

# EMAIL PRESS RELEASE



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World Mental Health Day October 2021 - World Health Organisation

## FOR IMMEDIATE RELEASE

### Costa Del Sol Small Business Recovery Service Adds Free Mental Health Support Services to its REIGNITION Customer Revisit Platform

Small businesses play a vital role in the Spanish economy and represent the beating heart of enterprise, innovation, whilst providing livelihoods for millions of workers.

Despite the resilience of Costa Del Sol business owners the pandemic has left thousands of small businesses uncertain what to do to fast track their recovery.

The full impact of this global pandemic has yet to show itself but studies from around the world report alarming increases in small business owners with mental health issues as they struggle to recover their livelihoods.

**Costa Del Sol Small Business Recovery Service, Development Director Andrew Bayley explains.**

“A recent study from the Centres for Disease Control and Prevention survey found that 40.9% of the 5,470 respondents reported behavioural health conditions or an adverse mental disorder, such as depression, anxiety, or increased substance use. These numbers represent an escalating mental health crisis and it’s important that we all remain aware of our own mental health and that of those around us.

Our own research into European governmental and charitable mental health provision warn of an imminent “second pandemic” as support services become overwhelmed.”

Developed during lockdown as an emergency lifeline, the REIGNITION customer revisit platform has helped thousands of small businesses restore income despite seeing fewer customers. What we never expected was the number of conversations we would have about mental health issues.

Mindful of the World Health Organisation [WHO] - Mental Health Day this month and alarming evidence of a deepening crisis we decided to act. We're proud to announce the introduction of free mental health support resources for small business owners and their staff in need of mental health support on the Costa Del Sol.

These resources include an online Q&A Forum providing community support. For more personalised support we've appointed a Mental Health Practitioner with over twenty-five years' experience in NHS mental health support. Max is available to provide personal support via live chat three days each week. We're also keen to raise awareness of the BBC Headroom campaign which offers lots of helpful information including an excellent Mental Health Toolbox. [<https://www.bbc.co.uk/headroom>]. All resources are funded by us, and absolute confidentiality is guaranteed. Please note we are not an emergency service. Any requirement for emergency assistance should be directed to the emergency services on 112. Further information about our resources can be found at [www.costadelsolrecovery.es](http://www.costadelsolrecovery.es)

### **About Costa Del Sol Small Business Recovery Service**

CDS Small Business Recovery Service is a collaboration partner in REIGNITION. A UK based marketing automation group. Our All-In-One customer revisit system is cloud based, fully contactless and highly proficient at motivating customers to return again and again in exchange for attractive, motivational but modest rewards.

Most businesses are seeing far fewer customers and our revisit platform helps replace that income gap quickly and sustainably. A Free 14 Day Trial is available to qualifying small businesses. Launched a year ago our revisit platform currently generates an average of 8500+\*customer revisits per month worth an estimated 637,497 €. It converts up to 31% of first-time customers into buyers who return again and again, typically spending more per visit and receptive to sharing their buying experience with friends and family.

\*Independently Verified Prove Source 2021

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