

## Sante Health

Bridge of Hope is a department within Ashton Community Trust that provides community based health and well being services for individuals affected by the conflict as well as poor mental health. Since 2001 over 20,000 people have accessed these wellbeing services through its various clinics and outreach sites located across the North Belfast area.

Sante Health is a spin off social enterprise that was developed to offer Bridge of Hope's existing suite of health and wellbeing services to private individuals and organisations. Long term it is hoped that an increase in Sante's commercial activity can weaken Bridge of Hope's reliance on core grant aid and allow it to continue to provide mental health services to individuals and communities that are traditionally most excluded.



### What support has NBEI provided?

Prior to the start up of Sante Health, NBEI commissioned an independent **market research study** to test the viability of the concept with respect to current market conditions. The final report demonstrated that a need did exist and also identified some potential users that would consider availing of Sante's services

NBEI provided Sante Health with a funding package that allowed it to recruit a **full time business development manager**. This individual (who had relevant sector experience) was responsible for implementing operational procedures and for driving this new social enterprise start-up forward

The remainder of the NBEI budget was used to cover various other overheads linked to day to day **administration, new management systems marketing, promotional and training material, events** and some other aspects related to **business development**

### How has NBEI support helped and who has benefited so far?

- Despite having relevant sector experience with a market competitor, Sante's first business development manager failed to drive forward the social enterprise and chose to move on to another position elsewhere. Another business development manager was then recruited who set about installing new operational measures that would accelerate the start up of Sante Health.
- Part of this involved a successful launch event which reached out to HR representatives from various private and third sector organisations that would potentially be interested in Sante's services.
- Since this launch event, the Sante team have worked to source and deliver contracts for various clients across Northern Ireland. An example of large contract delivered to date includes stress management training for various private organisations such as BAE and Belfast City Airport.