

Medicine



for the Soul

Library • Learning • Information

Idea Store delivering health and wellbeing



TOWER HAMLETS

idea

Library Learning Information



Idea Store






Health and

Wellbeing

Health is about more than freedom from illness. The World Health Organisation defines health as ‘a state of complete physical and social well-being and not merely the absence of infirmity’

The various services offered in Idea Stores – which include libraries, adult and community education courses, and a comprehensive information service – all make a huge contribution to ‘the complete physical and social well-being’ of everyone who lives in Tower Hamlets, whatever their age. Idea Stores also offer opportunities for people to practise the Five Ways to Wellbeing – a set of activities aimed at improving the mental health and wellbeing of the whole population developed as the result of a commission by Foresight, the government’s futures think-tank.

Five ways to wellbeing:

-  **Connect...** with the people around you
-  **Be active...** discover a physical activity you enjoy
-  **Take notice...** be curious. Reflect on your experiences
-  **Keep learning...** try something new. Sign up for that course
-  **Give...** volunteer your time. Join a community group

Idea Stores – there are five of them in the borough – provide very attractive welcoming spaces for local people to spend time in. With their 7 day a week opening and convenient high street locations, they’re a popular destination for Tower Hamlets residents and attract an amazing 2 million visitors every year. That’s more than any other community setting in Tower Hamlets and – what’s more – Idea Store visitors come from a real cross-section of the public and include everyone from babies to the very old.

DID YOU KNOW?

1 in 3 visitors say that Idea Stores help them with their health

FIND OUT WHY...



Idea Store

The Place

Just spending some time in an Idea Store can enhance your sense of wellbeing. All Idea Stores are beautiful spaces created in partnership with top designers. All stores have comfortable seating where you can relax on your own or spend time with others – the choice is yours. And the stores at Bow and Whitechapel have cafés.

At a time when it costs money to go almost anywhere, Idea Stores are completely **FREE** and they're open to everyone. You can spend as much time there as you want from when the doors open at 9am until closing time at 9pm (See back page for opening hours).

What's more, each store has a programme of **FREE** activities for everyone providing opportunities to connect – one of the 5 ways to wellbeing.

What they say

“ I come here to work but also to chill out or if I need a quiet moment away from the busy-ness outside”

“ I like to come here to have a pot of tea and meet friends as I am on my own and like the company here”

“ It’s great for the babies to crawl around & discover new books & meet other children’

“ I come here every day after work to go online and to chill”

“ It is a wonderful place. A haven”

“ The Idea Store is a great place for me; I come every day to knit & meet my friends”

“ My 1 year old son has a great time being able to play freely and safely. Also it’s such a help being able to use the computer for free”

“ I love the café at the top - ideal for peace & quiet & getting away from it all. Found it especially nice when I was ill for a considerable time”



Idea Store **Library**

In Tower Hamlets you don't need money to enjoy the latest books and music. A **FREE** Idea Store card means that you can enjoy millions of books from all over London and free music downloads. Books can be found on the shelf, in traditional print format, and also as ebooks and audio books; and there is also a wide range of newspapers and magazines to read in stores and online.

The financial value of an Idea Store card to a family of 4 taking out books just once a week is over £20,000 a year – and the value to that family’s health and well-being is well documented. Reading is known to support good health and NICE, the National Institute for Health and Care Excellence, recommends bibliotherapy: using books as a treatment.

What reading does for your health:

- ♥ Reading reduces stress. A study by the University of Sussex found that reading can reduce stress levels by up to 68%
- ♥ Studies show that people who immerse themselves in fiction are more empathetic
- ♥ Listening to stories and sharing books makes a big difference to the growing brains of children and stimulates cognitive development
- ♥ There is evidence that reading can delay the onset of dementia

In Idea Stores there are reading groups for all ages, including ‘Book Break’ groups run on a model developed by the Reader Organisation which have been shown to improve mental health. Idea Stores really do provide medicine for the soul – with no harmful side-effects.

What they say

“**I enjoy the book group and the sense of community”**

“Comparing children with the same family income, parental characteristics and home environments, a child taken to the library on a monthly basis from ages 3 to 5 is two and a half months ahead of an equivalent child at age 5 who did not visit the library so frequently.”
(Sutton Trust 2010)

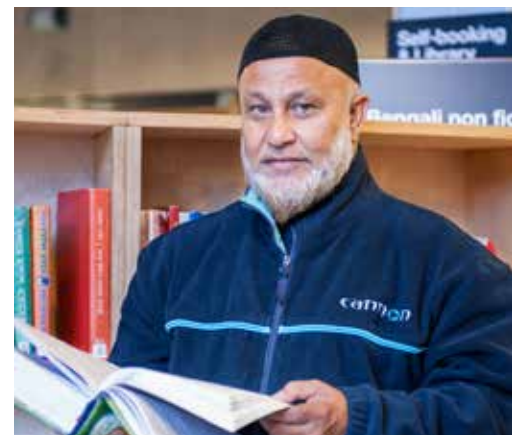
“Books are a life-saver”

Idea Store

Medicine for the Soul

helping your health and well-being





Idea Store Learning



Learning is one of the 5 ways to wellbeing. Idea Store Learning offers over 900 courses in a wide range of subjects. All courses are taught by qualified, experienced tutors.



There are over 200 health, fitness and wellbeing courses and workshops including Fitness for Weight-loss; Pilates, Yoga, Mindfulness and Life Coaching.



Idea Store Learning offers programmes which enhance employability – and alongside the other benefits of having employment, getting a job is good for an individual's health.



There is a wide range of ESOL (English for Speakers of Other Languages) courses.

Research has found that ‘participating in adult learning [has] significant positive effects on an individual’s health, employability, social relationships and the likelihood of participating in voluntary work.’

What adult learning does for your health:

- ♥ higher levels of health satisfaction
- ♥ less likely to report heart and blood pressure problems; and
- ♥ less likely to report an alcohol or drug abuse problem.

What they say



I have gained self-confidence in myself and the language, and am now able to carry out necessary tasks such as going to the doctors and describing my symptoms.”

Husnara Begum (student and winner of 2014 London Regional Learning through ESOL Award)



Life Coaching helped create a balance and enabled me to believe in making changes for myself so I can pursue doing what I love. Overall, the course was very enjoyable and the tutor was organised, helpful and resourceful.”

Nasima Begum (student)



Fitness for Weight-Loss has improved my confidence and made me feel better about myself. A great environment with a fantastic atmosphere!”

Suffiyah Davis (student)



Idea Store

Information

Everyone needs to make informed decisions about their health based on reliable evidence. It's not always easy, though, to sift through all the information available, and a lot of material about health, including adverts and sponsored internet sites, can be misleading, if not downright harmful. Added to this it can sometimes be confusing to navigate through the many excellent health services available locally.

Idea Stores are a rich source of accessible and trustworthy health information. This comes in two main ways: online information, including the Idea Store Directory; and the largest supply of books on health and wellbeing in Tower Hamlets. The books don't just come in traditional print format: there are ebooks and audio books as well. There is also a wide range of health magazines in print and online.

The Idea Store Online Directory www.ideastoreonlinedirectory has up to the minute information about health services and local groups, clubs and organisations in Tower Hamlets and beyond. This is available on free PCs in store – where trained staff are on hand to help – as well as at home.

All Idea Stores have extensive collections of books on health which include:

- ♥ Books on individual conditions and illnesses
- ♥ Sexual health
- ♥ The national Books on Prescription collection of recommended self-help books to help manage mental health conditions and dementia.
- ♥ Books on pregnancy and childcare
- ♥ Smoking cessation books, ebooks and CDs
- ♥ All the latest recipe books with ideas on healthy eating and tips on how to provide great meals on a budget
- ♥ A huge range of fitness books for all ages and interests.



Idea Store **Partnerships**

The fact that Idea Stores attract more than 2 million visits a year means that they are ideal partners when it comes to reaching local people. Idea Store Whitechapel alone has 14,000 visits a week.

Idea Stores have a cross generational appeal that other settings can only dream of and also attract visitors from all the borough's ethnic groups. Taking the network as a whole about half of all Idea Store visits are from males – this is in contrast to many clinical settings which struggle to make contact with men.

Many partner organisations work with Idea Stores to reach a wide audience and there are frequent health promotions held in Idea Stores.

Here's a selection:

- ♥ Cholesterol testing
- ♥ Healthy Eating course – 5 weekly sessions
- ♥ Diabetes awareness
- ♥ Bangladeshi Stop Tobacco Project - regular stall
- ♥ Ambrose King Centre stall
- ♥ Oral health for under-fives – promoted at regular storytime events

The Idea Store Directory has been developed in collaboration with health partners, making it possible to search for specific, specialist services. Search the directory at www.ideastore.co.uk and contact us at idea.store@towerhamlets.gov.uk to add details of your organisation to the directory.

Idea Store also works with partner organisations to provide bespoke courses.

What they say



The Idea Stores have been phenomenal and we are so lucky to be working with such committed capable people.”



**Lucy Allwright (Violence Against Women and Girls Training and Awareness Officer,
Tower Hamlets Council)**

Addresses

Idea Stores and Libraries



Idea Store Bow

1 Gladstone Place
Roman Road, E3 5ES
020 7364 4332

-  Bow Church
-  Fully accessible



Idea Store Canary Wharf

Churchill Place
Canary Wharf, E14 5RB
020 7364 4332

-  Canary Wharf
-  Fully accessible



Idea Store Chrisp Street

1 Vesey Path
East India Dock Road, E14 6BT
020 7364 4332

-  All Saints
-  Fully accessible



Idea Store Watney Market

260 Commercial Road
Shadwell, E1 2FB
020 7364 4332

-  Shadwell
-  Fully accessible



Idea Store Whitechapel

321 Whitechapel Road
Whitechapel, E1 1BU
020 7364 4332

-  Whitechapel
-  Fully accessible



Bethnal Green Library

Cambridge Heath Road
E2 0HL
020 7364 3492/ 3493

-  Bethnal Green
-  Fully accessible

Cubitt Town Library



Strattondale Street
Isle of Dogs, E14 3HG
020 7987 3152

-  Crossharbour
-  No accessible toilets

Idea Store
Learning Centre

Shadwell Centre

455 The Highway
London, E1W 3HP
020 7364 5684

-  Limehouse
-  No Lifts

For more information about any of our events just ask at the helpdesk, call **020 7364 4332** or visit **www.ideastore.co.uk**

Opening Times

Idea Store Opening Times

Monday-Thursday	9:00am - 9:00pm
Friday	9:00am - 6:00pm
Saturday	9:00am - 5:00pm
Sunday	(Bow, Chrisp Street) 10:00am - 4:00pm (Whitechapel) 11:00am - 5:00pm (Canary Wharf) 12:00noon - 6:00pm (Watney Market) Closed

Bethnal Green Library and Cubitt Town Library Opening Times

Monday-Wednesday	10:00am - 6:00pm
Thursday	10:00am - 8:00pm
Friday	10:00am - 6:00pm
Saturday	9:00am - 5:00pm
Sunday	Closed