

Zero to Hero

DEVELOPING PROFESSIONAL SKILLS

BSC COMPLEMENTARY HEALTHCARE PROGRAMME

The Complementary Healthcare programme

3 x Practitioner qualifications

- Holistic Massage (Level 4)
- Clinical Reflexology (Level 4 & Level 5)
- Clinical Aromatherapy (Level 5)

Embedded research (Level 4, 5 and 6)

Entrepreneurship & Employability (Level 5)

Placements (Level 6)

Research dissertation (Level 5 & 6)

Running a business (Level 5 & 6)

Clinics



Case study clinics

Community outreach

Final year self run clinics

Graduate clinics

Winners of Cardiff Met Entrepreneurship 'Countdown to Launch'



2016: Megan Bearpark



2018: Roseanna Mathias & Becky Moore



2019: Susan Davies

Research



Development of evidence base

Graduate Perspective

Holly Turner

Woman wants to help people ditch the stress



RELAX: Holly Turner who has set up a wellness group. Pictures: Owen Harlow, O & C Photography

A WOMAN who suffered a stress-induced seizure has set up a well-being group to help others who may be under pressure.

Holly Turner, 24, suffered an unexpected seizure while out shopping at Sainsbury's supermarket in Newport in November 2014.

As part of her recovery, she received complementary therapies, sparking her interest in the subject.

Ms Turner, who lives in

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Undy, gave up her full-time job in marketing to train as a complementary therapist which she described as "totally life-changing".

She completed a BSc degree in complementary healthcare at Cardiff Metropolitan University before

setting up the Women's Wellbeing group in Reddick. The group of around 20 meet every fortnight at Reddick village hall.

Writing in her blog, she said: "I started the group because I wanted the opportunity to help other women who have ever felt as stressed, low or lonely as I once was."

"We meet every fortnight in the local village hall, and I teach the members ways

in which they can be happier and healthier. "We come together to learn something new, forget about our worries, relax, meditate and unwind."

The group started with around 11 members after being set up in May last year but has since expanded and now fills up the space in the village hall.

Members are encouraged to bring their own ideas forward and pass these on to the rest of the group.

"We can all get stuck in a routine of going to work and then coming back and just watching television," added Ms Turner.

"The idea of the group is to break that routine, have a giggle and enjoy a cup of tea."

The group takes part in different activities such as stress management techniques, yoga dance and the use of essential oils.

An aromatherapist and pilates instructor lead the group of women who range in age from 21 to the oldest who is in her 80s.

"They meet every other Wednesday from 7pm at Reddick Village Hall."

New members are welcome to join the group. Find out more by visiting: women-wellbeing.weebly.com



WOMEN: Holly Turner

NEWS IN B

Craft fair

A CRAFT fair will be held at St Paul's Church, Bridge Street, Newport, April 14.

There will be a variety of hand-made crafts for sale. It starts from 11.30am and runs until 2.30pm.

For more information contact offices@stpaulsnewport.org.uk or 01633 266076

School fundrais

A CAR-BOOT sale is being held at High Cross Primary School, Newport, from 10am to noon on April 2.

All money raised goes to the school.

For more details, e-mail: highcrossprimarypts@gmail.com

Flood prevention

THE Lliswerry Flood Prevention Group Meeting will meet on April 23 at 6pm at St Andrew Church, Lliswerry, Newport.

Visit facebook.com/lliswerrywardmatters for more information.

Animal aid

ALL Creatures Great and Small animal sanctuary in Llanfarcha needs blankets, sheets and towels as well as food and treats for the cats and dogs in its care.

Call 01633 886144 if you wish to make a donation.

Adults Only
Warner Holidays

BOOK WITH MAJESTIC FOR ADDED VALUE

- FREE SIGNATURE ROOM UPGRADE (see note & double meal)
- Dinner, Bed & Breakfast + All Coach Travel
- Full Excursion Programme + Highly Entertaining
- Recent Leisure Facilities & Activities

★★★ Premier Holidays ★★★

Holme Lacy
HEREFORDSHIRE

- Super Daytime Activities, 12th-century stone house
- Holme Lacy is a glorious County House, nestled in the Wye valley, offering a truly luxurious home
- A Grade I listed Georgian house in prime grounds and woodlands with its own fishing lake
- Deliciously to Hereford, Worcester, Gloucester & Tewkesbury

Departs Monday
May 28, Jun 18, Jul 22, Aug 15, Oct 6, 22

5 Days from
£389.99

Bembridge Coast
ISLE OF WIGHT

- Super Daytime Activities, 12th-century stone house
- New hotel on the site of Wight's 1st shipwreck
- Set in a more spectacular view across the Solent
- at Bembridge Coast Chartered Hotel, Wight's coastline
- comfort with a wide range of super leisure facilities
- Excursions to the beaches of Alum Bay, Ryde, Cowes, Gosport & Newport for Market Day

Departs Monday Jun 18, Sept 24, Oct 29 + Nov

5 Days from
£349.99

Holly Turner

BSc (Hons); MAR; MIFPA.

Passionate about promoting wellbeing to my community.

Started a local community group "Women's Wellbeing in second year of university, in 2017.

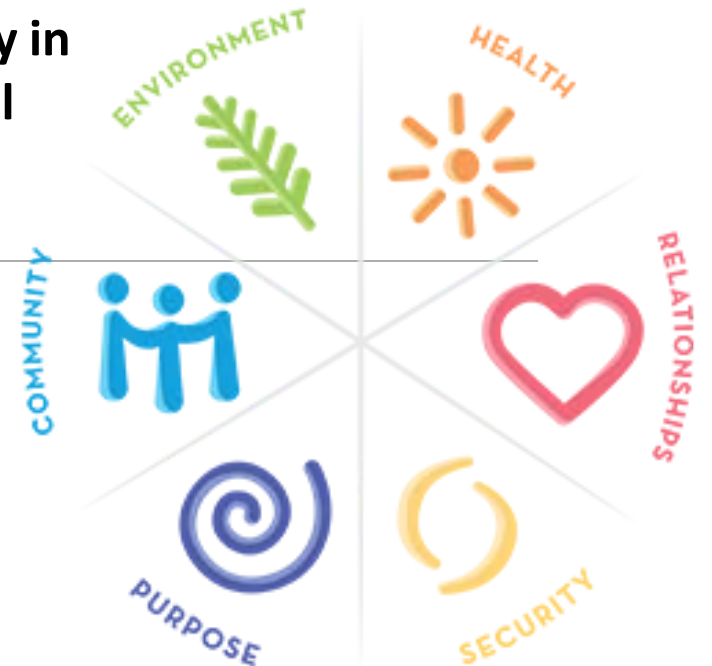
Inspired by my studies

Wanted to share my own self-care techniques with the wider community.



Goal of Women's Wellbeing: To bring together a group of like-minded and open minded women who are ready to explore different techniques and methods that can help us feel happier and healthier, improving our overall sense of wellbeing.

Meeting Fortnightly in the local village hall between 7-9pm.







The Fundamentals of Group Meet-Ups.

Self-Massage Techniques

Hand reflexology techniques

How to safely use essential oils and aromatherapy

Meditation

Movement

Gratitude Practice

Feeling supported, safe and knowing you are not alone in how you feel.



Invaluable clinical work experience

- Year 3 - invaluable work based learning experiences
- Student-led university clinic
- Placement at Marie Curie Hospice



therapy has been admitted
Aromatherapists



Wellbeing Studio

Holly Turner MAR; MIFPA

TUESDAY - FRIDAY - DAYTIME & EVENING APPOINTMENTS | SATURDAY 10AM - 3PM

REFLEXOLOGY, AROMATHERAPY & HOLISTIC MASSAGE

WWW.WELLBEING-STUDIO.CO.UK f i





Clinical aromatherapy allowed us to:

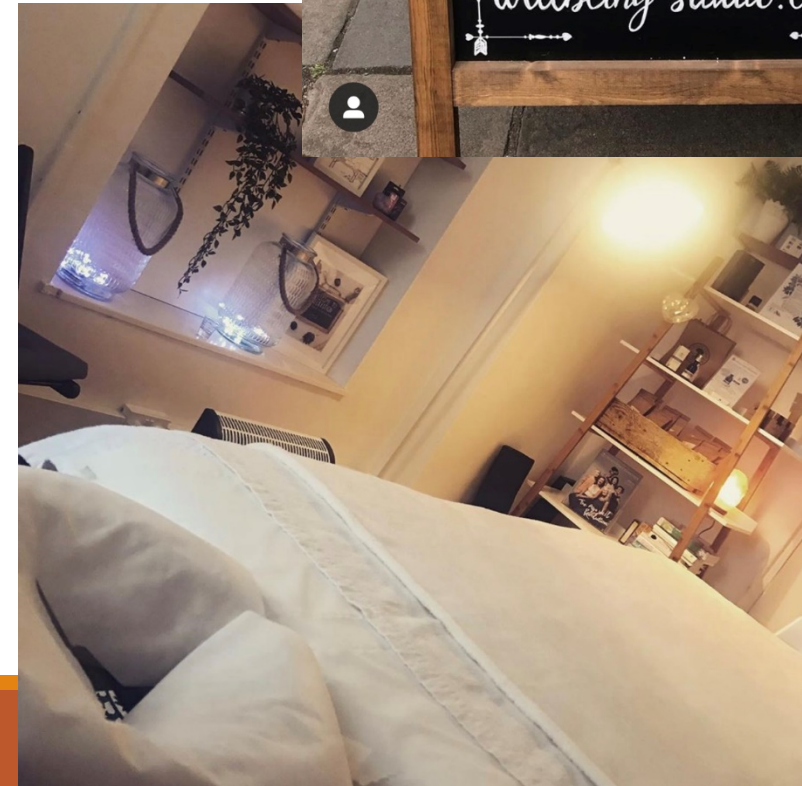
- Learn to create homecare products for clients.
- Understand the current law, cosmetic regulations.



Re-located studio in November 2018

My training and membership of TWO professional bodies has set me apart from local competition.

Sharing scientific evidence in relation to my therapies with clients on social media keeps clients engaged and builds my reputation as being a true professional.



Graduate Perspective

Susan Davies BSc (Hons); MAR; MIFPA

Graduate Perspective

Susan Davies BSc. (Hons) Health & Wellbeing

Countdown to Launch Winner 2019

How the BSc (Hons) Complementary Healthcare programme has helped me to establish my own business and become a Cardiff Metropolitan Countdown to Launch Winner 2019

Professional and Clinical Practice Level 5

Two parts

Part 1 – Business marketing plan based on own business & experience of promoting university clinic

Part 2 – Clinic skills and community based experience

Establishing A Business

- Business Model – Sole Trader/Limited Company/Partnership/Co-operative
- Business Strategy -Branding/Logo/Business Cards & Promotion - " A business name needs to summarise all the emotional & rational feelings about the product/service the business provides (Williams, 2013).
- Networking Target Market

Business Location, Premises & Primary Goals

Geographical Area

Identify Target Market

Explore and Identify Similar Businesses

How much do they charge

Identify Unique Selling Point (USP)

Primary goals (SMART)

Who am I now? Where am I intending to go? How do I get there? (Stokes & Wilson, 2010)

Twelve Month Financial Projection

Accurate Income and Expenditure Forecasting is essential for business success, service charges must be high enough to cover all costs and make a profit (Business Wales, 2017).

Networking Leads & Hubs to establish robust client base and maximise potential earnings.

Essential experience for the author – identifying the necessity of beginning business planning immediately and not waiting until completion of degree course.

Promoting Complementary Healthcare Clinic

Identifying best location

Advertising Campaign - Posters/Leaflets/Social Media

Designing a "Sales Platform"

Personal Feelings - Apprehensive/Nervous/Out of Comfort Zone

Community visits

Taster sessions in

Sheltered Housing (Derwen)

Flying Start Centre

Group work organising visit and delivering taster sessions to clients who would not usually access the clinic environment.

Talking about our treatments - marketing

Fast Forward Countdown to Launch 2019

Cardiff Metropolitan University

Countdown to Launch June 10th – 14th 2019

Setting up a sales pitch

Identifying Business Needs/USP/Marketing

Interviewed by Judges

£1000 Cash Prize

Free Business Mentorship Advice

Access to other financial bursaries

Zero to Hero

At the end of the programme, opportunities are available in

- Employment in a wide range of settings, NHS, private healthcare, sport, wellness industries
- Further study – Masters and beyond
- Research
- Entrepreneurship

