



Enestee Ltd

Community Wellbeing Partnership

A simple mental wellbeing programme for grassroots clubs and associations

Enestee works with local sports clubs and community associations to help promote mental wellbeing among young people, families, coaches and senior members.

Our partnership offer is designed to be simple, practical and easy for clubs to adopt. It gives members regular wellbeing messages, age-appropriate guidance and access to useful information without placing extra planning pressure on coaches or volunteers.

The programme is provided at no cost to the club or association.

What the partnership provides

Enestee provides a 12-month programme of mental wellbeing themes, tailored to the sport or community setting of each partner organisation.

Each month, club or association members receive a printed wellbeing postcard. The postcard includes key highlights from that month's theme and is designed to be kept somewhere visible, such as on the fridge door, as a regular reminder throughout the month.

The postcard also directs members to a dedicated online wellbeing portal created for their club or association.

A dedicated wellbeing portal

Each partner organisation receives its own customised Enestee wellbeing portal.

The portal provides more detailed information in a clear, easy-to-read format, tailored to the specific sport or activity. For example, content can be adapted for ice hockey, football, rugby, hockey or other grassroots settings.

The portal is divided into three main sections:

1. Young players

This section provides simple, accessible wellbeing information for young people themselves. It helps them understand the monthly theme and how it may apply to their own sport, emotions, friendships, confidence, motivation and everyday life.

2. Parents and carers

This section helps parents and carers understand the monthly theme from a family perspective. It gives practical guidance on how to support young people with their wellbeing, communication, emotional development and confidence.

3. Coaches

This section gives coaches practical guidance they can use within the sporting environment. The aim is to help coaches naturally weave the monthly wellbeing theme into training, team culture, communication and player development.

Each section also includes signposting to additional support organisations where appropriate.

What the club or association needs to do

The programme is designed to be low-burden for partner organisations.

Enestee funds the postcards and manages the wellbeing portal. There is no cost to the club or association for the core 12-month wellbeing programme.

We encourage clubs to run regular postcard-based competitions, where members keep their postcards safe and each postcard gives them an entry into a prize draw. Where this is used, we ask the club or association to provide the prizes.

What is not included

The community wellbeing partnership does not include counselling or individual mental health support.

Enestee does not provide clinical assessment, counselling, crisis support or individual case management as part of this partnership. Where additional support may be needed, the portal includes appropriate signposting to relevant organisations and support routes.

Talks and workshops can be provided to partner clubs or associations by request. These are charged separately, but at preferential partner rates.

Why Enestee provides this

For Enestee, this programme is both community contribution and brand awareness.

It allows us to invest in grassroots mental wellbeing while also increasing awareness of Enestee as a local, professional and ethical wellbeing business. We believe that supporting mental wellbeing should start early, feel accessible, and be embedded in the everyday places where young people, families and communities already spend time.

Benefits for partner organisations

Partnering with Enestee helps clubs and associations show that they take mental wellbeing seriously.

It gives members and families regular access to practical wellbeing information, enhances the credibility of the organisation, and supports a more positive and emotionally aware club culture.

It also reduces the pressure on coaches and volunteers. Instead of needing to research and plan wellbeing topics themselves, clubs receive a structured, “done for you” programme that can be used throughout the year.

The result is a simple, credible and practical partnership that supports young people, families, coaches and the wider club community.