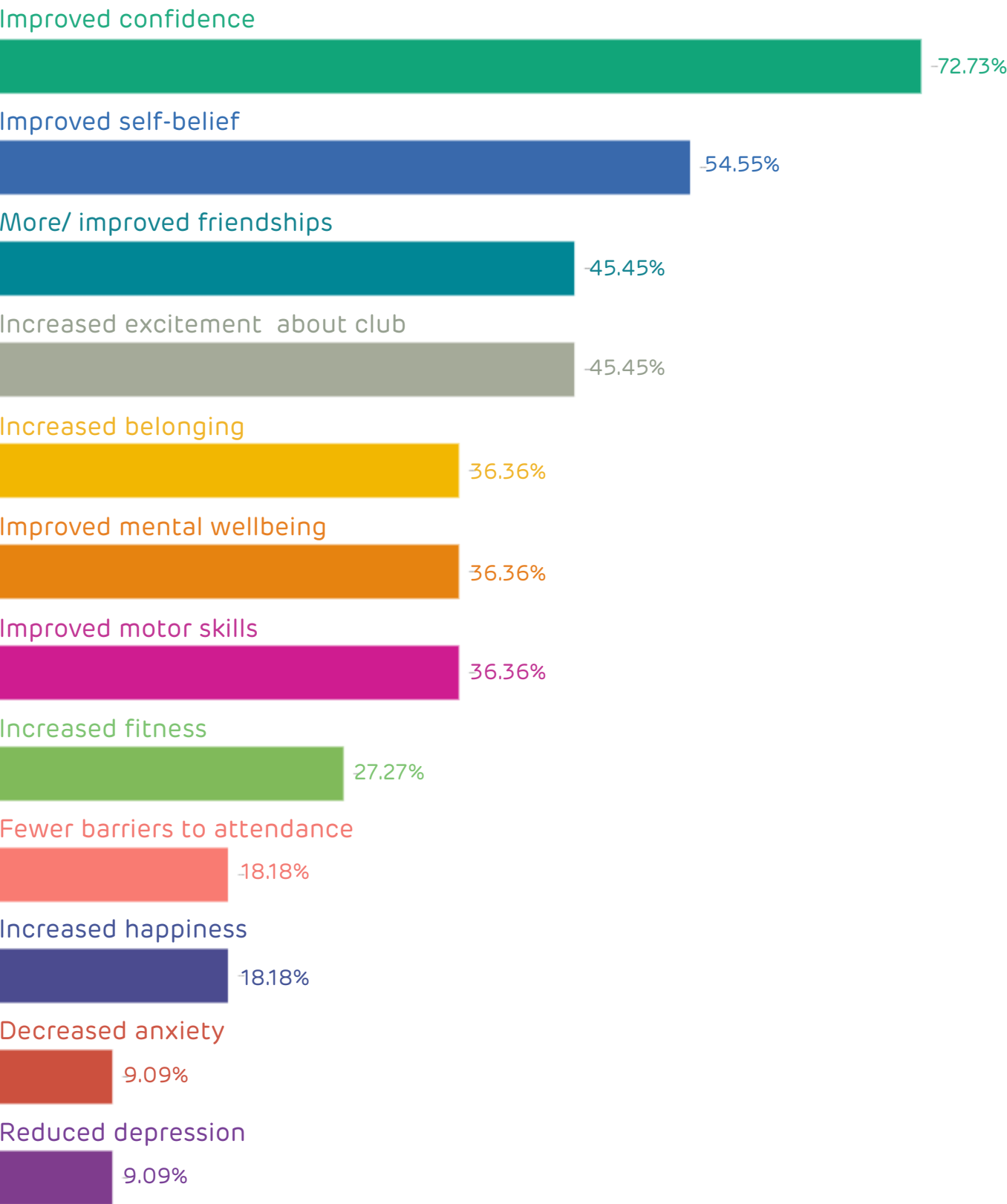
of participants
feel more
confident in
selecting a safe
path for hiking

A huge thanks to our collaborators who helped us deliver our six-week programme in March 2022. These include The Moor to Sea Food Co., The Cornwall Bicycle Project, The Barn Llamedra CIC and Yoga With Star.



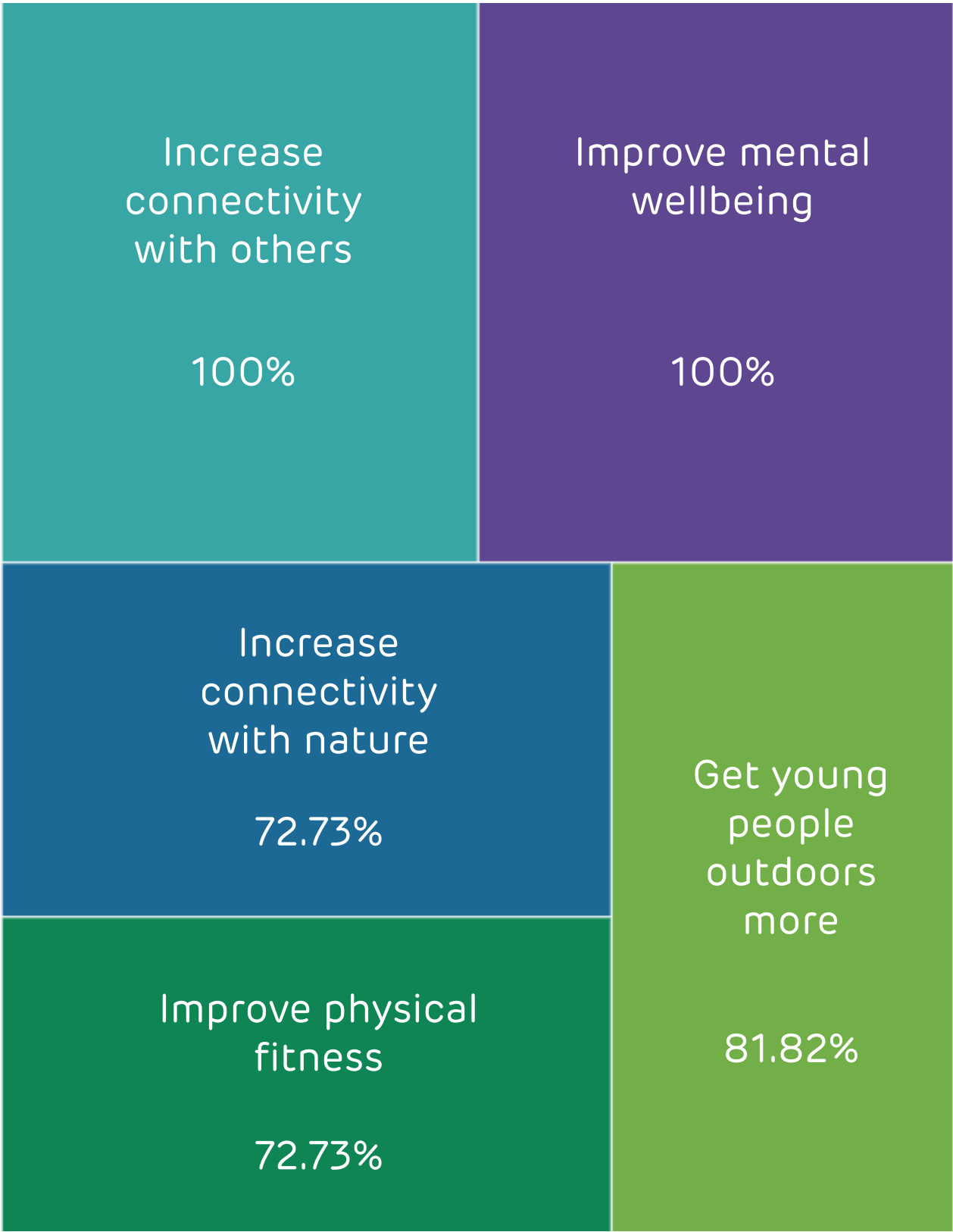
POSITIVE IMPACT

We asked parents which **indicators** they have seen in their young people that show the **positive impact** of our 'Outdoor Adventurers' clubs:



OBJECTIVES

We asked parents of our young attendees which **objectives** they thought our 'Outdoor Adventurers' clubs were **achieving**:



FEEDBACK

New friendships

No pressure

Joy

Empathy

More open to new things

Positive

Expression

Fun

Excited

Life skills

Higher self-esteem

Aware of nature

Confidence

Less worrying

Increased fitness

Belonging

Trying new activities

Self-belief

Less anxious

Variety of activities

Reflection

Healthy snack

Happy





PERSONAL CHANGES

"He is **trying** and succeeding in activities he would have previously said he 'couldn't do'."

"**New skills** gained such as wood work & fire lighting."

"**More open** to joining/attending a club with similar activities."

"**Increased fitness** and want to do more activities."

"Definitely a **different attitude** towards climbing! Started off saying I can't do this but after week 1 she could do it and **felt she was able to.**"

"Becoming **more aware of nature** and what is around and helping to **develop life skills.**"

"The first time ever that she has **looked forward** to an after school club."

"**Happy to try** new and different activities and not just the activities she has done before."



WHAT OUR YOUNG PEOPLE SAY

"I'm excited for youth club mum!!"

"Wild, Wonder & Wisdom is the best! I can't wait for Wednesdays."

"I don't want to leave."

"I wish the sessions were longer."



OUR STORIES



Rudi's Story

Rudi, aged 13, has attended our clubs since September 2021. He is bubbly, has an infectious laugh and has really found his place with us. Rudi has been home educated since he was seven and has struggled with his motor skills in the past due to his Autism Spectrum Disorder. Rudi moved to Cornwall in August 2021 but settled in quickly after meeting new friends and finding a sense of belonging at our clubs.

"I found Kathy online on Facebook and I just thought, oh, that'd be perfect for Ru because he's not always been very confident in his physical abilities. He struggles anyway with ASD (Autism Spectrum Disorder) with his fine motor skills and things like bike riding. He's not always hugely confident with his mobility so I feel like having different activities that the majority of the kids around you might not have tried themselves makes him give it a go. And really his confidence in his own abilities has just grown hugely, probably more than anything I've done with him on my own. He's really loved it."

Leah, Rudi's mum

Our clubs have seen him really grow in confidence, giving him the opportunity to challenge himself in a supported environment and meet other young people who are a mix of home and school educated. Since starting our clubs, Rudi has found the confidence to follow his dream of becoming the next Mr Miyagi and has attended several martial arts lessons, something that seemed really daunting for Rudi last year.

"Rudi has grown so much since he started with us and is always full of energy, chatty and a pleasure to have around. He has developed some good relationships with the other young people attending the session and seeing him amongst his peers laughing and being a kid is the best part of what we do."

Adele Hemming, youth worker



“This is fantastic for young people to learn all about self confidence, team building and self-esteem whilst having great fun. Kathy and her team have made such a difference to my girls.”



TM's Story

“Every week on the programme has been great fun but also challenging for me as I struggle with anxiety and depression. At the beginning I was a little apprehensive as it's way out of my comfort zone, and meeting new people is always challenging for me. I have had encouraging words every week from Jo after being hesitant and not feeling optimistic about it at all. She has pushed me and reassured me which is what I needed after hard times where I feel down.

My favourite week has been the cycling. Kathy and Adele have made it so much fun every session. Throughout, I have always felt looked after and listened to. They would always check that nothing got too much and they were there for me to talk to and I always felt supported. Lunches on the beach were amazing and I had time for myself to relax and think and reflect on things happening which is rare.

The final session, the camping, was amazing, I had such a great time. The coastal walks were a first for me, they were challenging, however I felt good that I achieved something small. The night walk, stopping under the stars was relaxing for me. It reminded me of my grandad who is close to my heart. I happened to shed a few tears too. At dinner, I felt connected to everyone and I have made a new friend as well. Now we will be talking all the time.

Overall, I have come away from this feeling more confident and I have been able to express my feelings with everyone, especially Kathy and Adele which sometimes is hard too. I would definitely return to the group and would love to do this again in the future.”

TM

TM is aged 19 and took part in our six-week Wild Camp Adventure Programme in February 2022. She struggles with anxiety and depression and is particularly anxious when meeting new people. During the programme, TM got to try outdoor yoga, cycling, coastal walking, bush-craft and a final overnight camp to finish the course with other young women like herself.

The programme has empowered TM to reach out to others more and to try new things. It provided her with a safe space to express herself and be unapologetically TM, and with gentle encouragement and non-judgemental support, she was able to push herself out of her comfort zone over the six-weeks, giving her a new found confidence to step in to the next chapter of her life.

“I have known TM for a few years now and since attending The Wild Wonder Wisdom Project I have since a wonderful inner confidence shine from her. TM has shown a real growth in resilience and a recognition in her strengths to enable her to keep going and thus have fun on her life's journey. The whole project has been A real positive for TM and she will keep those fab memories and friends with her for ever now, which she can draw upon when needed.”

Jo Plester, Engagement and Progression Officer at Cornwall College



Morgan's Story

Morgan is aged 12, year 8. She has been attending our outdoor adventurer's after school clubs since September 2021 and since then she really has grown in confidence. Morgan struggles with anxiety and depression, making it difficult for her to feel confident or comfortable interacting with others.

"She really enjoys coming. She looks forward to it. She looks forward to being near people. I think it's the fact that she gets interaction from other adults and other children and she is forced into that whereas if she chose it she wouldn't do it. And it gives her a break from me which she needs because it is just me and her all of the time. She does need to get out and about and get away from me because she gets really bad separation anxiety sometimes. If she is home she is just thinking of herself a lot whereas if she is out she is doing something and it takes her mind off of it. Sometimes she doesn't want to leave, she wishes the sessions were a bit longer."
Mandi, Morgan's mum

At Morgan's first few sessions, she was very nervous and found it really difficult to make herself come. Kathy's kindness helped Morgan feel more welcome and slowly she began to feel a better sense of belonging with her group. Fast forward six months, and Morgan has now completed her NICAS Level 1 Climbing course, has been out biking, has tried spin classes, has done frisbee golf and took part in various fitness sessions. We are so proud to see how far Morgan has come and to see her confidence growing. Our clubs have given her a place where she belongs and somewhere she can feel comfortable and confident being herself.

"Highly recommend signing up for the next set of sessions. My sons confidence has come on leaps and bounds and he can't wait to go back! Thank you so much Kathy and team."





CM & LM's story

CM and LM are sisters. CM is aged 15 and LM is aged 12. They have both been attending our Outdoor Adventurers Mixed club since September 2021. They were signed up to join us after experiencing physical and mental domestic abuse. Their experiences left them with anxiety and PTSD, significant barriers to their development. Both sisters were afraid of strangers and struggled to go out without their nan, who cares for them full time. CM was afraid to get the bus on her own or meet friends. LM's anxiety was so severe that she would often stay in her bedroom and not come out.

"They had abuse, physical abuse and mental from their mother whenever they went on visits. They suffer with anxiety and PTSD. LM suffers really bad. They don't like strangers. So, basically they've both got mental health problems. But, we've come through it. The girls are happy. They've got their horses."

Mel, CM and LM's nan

Since starting at our clubs, both girls have gained confidence and have been empowered to try new things and meet new people. It was a huge step for them to even feel comfortable attending our clubs without the comfort of their nan being present, but now they pester their nan to make sure they get to club on time to see their new friends.

"[Wild, Wonder and Wisdom has helped] a hell of a lot. They're both happy to go out on a Monday without me. I mean Lacie got to one point where she would stay in her bedroom and wouldn't come out. Now on a Monday it's like 'Alright, come on Nan, get ready.' They're really really keen to go, loving every minute of it. They really are loving every minute of it. And it's brought them out their shell and they've made new friends and done new things. It's really made a difference to them."

Mel, CM and LM's nan

At our clubs, CM has made lots of friends, one of whom has been hanging out with her outside of club hours. They recently had a sleepover and regularly meet in town to mooch around. LM's anxiety has significantly reduced and now she is confident in talking to new people and trying new things. One particularly positive change has been her progress in overcoming her fear of the water.

"Lacie was scared of the ocean, basically. She was terrified of it, it frightened the living day lights out of her. But back when you went out on the beach, she went in with the others to Kathy and did everything everyone else did in the water. I mean she wouldn't even have gone near a river in case she fell in. It's really given CM the courage to go out and do something. She's catching the bus on her own, and it has really given them confidence. Real confidence."

Mel, CM and LM's nan

"The change in them is unbelievable, and I just hold that all down to [Wild, Wonder & Wisdom]."





Izzie's Story

Izzie is Wild, Wonder and Wisdom's first employee and has been employed by the company since November 2021. She joined the team as part of the government's Kickstart Scheme which seeks to help young adults at risk of or in unemployment. We have since been able to support her to gain her outdoor instructor qualifications with Cornwall Outdoors, and have mentored her in her youth work, leadership and business skills. She has now been offered a permanent and full-time position as a youth support worker and outdoor instructor as a consequence of her training with WW&W.

"Before I found Wild, Wonder and Wisdom, I was completely lost. I was fresh out of university, sofa surfing and completely conflicted about my next steps. After having been locked in a room to finish my degree because of the pandemic, I knew I needed to be outside doing what I love - adventuring - but I also wanted to use my skills to help young people and to build community. Weighing up all my options, I was reminded of an interview I did for a radio show. It was with a bubbly, energetic woman called Kathy King, and it was all about her community project helping young people using outdoor activities. It sounded exactly like what I wanted to do. So, on a whim and out of a desperate need for some purpose, I anxiously called Kathy to see if she could offer me some voluntary work. I thought that if I racked up some experience, I could break into the world of youth work for real later on. Little did I know that that phone call would lead me into a paid position, with funding support to complete an outdoor instructors course and gain qualifications in paddlesports, climbing and cycling."

"I have to admit, when I started the position I was really struggling to cope with mental health concerns, financial struggles and housing worries. I was so scared I wouldn't cope with the job, it was really tough. But Kathy was really flexible and accommodating in supporting me through my struggles. On top of this, I feel like I began to embody what the mission of Wild, Wonder and Wisdom really is. I had a very profound experience on my outdoor instructor training and I feel like it exactly describes why we do what we do.

When I first began my outdoor qualifications, I was a bit of a mess. I was full of anxiety, struggled to leave the house sometimes, found it hard to talk to others about my problems and didn't believe my life was going anywhere. Being outdoors two days a week, trying new things and using my body was profoundly beneficial for me.

I am now beginning to learn self-regulation for what feels like the first time in my life, I'm able to communicate better and I feel really quite positive about my future.

But most of all, outdoor activities has given me so much more confidence in myself and in my ability to help others and be a role model. It feels totally awesome to have gotten here, and it is all down to the opportunities offered by WW&W..

Another aspect of my time with WW&W has been communication and marketing focused. This has worked really nicely alongside my youth work mentoring and outdoor training. I have been able to be creative in my approach to social media and expanding the scope of the company, creating a podcast, videos and regular blogs."

“

"I feel empowered and brave moving forwards from this role, and unbelievably grateful for the opportunity that Kathy and WW&W gave me in bettering myself and improving the quality and richness of my life."

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