

Dementia Friendly Fun Fridays

Wellbeing Evaluation

A city of opportunity where everyone thrives

Manston Court Lunch Club Wellbeing Evaluation January 2015



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Putting a Price on Happiness: What is Social Return on Investment (SROI)?



Social Return on Investment is a framework for describing and measuring the impact of an investment or service on people

It is a form of Cost Benefit Analysis that measures social, environmental and economic outcomes – the bigger picture

Where possible, this change in outcomes is measured in money – so it demonstrates value that may sometimes be overlooked

SROI is about value, rather than money. It is a way to look at the overall value of investment, and is a tool to base future decisions on.

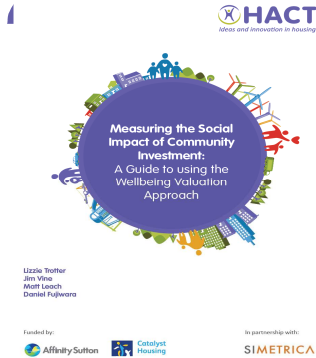
Dementia Friendly Fun Fridays



Dementia Friendly Fun Fridays (DFFF)

- The Dementia Friendly Fun Fridays were set up in 2014 at Manston Court in order to provide support for people with dementia and their carers; and fun, friendly activities
- Every Friday from 2.00 – 4.00 pm, participants sing, dance and enjoy music to reminisce to from the forties, fifties, sixties and beyond.
- In addition to karaoke, singing and dance, participants share a laugh and joke with the entertainer. In addition there are other activities in the Fun Friday sessions, including quizzes, crafts and other activities influenced by what participants want.
- Light snacks and refreshments and seasonal treats are served by volunteers.
- The Dementia Fun Friday sessions are very well attended. On average about 20 people attend this session every week
- The sessions are available to participants over 60. There is a wide range of ages from 60 to the very elderly (95+ years).
- Participants come from Manston Court, surrounding courts and wider community and as far away as Weston.
- Some participants choose to walk or are driven by family members, while others travel to Manston Court on a subsidized minibus or taxi share.

Putting a Value on Wellbeing



Social Value is about two things:

- 1.) **Cashable savings:** Cost / benefit
- 2.) The Impact on **People**

health

OUTCOME	AVERAGE VALUE
High confidence (adult)	£13,080
Relief from depression/anxiety (adult)	£36,766
Good overall health	£20,141
Relief from drug/alcohol problems	£26,124
Smoking cessation	£4,010
Feel in control of life	£12,470
Can rely on family	£6,784

- The HACT Calculator is a spreadsheet tool to calculate all costs relating to an intervention / project
- In addition it also calculates the impact on people; using a set of survey questions categorised in 6 Social Value 'Banks'; Employment, Local Environment, Health, Financial Inclusion & Other.
- The tables put a financial value on set wellbeing outcomes. Although these tables of values are simplistic, the values are derived from robust statistical analysis using Big Data from 4 main household & individual surveys.
- Deadweight is automatically deducted according to set categories.

Mapping Outcomes – HACT Calculator



In order to calculate the benefit of wellbeing gained it was necessary to map out possible outcomes or activities as a result of volunteers and participants taking part in the Dementia Friendly Fun Fridays:

- **Count the number of volunteers who regularly volunteered**
- **Count the number of participants who regularly attended**
- **High confidence for participants and volunteers**
- **Good overall health / Improvement in health for participants and volunteers**
- **Feeling in control of life for volunteers and participants**
- **Relief from anxiety or depression for volunteers and participants**
- **Members of a social group (participants)**
- **Regular Mild Exercise for participants and volunteers**

In addition we also asked survey questions unrelated to the Social Value Bank as we wanted to be able to better profile our participants to make sure that the sessions were best meeting their needs.

Survey questions were designed to be as easy as possible to answer quickly and very clear (tick boxes, yes or no responses) but with a selection of open questions to get a picture of how participants valued the service in their own words. As participants may have dementia, mobility or visual impairments, the interviewer would ask the questions and scribe the results for them and write down quotes in real time.

Although many participants did have dementia; the questions were designed to be easy to understand and to let all participants have the opportunity to talk about the service and how they valued it in their own words

Outcomes and Values: Evidence

Associated outcome / value	Evidence you need to apply the value	Which survey? Or is it an activity value?	In which region is this activity?	Average person value
⚙ Good overall health	Relevant survey question	Your Health survey	Outside of London	£ 20,141
⚙ High confidence (adult)	Relevant survey question	Your Health survey	Outside of London	£ 13,080
⚙ Relief from depression/anxiety (adult)	Relevant survey question	Your Health survey	Outside of London	£ 36,766
⚙ Feel in control of life	Relevant survey question	Your Health survey	Outside of London	£ 12,470
▣ Member of social group	Record of regular attendance at a group meet up	Activity value	Outside of London	£ 1,850
♥ Frequent mild exercise	Record of participant numbers	Activity value	Outside of London	£ 3,537
◆ Regular volunteering	Record of individuals with regular voluntary position	Employment survey	Outside of London	£ 2,357

Dementia Friendly Fun Friday: Costs

- The running costs of this club work out as approximately £13,778 per year. This includes approximately £2,758 of officer time; £3,120 for the Entertainer, £3,120 for refreshments and sundry purchases, £4,420 for the minibus and approximately £100 for electricity / heating / gas (the room is within Manston Court and therefore already heated and lit).
- This total is offset by the subs money of an average £4940 collected from the attendees who pay £5 per session, participant contribution to the minibus of £3995 (£5 per person / couple each session), and the Minibus Grant of £4560 per year from the CCG so the actual cost of the Fun Friday is approximately £4853 per year.

What's the Cost?	Weekly Costs	Annual Costs
Entertainer (Lynette)	£60 per session	£ 3,120.00
Minibus	£90 per session	£4,680
Sundries (Refreshments etc)	£60 per session	£3,120
Staff Costs	6 hrs per session x £8.84	£ 2,758.08
Approx Electricity & Gas	£1.92	£ 100.00
Total	£219.96	£13,778.08

Money In	Amount	Annual
Participant Subscription	£5 per session x average 19	£4940
Participant payment Minibus	£5 per person / couple	£3985
Total		£13, 485

Costs	Minus Subs / Grant	Total
£13,778.08	£8,925	£4853.08

Example Survey Questions from the HACT Calculator

	Age			Value answe
	under 25	25-49	50+	
1. Thinking back over the last 12 months, how would you say that your health has been on the whole, compared to people of your own age?	1. Excellent			*
	2. Good			*
	3. Fair			
	4. Poor			
	5. Very poor			
2. Do you suffer from depression or anxiety?	1. Yes			
	2. No			*
	3. Prefer not to answer			
3. Have you recently been losing confidence in yourself?	1. Not at all			*
	2. No more than usual			
	3. Rather more than usual			
	4. Much more than usual			
3. 'I feel that what happens to me is out of my control'	1. Often			
	2. Sometimes			
	3. Not Often			*
	4. Never			*

Participant Survey



Participant Survey Dementia Friendly Fun Fridays Milner Court

We would like to survey participants in the Dementia Fun Friday Sessions to measure how participation has had on your health and wellbeing.

All information you give us will be anonymised after the survey is completed. Any personal information you give us will always be processed in accordance with the UK Data Protection Act 1998.

Thank you for your time.

Q1: How long have you been coming to the Fun Fridays?

- Under 3 months
- 3 – 6 months
- 6+ months – 12 months
- Over a year

Q2: How often do you attend the Fun Friday Sessions?

- Every session (insert once per week / month)
- Once a month
- Once every two months
- Less frequently

Q3: Compared to people of your own age, in the last 12 months would you say that your health has been:

- 1. Excellent
- 2. Good
- 3. Fair
- 4. Poor
- 5. Very Poor

Q4: Do you suffer from depression or anxiety?

- 1. Yes
- 2. No
- 3. Prefer not to say

Q5: Have you recently been losing any confidence in yourself?

- 1. Not at all
- 2. No more than usual
- 3. Rather more than usual
- 4. Much more than usual

Q6: Do you feel that the things that happen to you are out of your control?

- 1. Often
- 2. Sometimes
- 3. Not often
- 4. Never

Q7: How often do you take part in moderate exercise that raises your heart rate and results in breaking into a sweat?

- 1. At least once a week
- 2. At least once a month
- 3. Less frequently
- 4. Never

Q8: How often do you take part in mild exercise that does not noticeably change your breathing or make you sweat?

- 1. At least once a week
- 2. At least once a month
- 3. Less frequently
- 4. Never

Section Two: We would like you to think about your health and wellbeing since coming to the Fun Fridays.

Q9: In your opinion, do you feel coming to the Fun Friday sessions has made you feel more positive and improved your wellbeing?

- 1. Very much so
- 2. Somewhat increased
- 3. About the same
- 4. No

Q10: Since taking part in the Fun Friday sessions would you say you feel less lonely?

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Participant Survey



1. I feel a lot less lonely
2. I feel a bit less lonely
3. I feel about the same
4. I feel more lonely

Q11: Since taking part in the Fun Friday sessions, do you feel you have made more good friends you can rely on?

1. I have made lots more friends I can rely on
2. I have made some more friends I can rely on
3. I wouldn't say I have made any more friends

Q12: Would you say that since coming to the Fun Fridays you have not needed as many GP or nurse appointments?

1. Yes
2. No
3. Don't know

Q13: Since coming to the Fun Friday sessions, has it made a difference to how happy you feel?

1. I feel a lot happier
2. I feel a bit happier
3. I feel about the same
4. I feel less happy

Q14: Do you have any comments about the Fun Friday Sessions? How does it make you feel?

Q1: Name (Optional).....

Q2: What is your age? (Please circle)

- Under 60
- 60 – 74
- 75 – 84
- 85 – 94
- 95+

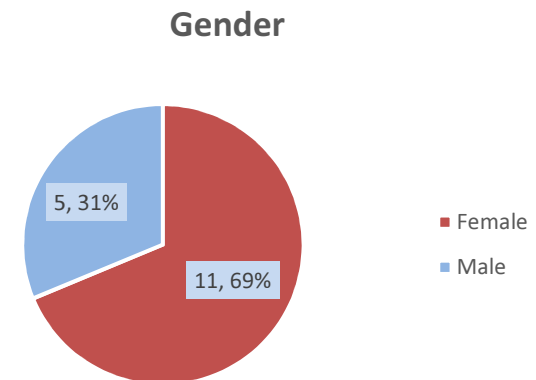
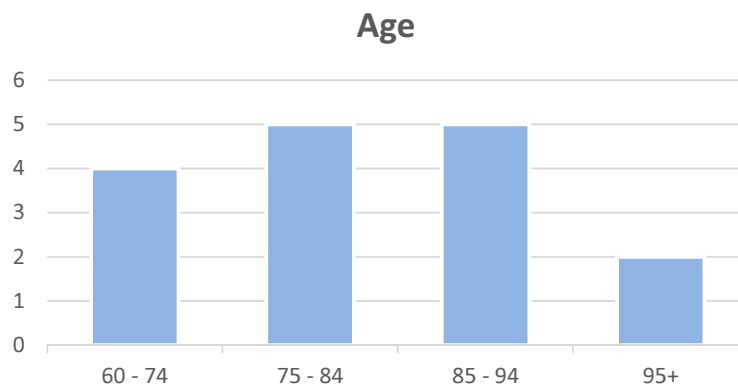
Q3: Are you:

- Male Female

Analysis – Participant Profile



- Altogether 25 individuals attended the two sessions where interviews took place. This is slightly higher than the yearly average which is around 20 people per session
- Of those 25 individuals attending, 16 participants were interviewed. Due to time pressures and / or stages of dementia, it was not possible to interview every participant; however everyone approached was able to actively participate in the survey regardless of dementia stage, ensuring a wide range of responses.
- Most participants fell into the 75 – 94 age bands: 25% were aged 60 – 74, 31% aged 75-84, 31% aged 85 – 94 and 13% aged 95+ years
- 69% were Female, 31% were Male
- All participants attended the Fun Fridays every week



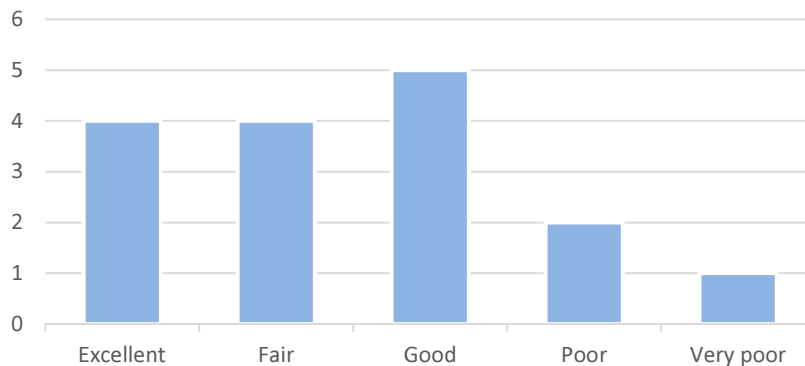
Analysis – Health & Wellbeing



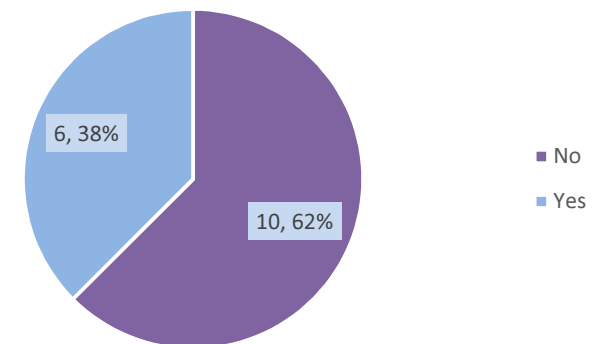
On average the risk of depression increases in old age with 40% of those aged 85+ affected. There is also a complex link between poor / deteriorating physical health and depression. Rates of self reported depression were in line with national research suggesting that the risk of depression increases in advanced old age with approximately 40% of those over 85 affected, and in 2 in 5 older people living in care homes.

- Most people self reported Excellent (25%) or Good Health (31%) in the last 12 months when compared with other people of the same age. A further 4 respondents (25%) reported Fair health. Only 13% respondents reported Poor and 6% Very poor health.
- 6 respondents (38%) stated they suffered from Depression or Anxiety. 10 respondents (62%) did not suffer from anxiety or depression.

Q3: Compared to people of your own age, in last year has your health been:



Q4: Suffer from Depression or Anxiety?

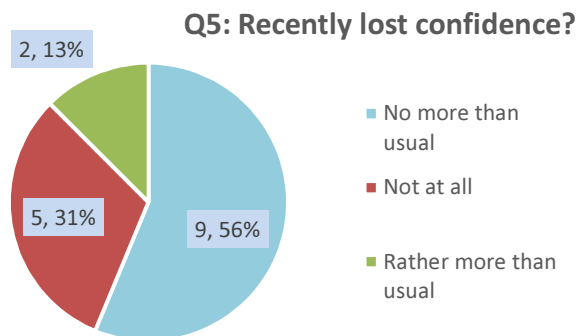


Analysis – Confidence & Control

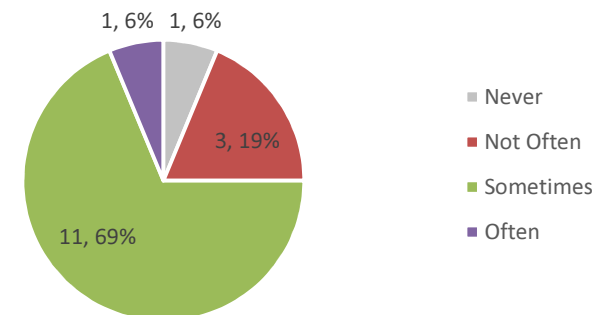


Having a high sense of confidence and sense of control over one's life is linked to better wellbeing and improved mental health. We asked respondents if they felt they had a sense of control over their lives.

- 5 respondents (31%) said they had lost no confidence at all; 9 respondents (56%) said they had lost no more confidence than usual, while 2 respondents (13%) felt they had lost rather more confidence than usual.
- 1 respondent (6%) felt that the things that happened to them were never out of their control. 3 respondents (19%) felt that the things that happened to them were not often out of their control, while 11 respondents (69%) felt that the things that happened to them were sometimes out of their control. 1 respondent (6%) felt this was true often



Q6: Feel things that happen to you are out of your control?



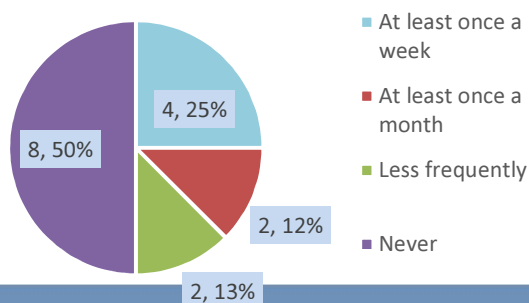
Analysis – Activity & Exercise



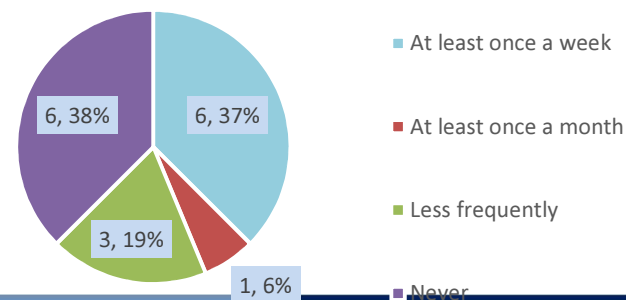
Taking part in social activities, exercise or sport is associated with higher levels of life satisfaction and better wellbeing.

- Participants took part in exercise regularly with 25% of respondents stating they took moderate exercise at least once a week. Six respondents (37%) stated that they participated in mild exercise at least once a week.
- When assessing the session however; it also became clear that the majority of participants were taking more regular mild exercise than they realized – with all but two participants taking part in the dancing element of the Fun Friday which fulfills the criteria for mild exercise “...exercise that does not noticeably change your breathing or make you sweat.”
- In this case, we can count 14 participants (87%) taking part in regular mild exercise at least once per week.

Q7: How often participate in moderate exercise?



Q8: How often participate in mild exercise? (self perception)



Comments – Activity & Exercise

*“The one who does my feet says it's good exercise and improves my circulation because I'm diabetic. Now I'm a lot happier.” **'Roy' 75 – 84 years***

*“Got a photo in Tenant's Link magazine of me dancing!” **'Liz' 60 – 74 years***

*“Can have dances sometimes - never used to dance but I am disabled and now dance - makes me happy. Look forward to it. Also sing here - they call me Patsy Kline!” **'Patsy' 75 – 84 years***

*“Me boogie ... I like Lynette - she's cheeky!” **'Janet' 60 – 74 years***



Perceptions of Wellbeing and the Fun Fridays

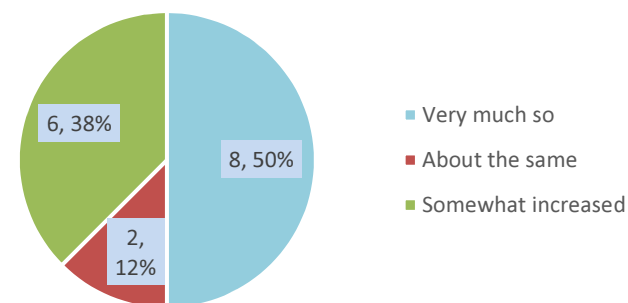
In the next section of the survey, we asked participants to subjectively rate how the Dementia Friendly Fun Friday sessions had impacted on their wellbeing, including levels of loneliness, friendship, health and fitness and nurse and GP appointments.

These questions were not linked to the HACT calculator as they were not questions that had been tied to any outcomes; however they were useful questions to ask to get a measure of how participants valued the service.

Q9: In your opinion, do you feel coming to the Dementia Friendly Fun Fridays has made you feel more positive and / or improved your wellbeing?

- 8 respondents (50%) felt Very much so that the Fun Fridays made them feel more positive and improved their wellbeing
- 6 respondents (38%) felt this had somewhat increased
- 2 respondents (12%) felt this was about the same
- No respondents felt the Fun Fridays had decreased their wellbeing

Q9: Feel Fun Friday has made you feel more positive and improved wellbeing?



Perceptions of Wellbeing and the Fun Fridays

When interviewing participants, it became apparent that this service was extremely valued and that they felt it made a significant contribution to their wellbeing.

"Makes my mind occupied - gets you to know more people - life improved 1000%! I've noticed I've been more happier - people say I look better health wise" **'Roy' 75 – 84 Years**

"Well I do enjoy it - activities are very good - look forward to it" **'Delia' 85 – 94 years**

"Think they are brilliant - wish they were on more often. Really look forward to it" **'Josie' 74 – 84 years**

"My wife feels a lot happier since coming here. I do look forward to it; I got nothing else to do inside - somewhere nice to go I like to think" **'Gregory' 85 – 94 years**

"I look forward to coming - we have a bit of a laugh and giggle and take part" **'Rose' 60 – 74 years**

"Look forward to it - just being here" **'Arnold' 85 – 94 years**

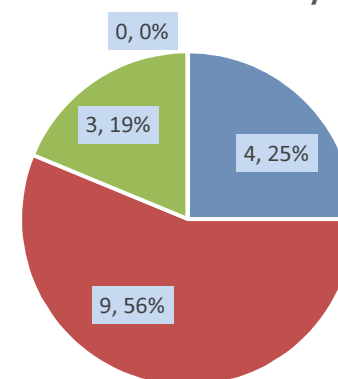
"Makes you feel a bit better. Look forward to it. Like the music" **'Seth' 75 – 84 years**

Loneliness and Social isolation

Social isolation is a factor that significantly negatively impacts on wellbeing, and academic research suggests that preventing and relieving loneliness is crucial to enabling people to remain as independent as possible.

- Although there are currently no loneliness questions in the HACT calculator, we wanted to find out how much the DFFF sessions contributed to combatting loneliness and social isolation
- Recent research suggests that loneliness is more dangerous than obesity and as harmful to a person's health as smoking 15 cigarettes a day *and* being an alcoholic. Loneliness increases a person's risk of dying by an average of 30%.
- 4 participants (25%) felt a lot less lonely
- 9 participants (56%) felt a bit less lonely
- 3 participants (19%) felt about the same
- No participants (0%) felt more lonely

Since coming to the Fun Fridays, would you say you feel less lonely?



■ I feel a lot less lonely ■ I feel a bit less lonely ■ I feel about the same ■ I feel more lonely

Comments: Loneliness and Social Isolation

Several participants mentioned how valuable the service was to them because they rarely got the chance to socialise or go out due to poor physical health or caring responsibilities which impacted on their mental health.

"I think they're brilliant because the people who come here really do enjoy it - it gets them out of isolation doesn't it?" 'Jane' Carer 65 – 74 years

"Well I do enjoy it - activities are very good - look forward to it - that and bingo is the only time I go out. Wish that I could join in with the dancing (arthritis) have to sit and watch" 'Delia' 85 – 94 Years

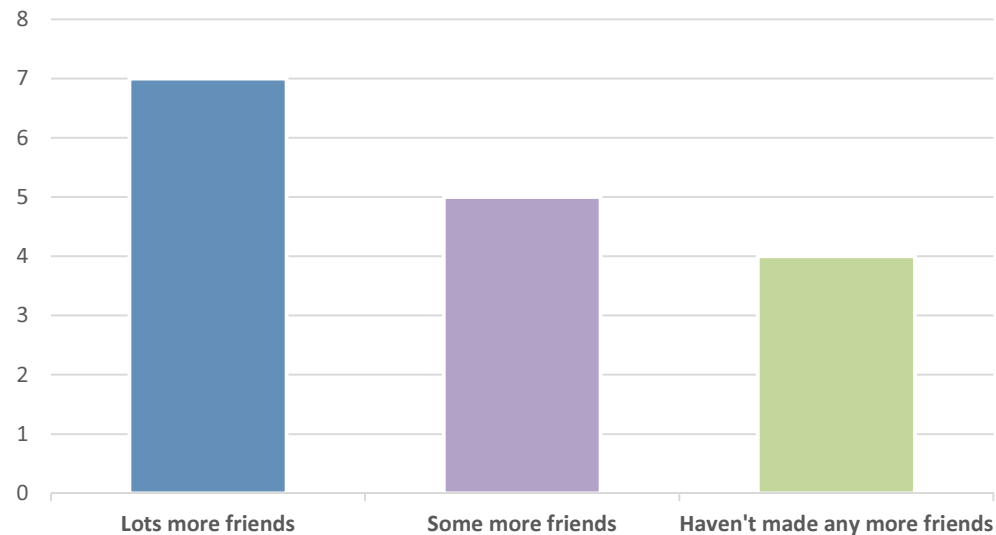
"Feel a lot better - cheers me up a bit - get very depressed. Got people to talk to - got no-one to talk to as my husband's carer. Companionship - cheers you up as soon as you get in the door - got no family. She's [entertainer] very good - has us laughing - drags us all in!" 'Daisy' 85 – 94 Years

"My wife feels a lot happier since coming here. I do look forward to it; I got nothing else to do inside - somewhere nice to go I like to think" 'Gregory' 85 – 94 Years

Reducing Isolation through Making Friends

Friends are important to wellbeing and can be a strong protective factor against depression and social isolation.

- 7 participants (44%) felt they had made lots more friends they could rely on
- 5 respondents (31%) felt they had made some more friends
- 4 respondents (25%) felt they hadn't made any more friends



Emotional Return on Investment - Happiness

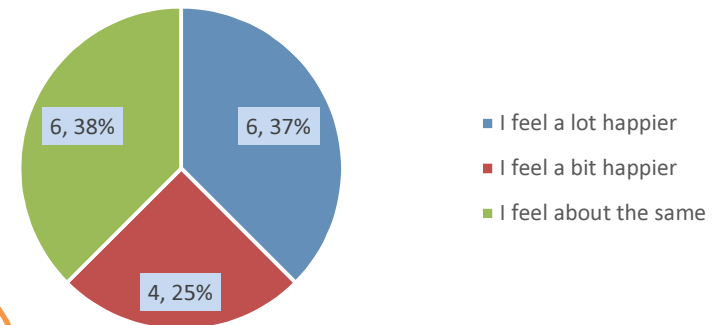
In addition to questions measuring wellbeing; we also wanted to ask a subjective question about happiness levels since taking part in the Fun Fridays.

- Altogether 62% of participants felt that the Fun Fridays had made a positive difference to how happy they felt in general

Q13: Since coming to the Fun Friday sessions, has it made a difference to how happy you feel?

- 6 participants (37%) felt a lot happier
- 4 participants (25%) felt a bit happier
- 6 participants (38%) felt about the same

Q13: Feeling happier?



"Makes my mind occupied - gets you to know more people - life improved 1000%! I've noticed I've been more happier - people say I look better health wise... Now I'm a lot happier." 'Roy' 75 - 84 years

"Can have dances sometimes - never used to dance... makes me happy" 'Patsy' 75 - 84 Years

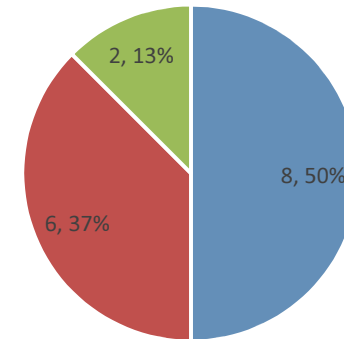
Fewer Nurse or GP Appointments

We asked participants to subjectively rate if they felt they had needed fewer GP or nurse appointments since coming to the Fun Fridays. Although this is not an objective measure, it is useful as it captures how participants themselves view this.

Q12: Would you say that since participating you have needed fewer GP or nurse appointments?

- 8 respondents (50%) felt they had needed fewer nurse or GP appointments
- 6 respondents (37%) felt they had not needed fewer appointments
- 2 respondents (13%) didn't know

Q12: Have you needed fewer nurse / GP appointments?



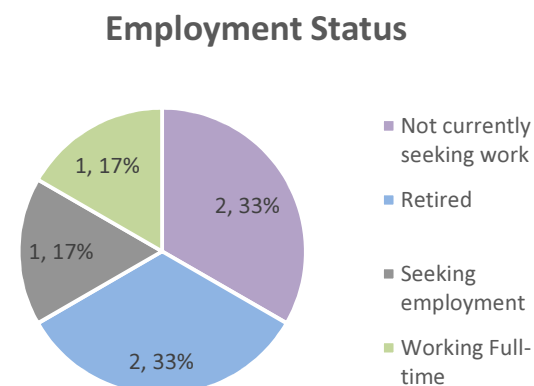
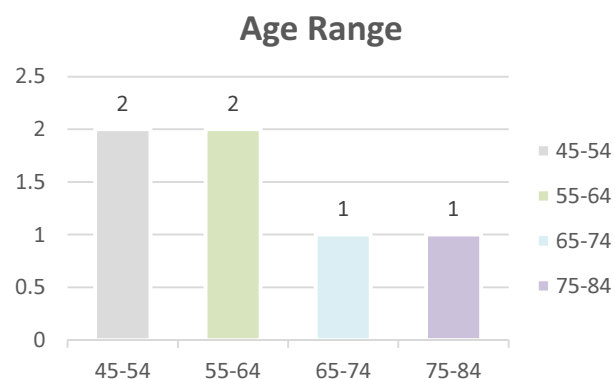
■ Yes ■ No ■ Don't know

*"Don't need doctors
or nurses. Happier"
'Harriet' 95+ years*

Volunteer Profile

We also surveyed the six volunteers who staff the Dementia Friendly Fun Fridays.

- All six volunteers were female
- All volunteered every session
- Volunteers were aged between 45 and 75+
- Most volunteers had been volunteering at the Fun Fridays for some time; with 4 volunteering for over a year. One volunteer had been doing so for 3-6 months and one for under 3 months
- Most of the volunteers were not in employment:
- 2 volunteers were Retired
- 1 volunteer was seeking work
- 2 volunteers were not currently seeking work
- 1 volunteer worked full-time



Volunteers: Reasons for Volunteering

Volunteers offered some information about why they started volunteering for the Fun Fridays.

Each volunteer had a personal reason for doing so; from experiencing being a carer for elderly parents with dementia and wanting to help others, to alleviating depression, reducing social isolation or viewing this as a natural progression from their usual job.

"Had depression originally and volunteered to start mixing with other people" **'Carol' 45 – 54 years**

"I think I feel more fulfilled in my life really." **'Liz' 55 – 64 years**

"Started volunteering here last year because my own parents lived here and had dementia. Wanted to help others through my own experience." **'Jan' 55- 64 years**

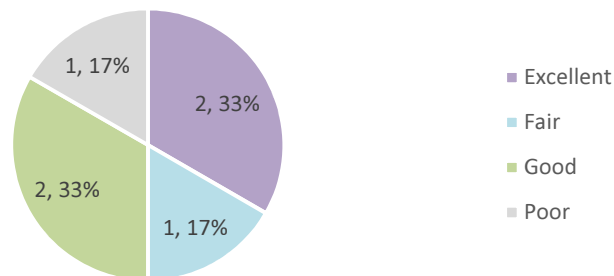
"Pushes me to do stuff and socialise – could so easily just stay at home." **'Viv' 65 – 74 years**

"Because I work in the Care Sector..." **'Zelda' 45 – 54 years**

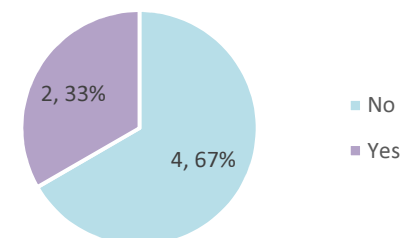
Volunteers: Snapshot Picture

- All volunteers stated that they did mild and moderate exercise at least once per week.
- Compared to people of their own age, two volunteers (33%) felt their health was Excellent, two volunteers (33%) felt their health was Good, one volunteer (17%) felt their health was Fair, and one volunteer (17%) felt it was Poor.
- 4 volunteers (67%) did not suffer from depression or anxiety. Two volunteers (33%) did suffer from depression or anxiety.
- Most volunteers felt generally confident, with four volunteers stating they had not recently lost any confidence at all; while one volunteer had lost no more confidence than usual. One volunteer felt they had lost rather more confidence than usual.
- Half the volunteers felt their life was out of control 'sometimes'. Two volunteers felt this 'Not often' and one volunteer felt this was never.

How has your health been in last 12 months?



Suffer from Depression or Anxiety?

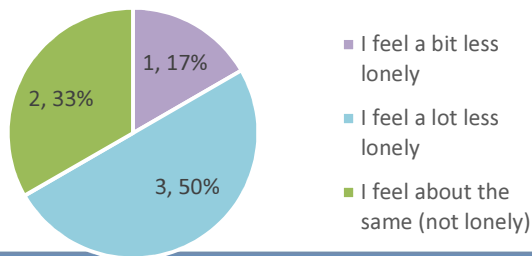


Volunteers: Perception of Wellbeing and Fun Fridays

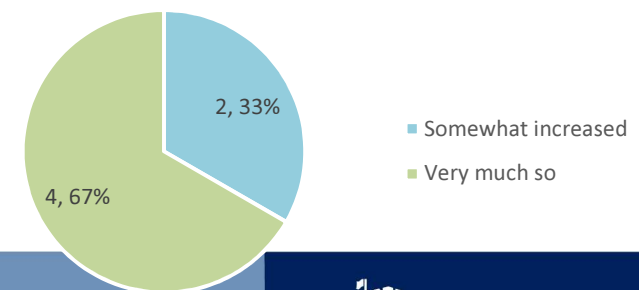
We asked the volunteers if volunteering at the Fun Fridays had increased their sense of wellbeing, and how this had made a difference.

- Four volunteers (67%) felt volunteering at the Fun Fridays had ‘very much’ increased their self confidence. Two volunteers (33%) felt their confidence had ‘somewhat increased’. No volunteers felt their levels of confidence had stayed the same or decreased.
- Half the volunteers felt that since volunteering they felt a lot less lonely, while one volunteer felt a bit less lonely. The remaining two volunteers stated they felt about the same; however both stated they had not felt lonely anyway.
- All six volunteers (100%) stated they felt volunteering at the Fun Fridays had increased their wellbeing and made them feel more positive.

Since volunteering, do you feel less lonely?



Do you feel volunteering has increased your self-confidence?



Volunteers: Comments on Wellbeing

It is very apparent that volunteering at the Fun Fridays had a very positive effect on volunteer's wellbeing through reducing social isolation and increasing self confidence.

In addition, all volunteers felt a strong sense of wellbeing through helping others and seeing the effect of the Fun Fridays on the participants. There was a strong sense of respect to the participants and a feeling that they were 'privileged' to be helping them.

"I come here - I just love coming here and the old people they give as much to me as I give to them. It's a very joyous occasion." **'Cora'**
75 – 84 Years

"I do love coming – cheers you up – lifts your spirits." **'Viv'**
65 – 74 years

"...More confidence - a lot more confidence to do things and make other people happy by just chatting to them. Really enjoyable - not only for us but residents - nice to see them smile, join in songs - they do look forward to it - me also!"
'Carol' **55-64 years**

"Enjoy doing it - seeing them smile - if one person says they have enjoyed it it's worth it!" **'Jan'** **55 – 64 years**

"...their smiles make difference. I feel I can learn from them - it's a gift for us because they've had a lot more life experience. Talking to them makes me happy." **'Zelda'** **45 – 54 years**

"I think I feel more fulfilled in my life really...it's a lovely, friendly place to be. We see residents grow – when they first come in can be quiet and after a few weeks are chatty and open." **'Liz'** **55 – 64 years**

Volunteers: Effects on Participants

All volunteers mentioned the positive effects of the Fun Fridays on the participants; how the participants looked forward to the sessions and joined in and their pleasure at doing so. One volunteer mentioned how participants noticeably became more animated and happy after first joining the sessions and significantly less withdrawn.

Another volunteer felt the length of the sessions could be extended as the participants were just 'warming up' when the session ended.

"Enjoy doing it - seeing them smile" **'Jan' 55 – 64 years**

"I think sessions are too short though – could do with another hour as sessions just get going when they stop...they really start warming up then it cuts off"
'Liz' 55- 64 years

"...We see residents grow – when they first come in can be quiet and after a few weeks are chatty and open." **'Liz' 55 – 64 years**

"..residents - nice to see them smile, join in songs - they do look forward to it" **'Carol' 55-64 years**

Carer Comments

We surveyed carers attending the Fun Friday sessions with their partner or family member. We were only able to get two Carer responses as the majority of participants attended alone; and participants attending via the minibus did so without their carer present.

Of the two carers attending; one was accompanying a relative as he was a new starter and was helping him settle in. The other carer had just popped in to take her family member to a medical appointment.

Both were very positive about the effect of the Fun Friday sessions on their family member's wellbeing, and one carer spoke how the session had immediately calmed and settled her family member.

"Think it's lovely – everyone looking forward to it once a week. Something to look forward to. Enjoyed these little things with my mother-in-law and now step-dad" **'Jodie' 25 – 34 years**

"I think they're brilliant because the people who come here really do enjoy it - it gets them out of isolation doesn't it?" **'Jane' 65 – 74 years**

"He was quite confused when we came in – he was agitated coming to see flats – he didn't know what was going on, but since coming to this session today he's relaxed with the music on and started chatting – he's perked up. Will come again and introduce him to this" **'Jodie' 25 – 34 years**

Comments on the entertainer

It was very apparent that participants had an excellent rapport with Lynette the entertainer, and loved her style of banter and engagement. Unprompted, several of the participants singled her out for special praise.

"Means lots – entertainer really good. Oh yes happy with staff." **'Winnie'**
95+ years

"Entertainer Good" **'Liz'** **60 – 74 years**

"Me boogie – go over to park. I like Lynette – she's cheeky!" **'Janet'** **60 – 74 years**

"...cheers you up as soon as you get in the door...She's (entertainer) very good – has us all laughing – drags us all in!" **'Daisy'** **85 – 94 years**

How we Calculated the Wellbeing Return: Impact on People



- We looked at the HACT Community Investment Values from the Social Value Bank to see which outcomes we could place a value on. Those values that matched each outcome in the Value Bank had a relevant survey question that we could use to apply the values.
- Some of the evidence required was simple to obtain, such as the number of people attending the Dementia friendly Fun Fridays or the number of volunteers. Other evidence was more difficult and required survey data before and after on the same individuals to measure any change.
- When we used the HACT calculator to calculate the social return generated; we could not generate costs for every outcome value because the outcomes were too closely related and would be considered double counting. We used the relationship table in the HACT calculator to choose only one outcome to count: e.g. Dancing is an activity value, however this cannot be used in conjunction with Regular Mild Exercise
- As we did not have data on the specific HACT calculator questions; we were unable to prove whether individuals had moved from a negative or neutral response to a positive outcome. Therefore we could only use the 10% Unknown Data function which meant we could only claim 10% of the value for a positive outcome.

Outcomes and Values: Results

Associated outcome / value	Evidence you need to apply the value	Which survey? Or is it an activity value?	In which region is this activity?	Average person value	No. of participants (+ ages)			Total value	Total minus deadweight
					25-49	50+	No. with unknown results		
⚙ Good overall health	Relevant survey question	Your Health survey	Outside of London	£ 20,141			13	£ 25,887	£ 18,898
⚙ High confidence (adult)	Relevant survey question	Your Health survey	Outside of London	£ 13,080			13	£ 16,985	£ 12,399
⚙ Relief from depression/anxiety (adult)	Relevant survey question	Your Health survey	Outside of London	£ 36,766			14	£ 51,558	£ 37,637
⚙ Feel in control of life	Relevant survey question	Your Health survey	Outside of London	£ 12,470			7	£ 8,718	£ 6,364
▣ Member of social group	Record of regular attendance at a group meet up	Activity value	Outside of London	£ 1,850		25		£ 46,240	£ 37,455
♥ Frequent mild exercise	Record of participant numbers	Activity value	Outside of London	£ 3,537	2	18		£ 104,934	£ 84,997
♦ Regular volunteering	Record of individuals with regular voluntary position	Employment survey	Outside of London	£ 2,357	2	4		£ 13,617	£ 11,029
Total								£267,939	£208,779

Calculating the Value - methodology

- Where the HACT Calculator states that the evidence comes from 'Relevant Survey Question'; we cannot calculate the value because we do not have previous data for the same individuals to prove they have moved from a neutral or negative response – e.g. for health – to a positive outcome (marked by an asterix).
- In this case the HACT Calculator provides an interim measure that means we can claim 10% of the social value that could be claimed using an "Unknown" data function (this feature will be withdrawn in the future because it assumes that data collection for projects will be better).
- For Activity Values where there is a straightforward count of the number of people attending each session or volunteering; we can apply the full value of that activity.
- As the Fun Fridays include a dance element; this fulfils the criteria for 'frequent mild exercise' that is "exercise that does not noticeably change your breathing or make you sweat," so we can apply this to all participants (except for the two wheelchair users who stated they did not participate in this).
- Mild exercise criteria can also apply to the volunteers, because they also participate in the dancing with the older people and are physically active throughout the session.
- **Deadweight:** What would have anyway. The HACT calculator applies HCA Additionality Guidance 2014 to deduct this %, so we only claim what we are responsible for. This is set by the government according to set categories (e.g. for Health outcomes it is set at 27%).

Ratio and Results:

For every £1 invested in this intervention, there is a return of £43.02p of wellbeing. This is an exceptional ratio – anything over £1 is considered ‘good’!

Overall, the Dementia Friendly Fun Fridays have a net return of £208,779 per year once deadweight has been deducted. After the annual running costs of £4853 have been deducted, this gives an overall total of £203,926.

Activity	Overall budget (Year)	Overall social impact	Analysis of benefit		Value calculated from 'unknown result'	
			Budget : social impact	Net benefit	Amount	Proportion of total
TOTALS:	£ 4,853	£208,779	1 : 43.02	£203,926	£ 75,298	36%
Lynette Entertainer @ £60 pw x 52	£ 3,120					
Minibus @ £90 pw x 52	£ 4,680					
Sundries refreshments @ £60 pw x 52	£ 3,120					
Staff Costs 6 x £8.84 ph x 52	£ 2,758					
Minibus Subs	-£ 3,985					
Subscription participants = average 19 x £5 pw x 52	-£ 4,940					
Approx Gas & Electric annual	£ 100					

Opportunities to Maximise Value: Where can we go from here?

- Regularly Survey the same participants: 36% of the total value calculated was using the 'Unknown' Data function, for which we can only calculate 10% of the actual value available – which means that we could have claimed a maximum of £750,000 of wellbeing value had we had the data available which could show that the same people surveyed had moved to a positive outcome.
- A couple of participants who were wheelchair users mentioned that they felt left out of dance activities but wanted very much to join in, which affected their enjoyment of this session. Perhaps chair based 'dancing' exercise moves could be taught to these and other individuals too frail to dance, to match the tempo of the music so that they could join in. This would also raise the social return on investment values on regular mild exercise.
- We could also ask a nurse to attend a few sessions per year to give health advice and answer minor health queries / take up flu vaccination etc which would potentially be able to save GP or nurse appointments leading to actual cashable savings and not just wellbeing value.
- We could ask Age Concern or Welfare Rights to attend a few sessions a year to make sure that everyone is claiming the benefits they are entitled to. If even a few people had improved financial comfort; this could result in added wellbeing value of £8,917 per individual per year
- Many of the volunteers mentioned that the sessions seem slightly too short as the participants were just getting going when it was time to stop. As the sessions are so highly valued by both participants and volunteers; it might be worth extending sessions slightly by half an hour – particularly as the costs of doing so would be negligible.
- Potentially consider expansion of this scheme to other areas. It was very much valued by participants and a relatively inexpensive service that nevertheless creates a lot of social value
- In the surveys we hadn't considered the impact of respite on the lives of carers. It would be good to explore this further and contact carers and specifically survey them as to the impact of a few hours respite a week on their health and wellbeing.
- Let participants know that this service is staffed by volunteers. Although this service was very valued by participants; they were not aware of the contribution by volunteers, and had assumed that they were paid staff. Knowing that the volunteers helped out would mean that this service would be valued more



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