

Be well to do well

**WELLBEING**  
ACADEMY

NEW COLLEGE LANARKSHIRE

# Be Well To Do Well Campaign

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LANARKSHIRE**  
Bringing Education Closer





# Retention

At New College Lanarkshire (NCL) the correlation between wellbeing and student withdrawal is significant. It is noted that students who struggle with wellbeing issues such as stress, anxiety, depression, or physical health are challenged by the demands of their programme of study and, therefore, are likely to withdraw from their course.

To support students to improve their wellbeing and remain on their programme of study, NCL has invested in three Wellbeing Academies (WA's) situated in each of our main campus sites, Coatbridge, Cumbernauld, and Motherwell. The Academies are a pioneering initiative designed to prioritise wellbeing at the core of the student experience.

Recognising the critical link between student wellbeing and academic success, the WA's aim to provide holistic support services and programmes that cater to the physical, emotional, and social wellbeing needs of our students. By doing so, it seeks to enhance student retention, academic performance, and overall satisfaction, aligning with NCL's **Getting To Know You** and **Be Financially Fit** Campaigns and our **Recruitment and Retention Strategy**.



## Purpose

NCL's Wellbeing Academies aim to:

- Challenge the stigma associated with mental health;
- Enhance communication with students relating to the wellbeing services available to them at NCL offering easy and on-going access to comprehensive wellbeing support throughout their academic journey;
- Expand our partnerships with mental health organisations, healthcare providers, schools, colleges and universities, employers, community and technology partners and policy makers;
- Work closely with NCL's Foundation to support fundraising opportunities;
- Enhance student resilience, mental health, and overall wellbeing to support academic and personal success;
- Contribute to improved student retention and success rates by addressing wellbeing as a fundamental aspect of the student experience;
- Support and deliver key student-centred campaigns that include, "Getting to Know You," "Be Financially Fit" and "Be Well to Do Well"

## Scope

The Wellbeing Academies are developed to create an inclusive, supportive, and empowering environment where every student has access to the resources and support, they need to thrive academically, emotionally, and socially. The Academies will be recognised as centres of excellence for student wellbeing, setting a benchmark for holistic education practices.



## Strategic Objectives

1. Through the **Getting To Know You** Campaign NCL will consult with students at induction to understand the extent of mental health stigma among students. Data will inform activities supported via the WA's where mental health is treated with the same importance as physical health and where students are empowered to seek the help they need.
2. NCL will strengthen its communication and engagement with students to raise awareness of the mental health and wellbeing support available to them. This will be captured in NCL's **Holistic Wellbeing Support Plan** where a range of collaborative activities and programmes will be available throughout the academic year. This will address the multifaceted aspects of student wellbeing, including mental health support, wellbeing workshops, financial fitness guidance and physical wellness activities.
3. NCL will maximise opportunity to gain sustained funding for mental health and wellbeing support to include wellbeing interventions that benefit general health.
4. Inclusive Environment: NCL is an inclusive college that respects and celebrates diversity, ensuring that all students feel welcomed, valued, and supported.
5. Student Success and Retention: Implement targeted interventions and support mechanisms to improve academic outcomes and reduce withdrawal rates, contributing to the achievement of NCL's KPIs related to student retention and success and aligned to our **Retention Strategy**.
6. Community and Engagement: Create opportunities for students to engage with peers and the broader NCL community, enhancing their sense of belonging and community engagement. This will include peer mentoring, peer support initiatives supported by the Student Association and Class Reps. The **Getting To Know You** Campaign will be key to achieving this objective.
7. Research and Continuous Improvement: Conduct ongoing research to evaluate the effectiveness of wellbeing initiatives, incorporating student feedback and best practices to continually enhance the Academies offerings.
8. Valued partnerships: Working collaboratively with respected and experienced external organisations and experts in the field of wellbeing to maximise the depth and breadth of support, opportunity, and benefit for all our students.





## Approach

### *Challenge the stigma associated with mental health:*

- At point of induction, NCL will gather data via a Microsoft form /hard copy questionnaire to establish student opinion on mental health and wellbeing. Further data at the end of AY 2024/2025 will be gathered to measure awareness and improvements.

### *Enhance communication with students relating to the wellbeing services available to them:*

- NCL will launch a **Be Well To Do Well** Campaign developed in partnership with Brand, Learner Engagement, Student Advisers and The Student Association to challenge the stigma of mental health.

### *Expand our partnerships:*

- The Learner Engagement Team will set up a working group of internal and external stakeholders to increase partnerships with mental health organisations, healthcare providers, schools, colleges and universities, employers, community and technology partners and policy makers. This will include but not exclusive to NHS Lanarkshire, VANL, SAMH, Citizens Advice.

### *Work closely with NCL's Foundation to support fundraising opportunities:*

- Members of the Students, Education and Learning and Teaching group sit on the NCL Foundation Steering Group. The Be Well to Do Well Campaign ambition to fundraise will be noted at the next Foundation meeting.

### *Enhance student resilience, mental health, and overall wellbeing to support academic and personal success:*

- NCL will develop a one credit SCQF (Scottish Credit and Qualification Framework) unit-Being Resilient around promoting mental health awareness, strategies for self-care and coping, stress management, resilience, building, mindfulness, and communication skills. This will be available for departments to access and include in their course design in AY 2024/2025.

### *Contribute to improved student retention and success rates by addressing wellbeing as a fundamental aspect of the student experience:*

- WA's will timetable and promote all wellbeing activities captured in a Wellbeing Calendar spanning the full academic year.





## Measuring success

- As a minimum, combined early, and further withdrawals will improve by 1% in academic year 2024/25. This will be reviewed in AY 2025/26.
- As a minimum 40% of students will undertake the Being Resilient unit
- Student feedback on reducing the stigma of mental health will achieve as a minimum a 50% improvement.
- Student feedback based on service provision via the WA's will achieve as a minimum 70% satisfaction or above.

## Membership

- Project Lead/Head of Student Engagement & Wellbeing: John O'Hara
- Dean for Learning and Teaching: Barry Skea
- Academic Head of Department: Lynn Orr
- Student Engagement Officer: Ross Brand
- Brand Manager: Lisa Reid
- Student Presidents: Chloe Sandilands, Amy McLoughlan and Julie Webster

## Conclusion

The establishment of the Wellbeing Academies at New College Lanarkshire represents a strategic investment in the holistic development and success of our students. By prioritising student wellbeing, we not only enhance their academic experience but also prepare them for a successful and fulfilling life beyond NCL. Through the implementation of this strategic plan, the Wellbeing Academy will play a pivotal role in achieving NCL's mission of prioritising resource close to the student.







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