



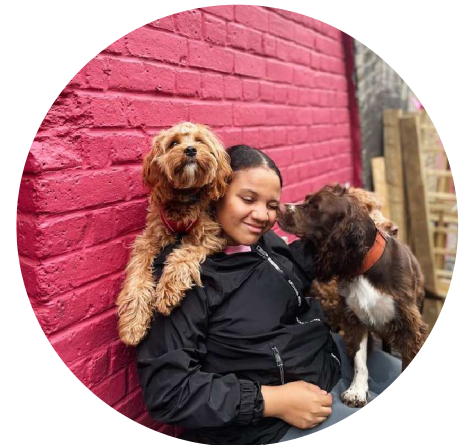
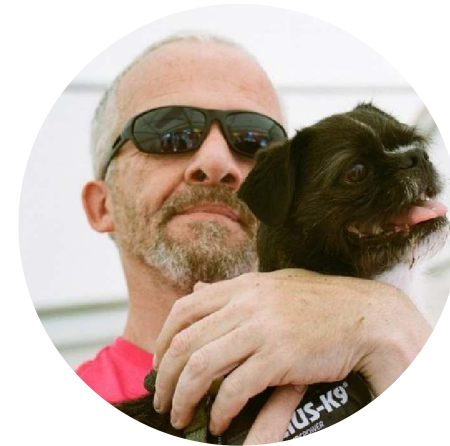
# Social Impact Report 2022





# Contents

- 3** Introduction
- 4-5** Mission
- 6-7** Demographics
- 8** Our Programme
- 9** Employability Model
- 10** Theory of Change
- 11** Outputs
- 12-13** Outcome Statistics
- 14** Black Thrive
- 15-16** Case studies & testimonials
- 17** Support Partners
- 18** Contact



# Welcome

Paw & Pause is a social enterprise dog daycare centre, established in 2019, which offers Trainee Placements to people who are unemployed with experience of mental ill health an substance use, to **gain confidence** for **a return to work**.

Paws & Pause advocates that animals, and in particular dogs, are a **catalyst to engaging** people living with mental health difficulties and substance use challenges as part of their **recovery journey**. We believe that the **connection between dogs and humans** is powerful and can act as a great motivator for engagement, change and self reflection, enabling **access to employment** and further education for those too often **socially excluded**.

**“The great thing about animals is they don’t have a preconceived notion of people,” says Dr. Henry Feldman ( Division of General Internal Medicine at Harvard-affiliated Medical Centre). “They provide unconditional love, which encourages interaction and helps people feel more confident.”**

Our dog day care service allow owners to choose a socially responsible brand and **connect with their local community**. Paws & Pause is a brand that prides itself on providing a loving, caring environment for dogs, peace of mind for the ethical owner and is supportive of its local community. We **foster communication** between our Trainees and customers, helping **raise awareness** and destigmatising mental ill health and substance use.

## About Us

Paws & Pause was founded in 2019 by Jodie Larsen and Grace Beards who met working for a homelessness charity - they were a team of two for three years **delivering a recovery programme for people recovering from substance use and complex mental ill health**. During this time they formed the concept of Paws & Pause as it was highlighted there was a lack of opportunities for people with mental health and substance misuse needs to participate in **activities with animals to support personal development through education, volunteering and learning soft skills**.

Both Jodie and Grace are **experienced dog owners with OFQUAL Level 2 in Canine Management** as well as extensive experience in Adult Social Care. Individually Jodie has has a Degree in NGO Management and ran a Business start-up Programme, worked for St Mungo's, Freedom from Torture and the NHS. Grace has a degree in International Development and a MA in Crisis Management and has worked for VSO in India, St Mungo's, Streetlink and the NHS.

Paws & Pause has now grown into a team of 7 staff working to create a safe and welcoming centre for both our dogs and humans!



# Mission, Vision, Values



## Vision

People living with mental ill health and substance misuse addictions to have access to a choice of employment and training support in an environment that works for them. Combining recovery with personal development, improved wellbeing and canine care.

To be a leader in social enterprise dog daycare and dog care initiatives.



## Mission

To provide a premium dog day care service that focuses on fun and trust.

To provide training and employment opportunities in a therapeutic and dog based workplace to support people into their next steps of work or further education or self employment.



## Values

**Fun** - We believe in creating a fun environment for dogs, staff and trainees!

**Safe & Supportive** - a safe place for dogs and our trainee's to learn. Our customers can rely on supportive feedback from our team.

**Community** - we care about being local and the impact we have on our community; Good Dogs do Good Deeds.

**Innovative** - Our approach to a new kind of city-day-care and our approach to employability is breaking the mould.



## Diversity and Inclusion

We strive to have a team which is actively inclusive and values how a diverse workforce strengthens a team. We aim to create an inclusive working environment where individuals are celebrated and we can also create and support opportunities for those who may not be in a position to usually start careers in the pet care industry.



## Objectives

- Provide a caring and loving environment for the dogs
- Ensure the highest safety and welfare standards for dogs
- Engage with people with Mental Health and Substance Misuse difficulties
- Provide routine, confidence transferable skills for volunteers
- Promote change from negative patterns to positive healthy ones
- Reduce unemployment in those living with mental illness
- Alternative to mainstream employment and recovery and route

# The Impact of Mental Health and Substance Use on Employment:

## Why is Paws & Pause is needed in the UK:

70-90%

of people with mental health issues would like to work, but only

37%

are in paid employment.

For people with severe mental illness, this falls to 7%



More than half of people with a long-term condition say their health is a barrier to the type or amount of work they can do

72

million working days lost and costs of £34.9 billion each year due to mental health

People with a long-term mental health condition lose their jobs every year at around double the rate of those without a mental health condition.



This equates to 300,000 people – the equivalent of the population of Newcastle.

Getting back into

employment increases the likelihood of reporting improved health

(from poor to good) almost threefold, and boosts quality of life almost twofold.

"While employment can support successful completion of treatment, successfully completing treatment leads only infrequently to employment.

It is clear that specialist employment support is required, alongside treatment, to achieve results."

"Employment can play a key role in supporting recovery. We spoke to and heard from many unemployed people being treated for alcohol and/or drug problems who want to work.

Getting (and keeping) a job is a top objective for people in treatment, second only to 'getting clean'."

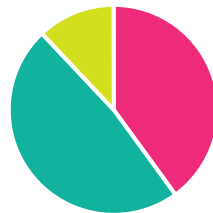




# Trainee Demographics

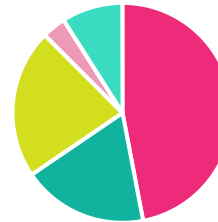
What is the background of the people we work with:

### Gender



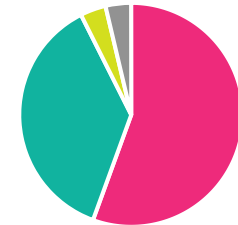
- Male 37%
- Female 48%
- Non Binary 11%

### Ethnicity



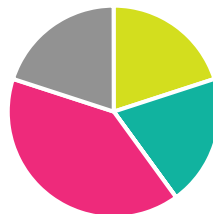
- White 47%
- White & Black Mixed ethnicity 18.5%
- Black Caribbean or African 22%
- Pakistani 3.5%
- Other mixed ethnicity 9%

### Disability



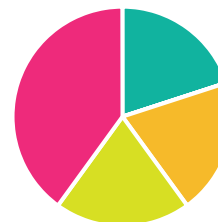
- Identify as a disabled person 56%
- Do not identify as a disabled person 37%
- Unsure
- Prefer not to say

### Trainees in receipt of any benefits & length of time



- Not currently in receipt of benefits
- less than 3 months 20%
- 3 - 6 months 20%
- 6 - 12 months
- 12 - 24 months 40%
- 24 months + 20%

### Length of Unemployment

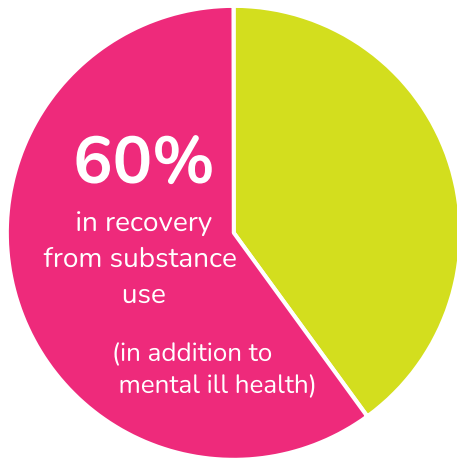


- Less than 3 months 20%
- 3 - 6 months 0%
- 6 - 12 months 20%
- 12 - 24 months 20%
- 24 months + 40%

**100%** of  
Trainees were  
on benefits,  
**60%** for over  
**12 months**

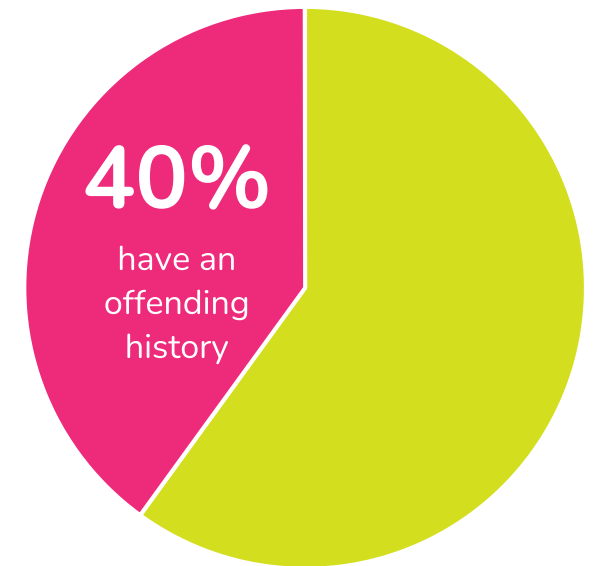
# Demographics continued

What the starting point is like for our Trainees:



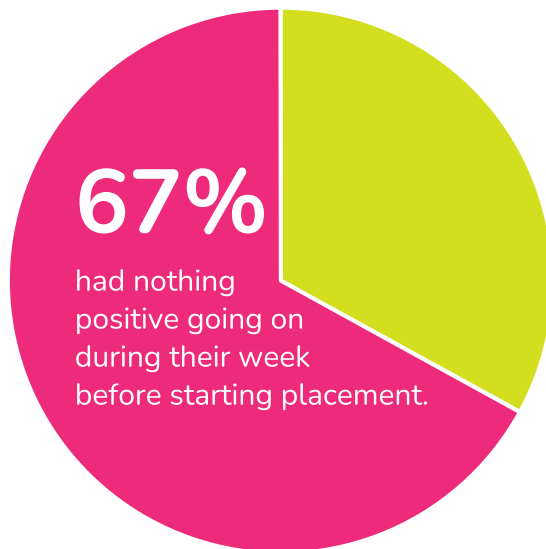
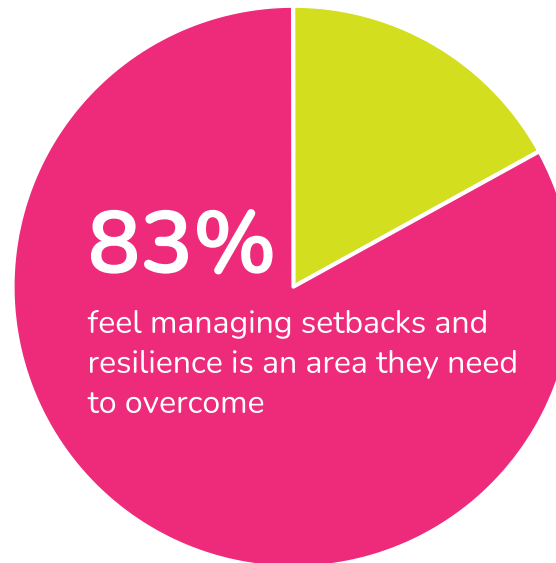
**"I felt like I'd always be on benefits**

and couldn't see how I could manage getting back to work, but now I see a future and I'm starting a part time job after being here for 3 months!"



**"Starting this was massive for me.**

I was really really anxious about even traveling there."



**"This opportunity helped me regain the sense of structure in my life,**

as well as a sense of responsibility and connection, which came from working in a team and being trusted with day care tasks."



# Press Play: Employability Programme

Our Trainee Programme 'Press Play' supports people to engage with dogs, **pause & think** about what their future could be like, before **Pressing Play** on all the **possibilities** to come!

The total **cost of mental ill health in England is estimated at £105 billion per year** (Mental Health Foundation 2020) People with a long-term mental health condition lose their jobs every year at around double the rate of those without.

For us at Paws & Pause, we believe this shows that employment programmes are largely outdated and simply give people 'hard' skills to apply for a job, or place them in a job without the right support and pre-work around personal development, needed to be done by the beneficiary first.

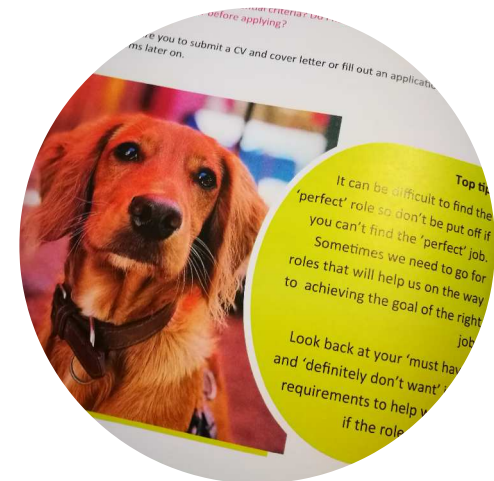
We believe in supporting people to **feel** employable, this means giving them the confidence to take their next steps in the world of work or further education and make informed choices about their career or education. The way we equip our trainees promotes sustainability and resilience in individuals, facilitating choice and tapping in to aspiration so that long term goals can be achieved.

## How is our programme structured:

Our programme combines hands on experience in our doggy day care with mentoring and a place to understand how to get back to work.



### 6 month Placement at Paws & Pause Dog Day Care





# Our Employability Model

Our Programme focus's on HOW people can feel employable, here is how the model works:

## WHY do we focus on feeling employable

There are many steps for our target group from being unemployed to employed.

There is a need for programmes that recognises the foundations that people need to sustain employment. By feeling employable, people have greater choice and can make better decisions about their futures, leading to good and sustained employment.

Our programme provides a practical basis to build these foundations, with our canine companions acting as a motivator for engagement.

## WHAT does it mean to feel employable

- Managing health with work
- Feel that employment is a viable option
- Able to commit and attend something
- Understanding what your good at
- Having a plan/direction
- Connection with a team
- Having responsibility
- Having self worth
- Social inclusion in the community
- Resilience and tools to work through problems
- Communicating confidently and appropriately

## HOW does a trainee feel employable

- Overcome set backs
- Achieving something
- Lead on tasks and projects
- Reflect on progress
- Build connection with team & dogs
- Problem solve when challenges arise and ask for support
- Attend placement regularly
- Identifying strengths activities
- Participate in Workshops
- Team activities and socials
- Start something new/activity
- Engage on action planning and goal setting
- Engage with customers



Paws & Pause provides a place for trainees to build on the HOW within our day care setting, alongside the dogs and team.

This is supported by 1-1 mentoring, employability and personal development workshops, team activities and the completion of our Workbook to compliment each placement.



# Outcomes and Theory of Change

Our Theory of change below, outlines how the programme creates impact using our employability model



# Outputs 21 - 22

21

Completed Trainee Placements

482

Days of placement attended

3856

Hours of placement attended

78%

Attendance rate

24

Workshops delivered

4

Team Socials

200

Mentoring Sessions

**Our Trainees have gone on to a wide range of roles since graduating our programme, including:**

- Veterinary Nurse
- NHS Health Worker
- Outdoor Pursuits Instructor
- Dog Walkers
- Nursery Nurse
- Vintage Bag Business
- Luxury Lingerie Business
- Yoga Instructors
- Volunteer Coordinators
- Hospitality roles
- Animal Welfare level 2 and 3 courses
- Peer Support Workers
- Canine First Aid
- Nail Technician Business





# Impact 2022

71%

Started a **job** or **self**  
**employment**



100%

Attended a **course** or **training**  
**programme**



15

Jobs starts

21

Additional  
Courses/training  
completed

9

Volunteering roles  
started

**"I'm gaining  
confidence and  
meeting new  
people**

and developing skills  
working with people again."

# Partnership with Black Thrive Lambeth

During 21 – 22 we worked with Lambeth-based organisation Black Thrive to help address the lack of diversity in the canine care industry.

Black Thrive is a partnership between the community and those who pay for and deliver services, to reduce inequalities in mental health outcomes for black people in Lambeth. This looked into different approaches of employment support for Black people with long term conditions, including mental health, and is a project we were really proud to be working on.

Employment outcomes are alarmingly low for people suffering from addiction and mental health and these same outcomes are lower for Black people. Combining these two exacerbates an already unacceptable situation. We are passionate about equal opportunity and supporting traineeships for undeserved and heavily stigmatised members of our community in South London. **The highest rates of unemployed disabled people are in mixed ethnic (16%) and Black groups (16%) (HM Government, 2019).** 50% of our placements were allocated to Black people in Lambeth who meet our general criteria.

## Beyond the Black Thrive partnership:

Will continue throughout this work in the future with targeted and accessible recruitment of trainees across London.

In practise, this mean for us that we continue to target a range of referral sources for our programme, including both statutory and non statutory support services, community centre's and services designed for the Black community. We will continue to network with community organisations and be engaged in specific forums and events targeted at employability in the Black Community.

In our communications both internally and externally we aim to show team representation and from a range of ethnicities to strive towards attracting an inclusive and diverse workforce.



7

**Job starts from the 9**  
Traineeships we  
delivered.

2

**Trainees employed by**  
**Paws & Pause** in 21/22  
were recruited from the  
Black Thrive Thrive  
programme

8

**External Courses**  
attended

# Case Studies

**Sara started the programme June 21 after being referred by her key worker at CDARS and started working for us for 25 hours a week since Nov 21:**

“My time at Paws & Pause has really helped me grow in so many areas - before I started here I struggled to have faith in anything I did and found it hard to interact with others but the team has always supported me and accepted me which has helped me to accept myself. The volunteering opportunity helped me regain the sense of structure in my life, as well as a sense of responsibility and connection which came from working in a team, and being trusted with day care tasks and developing my own creative skills on the social media platforms. The regular workshops and one-to-ones have helped me develop and realise my own skills which has made me feel more confident seeking out employment. After volunteering for 6 months with Paws & Pause, I felt ready to start looking at employment opportunities and applied for a job at the day care and was supported by Jodie and Grace, as well as of the rest of the team.

**I now work for 3 days a week at the daycare which would have just been unimaginable this time last year and it feels so unique to be in a workplace that is like a safe space to voice ideas and honestly talk about mental health.”**



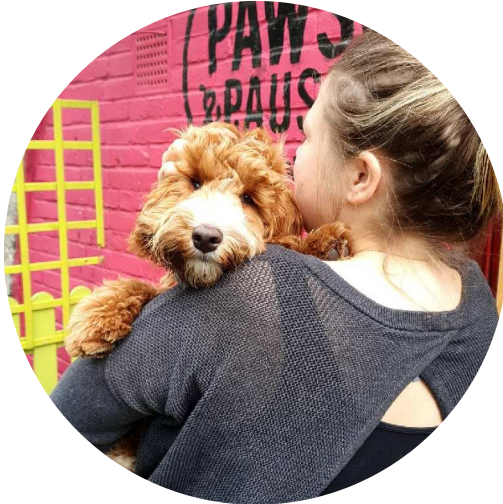
**Jo Progressed to running our Social Programme for 2 years before moving onto a role within a Mental Health Organisation in late 2022.**

“I started at Paws & Paws as a trainee in September 2019 after being unemployed for a few years due to mental health and substance use issues. My confidence was very low and didn't have any direction in life. At Paws & Pause I have identified my skills in supporting others and found something I am not only passionate about but also good at! I want to take these skills into my future career and am now coordinating the trainee programme here. Since starting here I feel supported in expressing ideas and feel confident in voicing opinions and values as part of a team. Beforehand I felt very hopeless and uncertain about my future goals.

**Being diagnosed with a mental health condition I felt like I was going to be stigmatised for life, whereas here I am seen as an equal member of the team. I can see a future where I can fulfil my ambitions in both my career and personal life and where my mental health doesn't define me.”**



# Case Studies



## **Lina graduated in Nov 21 and went on to full time employment at a local vet practice:**

“It has helped me focus on my goals with the support to take it one step at a time – I feel I have the support structures in place to be able to manage with my new job and succeed in the workplace.

I got to explore different ideas and play on strengths such as my creative side with the snuffle mats. I loved getting to know the different dogs and helping them build confidence I really enjoyed the team, albeit small, and that the effort was put into doing ‘team’ activities like the laughing yoga despite the pandemic! and feeling like I had a place when I came in and tasks to do as well as help with the dogs. I was taught how to manage the veterinary records which was a great confidence booster for my admin and IT skills which I used to find overwhelming, and also helped me get up to date knowledge of veterinary practises.

**I found that with the placement I was able to start to get used to what working a full day may look like as I hadn’t committed to anything structured in such a long time.** Shortly after I started I was able to apply for jobs and other volunteering, which I got help with the application process and how I could progress from this.’

## **Ross joined Paws & Pause in April 21 and went on to full time work before then starting a traineeship as an Outdoor Pursuits instructor in November 21:**

“Volunteering for paws and pause definitely improved my wellbeing and confidence in regards to communication. It’s given me a step forward that I can take forward into my new career as an outdoor instructor and that is what I really wanted to achieve. I was able to move up and forward to enhance my skills in that area. I came to paws and pause as a distraction from my recovery and also to learn new skills based around the dogs and gain experience with starting to teach and conduct workshops.

I enjoyed the time with the dogs, giving me a more positive outlook on life. I was supported with skills to help manage the social media and 1 to 1 time was useful and felt like I was listened too.

**Workshops were a great part of the course, I felt they allowed people to open up in different ways to grow their confidence, their way of thinking and actually having an opinion and feeling like they were listened to.**



# Partners and Supporters

We have been supported by a range of networks and organisations over the last year



We are currently fellows on the [Cambridge Social Ventures](#) programme who provide us with practical support around business topics, business growth and Mentoring, as part of the Cambridge Judge Business School.



[UnLtd](#) have been supporting us since we first started. We are currently apart of their Grow it Programme, where we receive support around scaling the business as well as a focus on scaling our social impact.



We were supported by [Black Thrive](#) through the Walcott Foundation to deliver funded placements as part of their employability funding during 21/22



We are part of the [Hatch](#) accelerator programme at present, who provide peer networking, leadership coaching and access to experts in enterprise topics.



We have been working with [St Mungo's](#) to deliver funded placements to their clients in Substance use programmes in Wandsworth with WCDAS.







# Get in touch:



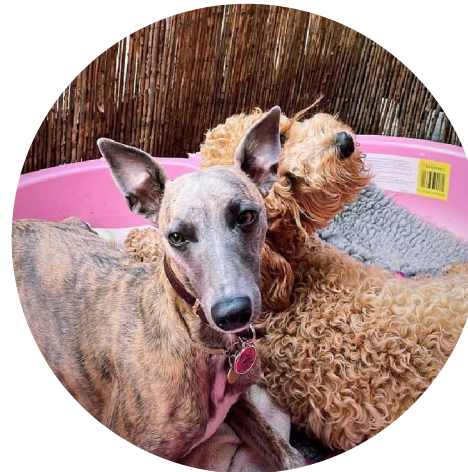
[hello@pawsandpause.co.uk](mailto:hello@pawsandpause.co.uk)



[www.pawsandpause.uk](http://www.pawsandpause.uk)



[www.instagram.com/pawsandpause](https://www.instagram.com/pawsandpause)



## Appendix

- Department of Health (2012)  
<https://www.socialfinance.org.uk/projects/health-and-employment-partnerships-hep> (2010)
- [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/573892/employment-outcomes-of-drug-or-alcohol-addiction-and-obesity-print.PDF](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/573892/employment-outcomes-of-drug-or-alcohol-addiction-and-obesity-print.PDF) (2016)
- <https://mhfaengland.org/mhfa-centre/research-and-evaluation/mental-health-statistics/#workplace> (2020)
- <https://www.kingsfund.org.uk/projects/improving-publics-health/helping-people-find-good-jobs-and-stay-work> (2016)