



HAPPY CITY

ANNUAL
REVIEW
2014



BRISTOL

CONTENTS:

WELCOME/SUMMARY	3
VISION/MISSION	4
2014 IN NUMBERS	5-6
HAPPY CITY INDEX	7
TRAINING	8
COMMUNICATIONS	9
CORE	10
FINANCIALS	11
PARTNERS/THANKS	12
SUPPORT/GET INVOLVED	13

A COMPELLING EXAMPLE OF A COMMUNITY INTEREST ORGANISATION CHAMPIONING WELLBEING ACROSS A CITY.

 DAWN SNAPE
Wellbeing Lead at ONS; advisor to Public Health England and Cabinet Office

EXECUTIVE SUMMARY

2014 – PREPARATION FOR SCALE

2010 to 2013 were Happy City's years of listening, learning and prototyping in neighbourhoods and at city-scale in Bristol.

2014 has been a year of foundation laying to take this learning to scale.

During 2014 we worked with people from Withywood to Whitehall and from Prisons to Paris; focusing on the preparation and partnerships needed to fulfill Happy City's potential at scale in the UK and beyond.

Happy City attracted attention from the UN, OECD, EU, Central and local government in addition to private interest from people or groups from 50 locations in 23 countries around the world.

Our role in Bristol's European Green Capital bid, promised a way of measuring and developing prosperity in cities with people and planet at heart. In 2014 we created the prototype to move from theory to practice.

We have increased our fundraising and social enterprise incomes by 375% and our communications reach to regularly over 10,000 people each month

We have delivered training to 300 people in all sectors and developed partnerships with 30 new local organizations .

2015 promises to be another exceptional year for the Charity and its trading subsidiary - with our Happy City Index being piloted across the city and already attracting attention from policy makers around the world.

BRISTOL'S HAPPY CITY WORK IS AT THE FOREFRONT WHEN IT COMES TO INTEGRATING QUALITY OF LIFE AND HAPPINESS IN PUBLIC POLICY. WE ENCOURAGE OTHER CITIES TO FOLLOW THEIR LEAD.

 MEIK WIKING
Copenhagen

VISION / MISSION

HAPPY CITY HELPS PEOPLE AND PLACES TO THRIVE.

We provide simple and replicable ways to understand, measure and improve wellbeing and resilience. We work with individuals, communities, organizations and governments.

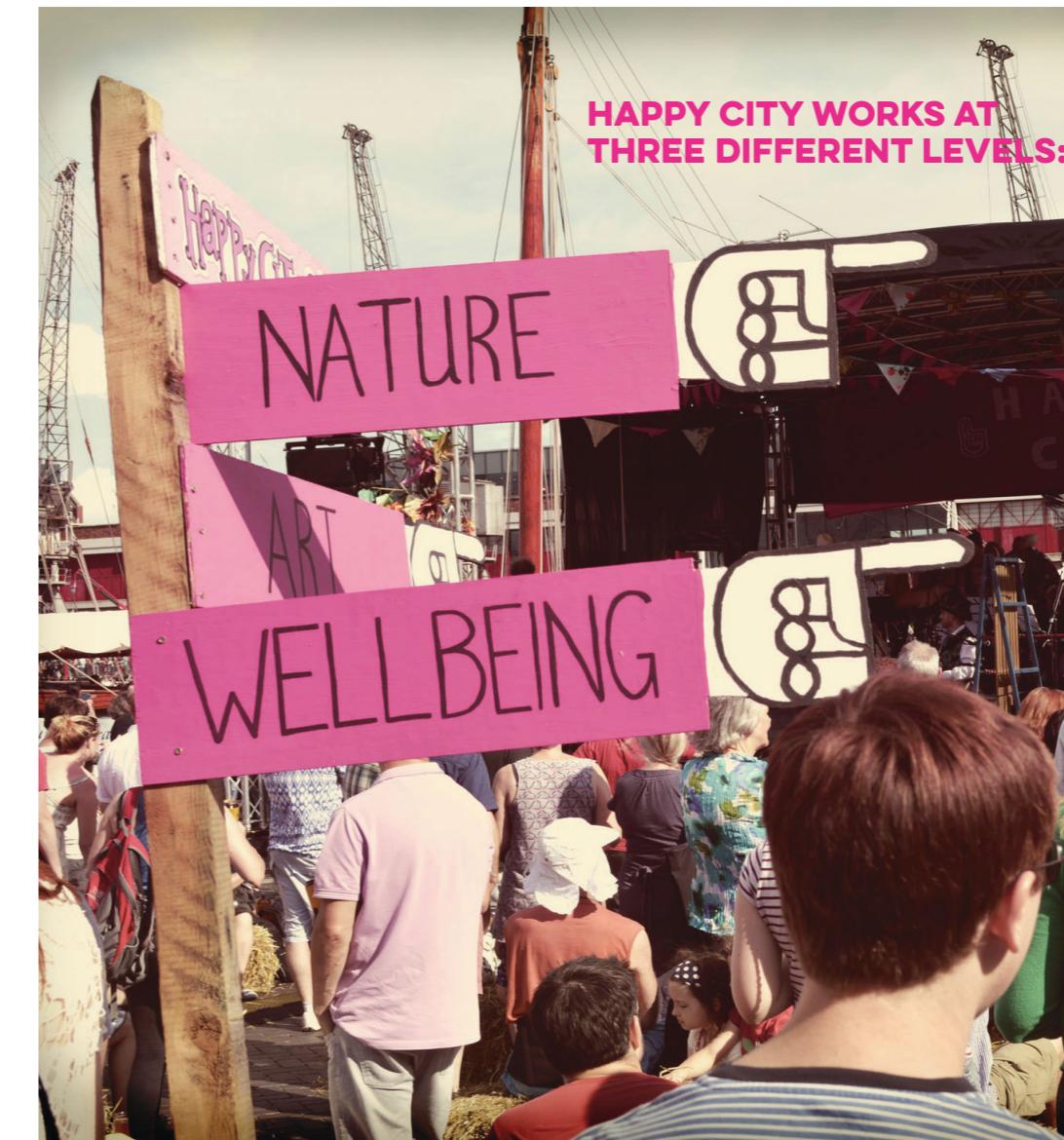
WE DELIVER...

- **Training** in wellbeing designed for individuals, schools, communities, the public sector and businesses.
- **Projects & Communications** delivering creative ideas and engaging activities which promote happiness and wellbeing.
- **Happy City Index.** A world-leading way to understand, measure and improve local wellbeing.



HAPPY CITY WOULD BE A GREAT THING FOR OTHER CITIES AROUND THE WORLD TO EMULATE

— ARIANNA HUFFINGTON



HAPPY CITY WORKS AT THREE DIFFERENT LEVELS:

INDIVIDUALS

Spreading wellbeing learning and skills in schools, prisons, public services, business and the voluntary sector. Inspiring and igniting action and influence within and between communities. Measurement tools to understand, track and improve personal wellbeing and resilience

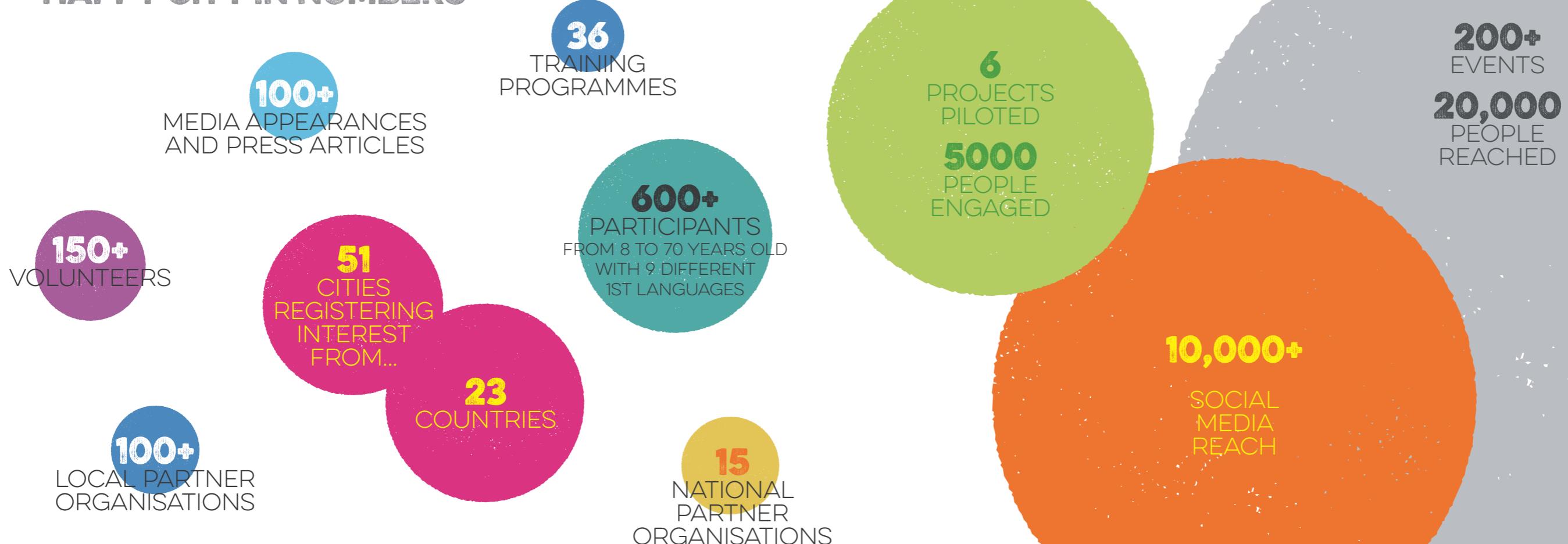
COMMUNITIES

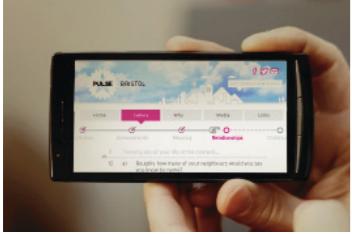
Happy City works with community partners to provide wellbeing measurement, support, training and tools to all those who can benefit most. Our projects have indirectly reached tens of thousands of people in need across Bristol.

CITIES AND POLICY MAKERS

Happy City supports Local Authorities and service delivery bodies to focus energy and resources on the things that create health and wellbeing. The Happy City Index is seeking to provide the evidence and the tools to transform public policy priorities.

HAPPY CITY IN NUMBERS





A POWERFUL TOOL FOR JOINING UP PUBLIC SERVICES AND DRIVING REAL PUBLIC SECTOR REFORM THAT CAN BE USED ALL OVER THE COUNTRY AND BEYOND

PAUL TAYLOR

Head of Executive Office,
Bristol City Council

2014 HIGHLIGHTS

- Funds raised from Tudor Trust, West of England LEP, Bristol 2015 and Bristol City Council to develop the Index Framework and engagement programme
- Dedicated Happy City staff and volunteer team recruited
- Index Framework developed for annual measure of the drivers and experience of well-being for cities and a year round 'pulse' for citizens, communities and authorities to guide action and decision making
- City-wide consultation on framework
- Prototype online survey tested with focus groups and stakeholders
- Relationship established with UoB and IAA Leadership award

2015 PLANS

- Full Bristol Pilot
- Evaluate pilot and develop policy protocols and tools for other cities
- Develop interactive website to allow citizens, communities and policy makers to understand, explore and influence wellbeing
- Work with community, business and policy leaders to prioritise further Index tool development
- Develop a network of community wellbeing hubs in public spaces
- Strengthen local, national and international partnerships and funding streams

TRAINING

2014 HIGHLIGHTS

- Delivery team grown from 3 to 7 people
- Wider Happy City Consultancy group
- 3 public courses delivered
- 10 public sector courses
- 4 business courses
- Wellbeing walks programme and walk leader training delivered
- Partnerships developed with key city-scale organizations

2015 PLANS

- Expand team of accredited trainers
- Expand training options to include tasters, half day modules, one-off workshops as well as full wellbeing courses
- Strengthen on and offline participant support packages and materials
- Develop in-house train the trainer options for public and community sector organizations
- Expand portfolio of partner organizations delivering under the HC banner
- Grow our Business network for Wellbeing and Work



COMMUNICATIONS & PROJECTS 2014

2014 HIGHLIGHTS



HAPPY CITY HAVE BEEN INSPIRATIONAL IN OPENING PEOPLE'S EYES TO THE HUGE POTENTIAL BENEFITS OF MEASURING A CITY'S SUCCESS BY OTHER MEANS THAN THE STANDARD FINANCIAL ONES AND ENCOURAGING BRISTOL TO BECOME A BEACON FOR HEALTH, HAPPINESS AND WELLBEING

GEORGE FERGUSON
Mayor of Bristol

- Pro bono brand refresh from world-leading creative studio Taxi Studio
- 15 events - from local talks to major festivals
- Upbeat Streets pilot with Awards for All funding creating city-wide and neighbourhood events, exhibitions and activity.
- Promotional Film shown in Millennium Square 4 times per day for 6 months, plus all screens at Watershed media centre on its launch weekend
- Voicebridges pilot started in local secondary school
- 6 exhibitions in neighbourhood community centres
- 12 live TV/Radio slots
- 20 separate pieces of print media coverage in 10 different publications
- Ran second Regional Happy List Awards in conjunction with the Independent on Sunday and Bristol Post
- Social Media following grown to over 10,000.
- 2 speaker slots at OECD in Paris, part of the Brainpool and the Wiki Progress global events.
- Hosted national launch of UK What Works Centre for Wellbeing with Sir Gus O'Donnell - featuring as the first Community Wellbeing Pioneer

COMMUNICATIONS & PROJECTS 2015

2015 PLANS

- Rework materials to reflect the growing reach and demand
- Develop Campaigns and Community Engagement for partners and other cities
- Develop PR, Social Media, Public Speaking and publication strategy to:
 - » Make the most of news and developments
 - » Get local and national coverage for key HC developments
 - » Grow reputation for provoking curiosity and debate about happiness and prosperity
- Develop pick up and go 'kits' for a variety of events
- Develop our Happy Places Kitemarking and Happy List Awards

A LEADING EXAMPLE OF WHAT CAN BE DONE AT THE CITY LEVEL. THERE IS MUCH TO BE LEARNED FROM THE WORK THEY ARE DOING.

JON HALL

Creator of the UN Happiness Report,
UNDP's Human Development Index





12

STRENGTHENING THE CORE

IN 2015, WE WILL...

- Raise >£0.5m for full-scale delivery and rollout
- Double staff capacity
- Invest in a permanent Happiness Hub office space
- Produce easy-to-use guides for all aspects of running a Happy City franchise
- Package all Happy City skills, communication and project materials with business models for sharing with partners nationally
- Establish a federation of Happy City Charities
- Establish a flow of published evaluation and research with academic partners



FINANCIAL (DRAFT)

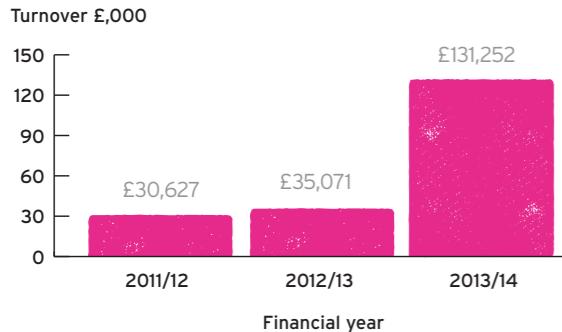
2014 BASIC FIGURES

Combined figures for Happy City CIC and Happy City Initiative*

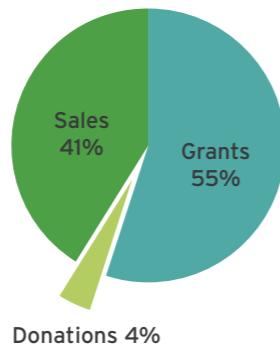
Income	£ 131,252.66
Expenditure	£ 99,318.43
Surplus before Tax	£ 31,934.23
Fixed Assets	£ 1030.00
Current assets (debtors)	£ 20,197.00
Current Assets (cash)	£ 33,744.00
Creditors	£ 18,274.00

* These are the combined accounts for the CIC (Happy City CIC) and the Charity (Happy City Initiative). Separate full CIC and Charity accounts for 13/14, to our financial year ending July 2014 On 31 July 2014 - the CIC was moved below the Charity as a trading subsidiary. Going forward, starting with the 2014/15 accounts, the results will be combined in the annual accounts.

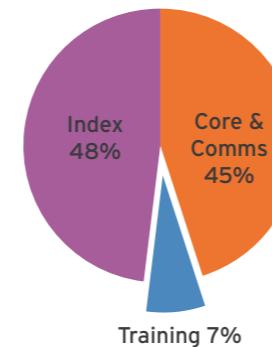
GROWTH



INCOME



EXPENDITURE



THANKS

Here are some of the people & organisations who've made a significant contribution to Happy City's journey in 2014. Our apologies are to those whose many small contributions carry just as much weight, but are too numerous to mention.

MAJOR PRO BONO DONORS:

Modoto Ltd
Taxi Studios
Pukka Herbs
Bristol University
Dave Forman

WELLBEING BOND HOLDERS

Almeda; Andy Street; Fareshare;
George Ferguson; HAB Housing; Dave Hunter;
Knightstone Housing; Millennium Oak Trust;
Price Associates; United Communities Housing;
What's Right Group.

GRANTS

Tudor Trust
Lottery Awards for All
LEP
Bristol City Council
Bristol 2015

KEY VOLUNTEERS

Tony Almond; Miriam Akhtar; Kevin Broadley;
Antony Clark; Paul Clarke; Laura Collacott;
Ali Crowther; Zoe Darnell; Julie Guerrin;
Robin Hague; Damian Hursey; Rob Jewitt;
Al Kennedy; Jenny Kerridge; Asif Khan;
Rhiannon Lawton; Byron Lee; Stella Milsom;
Rosie Moreno-Parra; Jules Peck; Marina Perez;
Annabel Reddick; David Relph; Alexandra Sedo;
Sol Stephens; Onela Sungunajason;
Roger Taylor; Nu Tran; Claire Williams.

SUPPORT/GET INVOLVED

Help us promote, measure & improve wellbeing in society by:



DONATING VIA PAYPAL



VOLUNTEERING YOUR SKILLS



DIRECTING AS A BOARD MEMBER



TRAINING WITH YOUR TEAM



COMMUNICATING THE BENEFITS OF HAPPINESS



THE WORD IS HAPPINESS. SPREAD THE WORD.

Design:
Artwork:

Taxi Studios & Dave Forman
Dave Forman

Kindly sponsored by:

