# Ollie Locke and Wecasa promote self-care as a vital tool for mental health



Ollie Locke, known for his work as a TV personality and actor as well as being a father of twins, is partnering with Wecasa to highlight the vital importance of "me-time" ahead of World Mental Health Day on 10th October. Locke, who is intimately familiar with the pressures of juggling work commitments, family life, and domestic chores, stresses that making time for oneself is not a luxury but a necessity for mental well-being.

In today’s fast-paced environment, where every minute is accounted for and feelings of guilt accompany moments of rest, Wecasa presents itself as a practical solution. The company offers a seamless way to outsource domestic and personal care chores through its app, delivering professional cleaning, wellness, beauty, and home services straight to customers’ doors. This model allows people to replace time-consuming tasks, like cleaning or laundry, with restorative activities such as massages or haircuts, or simply the opportunity to pause and breathe without constant interruptions.

Locke openly shares his own approach to managing life’s demands, advocating for outsourcing minor but mentally taxing household responsibilities to reduce the emotional burden. “Sometimes the smallest things, like cleaning the kitchen or folding laundry, can weigh the heaviest on our minds,” he notes. He encourages building self-care rituals that do not require extravagant retreats; even a short 30-minute massage or a simple haircut at home can significantly lift one’s mood. Locke also underlines the importance of deliberately scheduling personal downtime with the same seriousness as professional meetings to ensure such time is honoured.

Supporting this philosophy, Pierre André, co-founder of Wecasa, emphasises that me-time should be viewed as an act of self-preservation rather than selfishness. He points out that prioritising oneself helps recharge mental reserves, ultimately enabling individuals to perform better in all areas of life. André also highlights the psychological benefits of a clean, organised home environment, noting that reducing household clutter can create a calmer mental space, thereby amplifying the positive effects of me-time.

Wecasa complements its campaign with attractive offers to encourage uptake of these services. New customers can benefit from a 20% discount on all cleaning services with the promotional code OLLIE20 for a month. Additionally, their Wecasa Club provides subscribers who schedule regular cleaning with ongoing perks, including 25% off wellness services, cashback on wellness bookings, priority customer service, and exclusive offers and events throughout the year.

This collaboration between Wecasa and Locke serves as a poignant reminder that safeguarding mental health doesn’t require elaborate interventions or long breaks away. Often, it can be achieved by easing the domestic load, carving out small but meaningful moments for oneself, and treating self-care as a priority. The underlying message from Wecasa is clear: self-care is essential survival, and creating a peaceful home environment combined with personal downtime may be one of the most valuable investments someone can make.

Broadly, the importance of me-time in mental health maintenance is well recognised across various health advocacy organisations. The Mental Health Foundation of New Zealand, for instance, underscores how carving out even brief moments for oneself—engaging in enjoyable, calming activities—can reduce stress, anxiety, and depression, and promote overall happiness. Similarly, the Workers’ Pension Association links regular me-time with enhanced productivity, better self-awareness, and improved physical health, recommending simple relaxation techniques such as deep breathing, physical exercise, and time spent outdoors as effective ways to incorporate self-care into daily life.

Further supporting this view, HealthShots outlines specific me-time activities that bolster mental health. These include physical activity, journaling, taking breaks from routine, nurturing good relationships, and participating in hobbies—all of which contribute to reducing stress and fostering a balanced mental state. Complementing these insights, research from the University of Buffalo reveals that spending time alone can reduce stress and depression while boosting creativity, highlighting the immediate and tangible benefits of solitude. However, this study also notes that for those feeling anxious about social interactions, solitude may not confer the same positive effects, emphasizing the nuanced nature of me-time and mental health.

In essence, the combined evidence from experts, health organisations, and research reinforces the message championed by Locke and Wecasa: prioritising self-care through practical means, including outsourcing everyday tasks and setting aside dedicated personal time, is a crucial strategy for sustaining mental well-being in today’s demanding world.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.sustainhealth.fit/lifestyle/wecasa-ollie-locke-world-mental-health-day/), [[4]](https://www.mentalhealth.org.nz/me-time)
* Paragraph 2 – [[1]](https://www.sustainhealth.fit/lifestyle/wecasa-ollie-locke-world-mental-health-day/), [[2]](https://www.wecasa.co.uk/), [[3]](https://apps.apple.com/bb/app/housekeeping-services-wecasa/id1339647526)
* Paragraph 3 – [[1]](https://www.sustainhealth.fit/lifestyle/wecasa-ollie-locke-world-mental-health-day/)
* Paragraph 4 – [[1]](https://www.sustainhealth.fit/lifestyle/wecasa-ollie-locke-world-mental-health-day/)
* Paragraph 5 – [[1]](https://www.sustainhealth.fit/lifestyle/wecasa-ollie-locke-world-mental-health-day/), [[2]](https://www.wecasa.co.uk/)
* Paragraph 6 – [[1]](https://www.sustainhealth.fit/lifestyle/wecasa-ollie-locke-world-mental-health-day/)
* Paragraph 7 – [[4]](https://www.mentalhealth.org.nz/me-time), [[5]](https://www.wpa.org.uk/health-wellbeing/articles/me-time)
* Paragraph 8 – [[6]](https://www.healthshots.com/preventive-care/self-care/these-5-me-time-activities-will-help-you-keep-your-mental-health-in-check/), [[7]](https://www.deccanchronicle.com/lifestyle/health-and-wellbeing/241117/me-time-has-a-lot-of-mental-health-benefits-study-finds.html)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.sustainhealth.fit/lifestyle/wecasa-ollie-locke-world-mental-health-day/> - Please view link - unable to able to access data
2. <https://www.wecasa.co.uk/> - Wecasa is a UK-based company offering professional at-home services, including cleaning, wellness, beauty, and home services. Their app allows users to book services such as massages, haircuts, and cleaning directly to their doorstep. Wecasa operates in various cities across the UK, providing convenient solutions for individuals seeking to outsource household tasks and prioritise self-care. The company emphasises the importance of 'me-time' for mental well-being and offers exclusive discounts for new customers and members of the Wecasa Club.
3. <https://apps.apple.com/bb/app/housekeeping-services-wecasa/id1339647526> - The Wecasa app enables users to book professional at-home services, including cleaning, wellness, beauty, and home services, directly to their doorstep. Available seven days a week from 7 am to 10 pm, the app operates in multiple UK cities, offering services such as massages, haircuts, and cleaning. Users can schedule appointments, manage bookings, and access exclusive offers through the app, providing a convenient solution for those seeking to outsource household tasks and prioritise self-care.
4. <https://www.mentalhealth.org.nz/me-time> - The Mental Health Foundation of New Zealand highlights the significance of 'me-time' for mental well-being. They define 'me-time' as dedicating time to oneself to engage in activities that bring joy and relaxation. The foundation emphasises that taking time for oneself is essential for managing stress, reducing anxiety and depression, and enhancing overall happiness. They encourage individuals to incorporate daily 'me-time' into their routines, even if it's just for five minutes, to experience positive changes in mental health.
5. <https://www.wpa.org.uk/health-wellbeing/articles/me-time> - The Workers' Pension Association (WPA) discusses the importance of 'me-time' in maintaining mental health. They define 'me-time' as dedicating time to oneself to engage in activities that bring joy and relaxation. The article highlights that 'me-time' can lead to increased productivity, better self-awareness, and improved physical health. It also provides tips on how to relax, such as deep breathing, physical activity, and spending time outdoors, to help individuals incorporate 'me-time' into their daily lives.
6. <https://www.healthshots.com/preventive-care/self-care/these-5-me-time-activities-will-help-you-keep-your-mental-health-in-check/> - HealthShots outlines five 'me-time' activities beneficial for mental health: physical activity, journaling, taking breaks, nurturing good relationships, and engaging in hobbies. They suggest that regular physical activity, such as joining a gym or yoga classes, can reduce stress and improve fitness. Journaling helps with introspection and coping with stressful situations. Taking breaks from routine can instil excitement and reduce frustration. Nurturing good relationships and engaging in hobbies can also enhance mental well-being.
7. <https://www.deccanchronicle.com/lifestyle/health-and-wellbeing/241117/me-time-has-a-lot-of-mental-health-benefits-study-finds.html> - A study conducted by researchers at the University of Buffalo found that spending time alone, or 'me-time,' can actively improve mental health by reducing stress and depression and boosting creativity. The study surveyed 300 individuals and found that those who valued and spent time alone were more creative. However, individuals who felt scared to be around people were not as productive during their time alone. The findings highlight the immediate benefits of solitude on mental well-being.