

# Evaluation of Ageing Better Isle of Wight

A summary of impact

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# What is 'Ageing Better Isle of Wight'?

Ageing Better Isle of Wight (IOW) was a 5-year partnership funded by The National Lottery Community Fund that aimed to make the Isle of Wight a great place to grow older, encourage better relations between generations, and tackle social isolation and loneliness.

Managed by AGE UK Isle of Wight, 16 projects were delivered by voluntary sector and private organisations between 2015-20<sup>i</sup>:

Working to make the IOW age friendly through: Age Friendly training; older people's Public Forums; a multi-agency Steering Group; Town and Parish Council work; intergenerational work; Celebrating Age festival and awards.

## Age Friendly Island

## Care Navigators

Providing up to 6 sessions of support to people aged 50 and over in their homes, including: social activities; day care; domestic support; falls prevention; benefits and housing issues; home safety and minor aids and equipment for the home.

Mapping transport options on the IOW, looking at potential solutions to fill gaps, and offering advice on transport options including via a Transport Advice Line. (Ended 2017)

## Alternative Transport

## Community Navigators

Supporting older people to participate in social and community activities through providing one-to-one support and setting up groups and activities.

Support for older people and those with early onset dementia, their carers and families, through eight monthly pop up cafes across the Island; delivery of dementia awareness training.

## Alzheimer Cafe

## Creative Futures

Improving the lives of older people in residential care homes through providing one-to-one creative sessions. Volunteers are matched with residents based on their interests such as art or music. (Ended 2018)

<sup>i</sup> For more information about Ageing Better Isle of Wight see [www.agefriendlyisland.org](http://www.agefriendlyisland.org)

Providing one-to-one support to carers over the age of 50 to access local help; running groups and activities for carers including drop-ins, peer support, crafts, activities and respite weekends.

### Care for Carers

Helping upskill older people to use computers, tablets and access the internet through one-to-one tutorials, group sessions and drop-ins.

### Digital Inclusion

An intergenerational project supporting older volunteers to support schools and engage older people in their local community. (Ended 2017)

### Education 50+

### Men in Sheds

Working with older men across the IOW to set up sheds to provide a place for men to come together over a shared activity.

Supporting people over 50 to get back into employment or change career through one-to-one support and group sessions. (Ended 2019)

### Employment Support

### Mental Health Peer Support

Peer-to-peer support for older people experiencing mental health issues, through a range of activities and sessions including art, cooking, exercise and creative writing. (Ended 2018)

A volunteer scheme providing low-level support to older people including home visits, phone befriending and hospital transport.

### Good Neighbour Scheme

### Olderpreneurs

Providing support to older people wanting to set up their own businesses, through one-to-one mentoring, workshops and networking meetings. (This project is also known as Start Me Up 50+).

An online directory of local events, services, community groups and businesses.

### Isle Find It

### SingAbout

Providing regular weekly singing groups for older people at locations across the IOW run by a trained practitioner, and a team of volunteers.

# Who did Ageing Better IOW reach?

**16,836**  
Programme participants



**Over 140,000**  
Isle Find It online  
directory users<sup>iii</sup>



**64% female**



**36% male**



**Average age 71<sup>iv</sup>**



**41% lived alone**



**27% were carers**



**54%**  
had a long-standing physical or  
mental illness, or disability



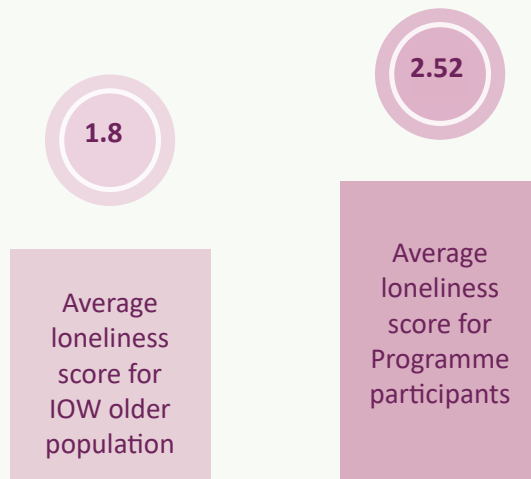
Average age was 71<sup>ii</sup>

iii Using Google Analytics definition of unique user

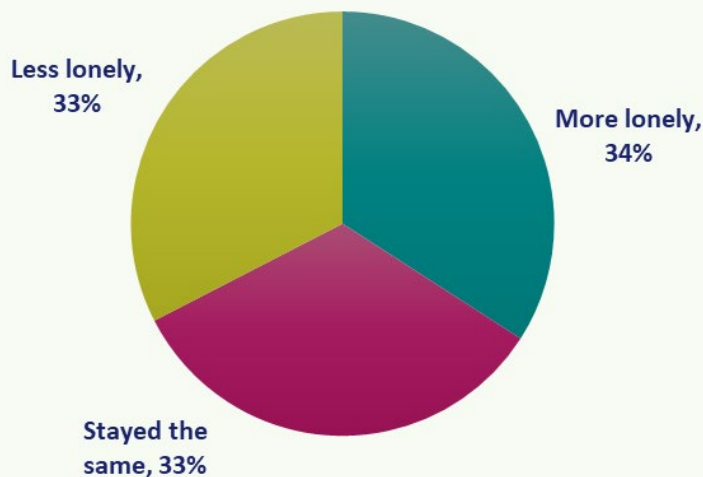
iv All demographics, loneliness scores and wellbeing scores in this report are based on 1,234 respondents to the Ecorys national evaluation questionnaire and therefore are an estimate of the profile of the 16,836 participants

# What impact did Ageing Better IOW have on social isolation?

Ageing Better IOW participants were more lonely than the average older population on the IOW<sup>v</sup> when they started the Programme. This suggests that the Programme successfully reached older people experiencing social isolation and loneliness.



Two thirds of people became less lonely or maintained the same levels of loneliness<sup>v</sup>



<sup>v</sup> Based on the 387 national evaluation questionnaire respondents who answered the loneliness questions at entry and follow-up

# Ageing Better IOW projects led to reduced social isolation for older people through enabling them to:

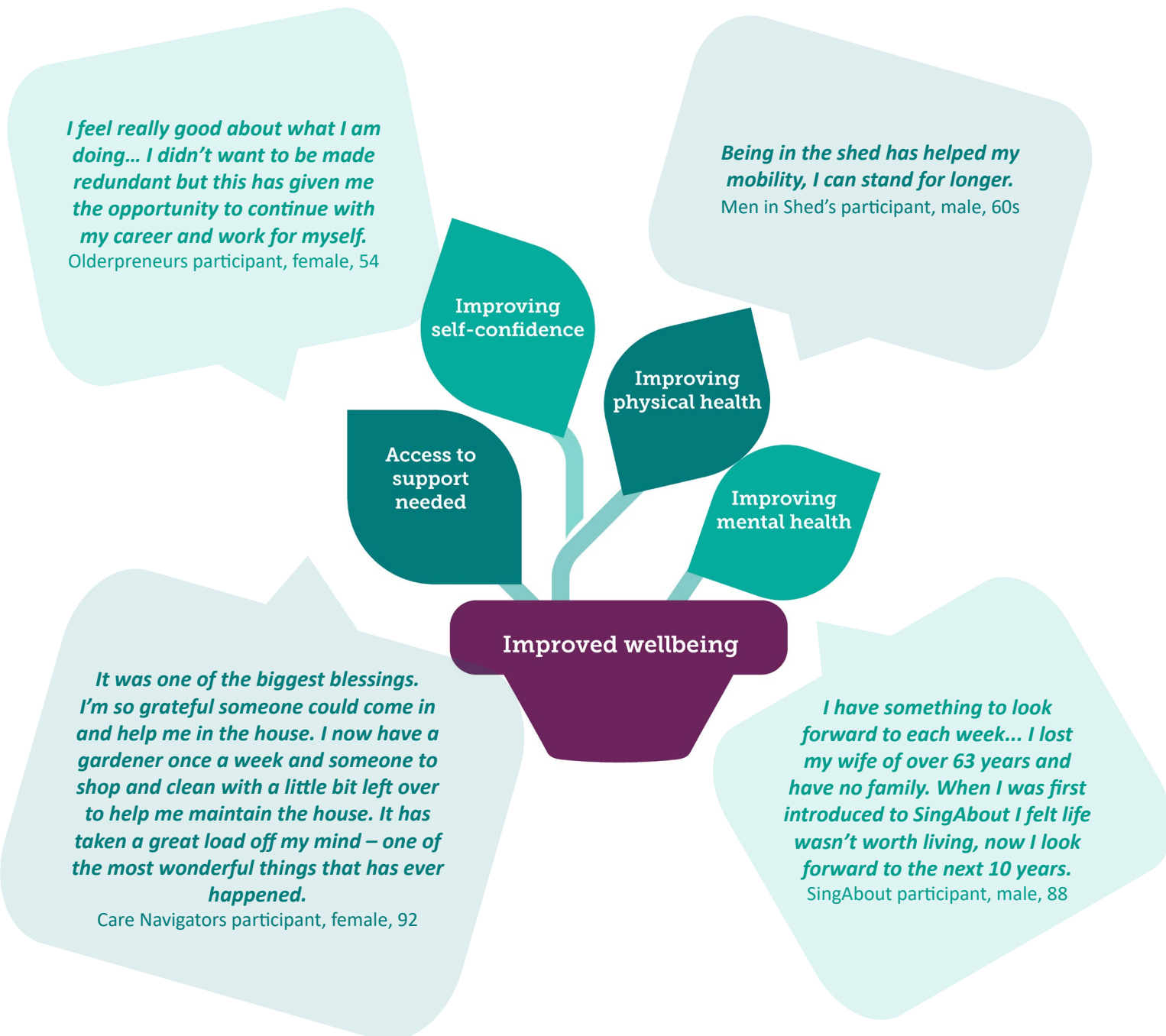


# What impact did Ageing Better IOW have on wellbeing?

50% of people participating in Ageing Better IOW projects experienced improved wellbeing<sup>vi</sup>

There was an increase in the average wellbeing scores of participants from **22.76** at entry to **23.69** at follow up<sup>vii</sup>. (A higher score indicates a higher level of wellbeing)

Ageing Better IOW projects worked to improve wellbeing for older people through:



vi Based on the 426 national evaluation questionnaire respondents who answered the wellbeing questions at entry and follow-up. The questionnaire uses the Short Warwick Edinburgh Mental Well-Being Scale (SWEMWBS)

vii This increase is statistically significant

# What impact did Ageing Better IOW have on making the Island age friendly?

**5,891** Children and young people participated in age friendly awareness sessions



**Over 600** people participated in age friendly training sessions



**27** organisations from the public sector, voluntary sector and private sector across the Island worked in partnership to tackle issues that affect older people



**112** Young Volunteers provided support to older people in the community



## This led to greater awareness and understanding:

**93%** of people

said that age friendly training gave them greater understanding about the practical challenges and issues that older people face in day to day life

*It gave me a lot more empathy and understanding for some customers' needs and wellbeing. I am now a lot more patient and confident with people.*

Library Service employee, age friendly training participant

**77%** of people<sup>viii</sup>

said that age friendly training gave them greater understanding about what older people can contribute and offer to the community

*It has changed my perceptions – I understand more what it's like to be blind. I would have expected her to be more dependent on people, but she wants to go out and be independent which is really inspiring.*

Young Volunteer

viii Based on 30 responses to an online survey to age friendly training participants



## This also led to organisations on the IOW making changes to become more age friendly:



### Tesco

The idea of a 'Time for you' till in supermarkets was identified through the Public Forum in recognition that shopping can feel stressful and pressured for older people. As part of the Celebrating Age Festival in 2017, Tesco, a member of the Steering Group, ran a 'Time for you' till. This led to an increase in customer satisfaction from 57% to 63%. As a result of this Tesco now run a 'Time for you' till 52 weeks a year. Staff at the till have taken part in Age Friendly training.



### Library

The largest library on the Island now has an age friendly area with adapted seating, improved lighting, better signs, a targeted notice board and stock moved to better locations. This was done using information gained through the Age Friendly training and guidance from the Age Friendly Island project.

*We changed some of the features in [the library] to take into account some of the factors we learned on the training. Improved lighting, better signage, stock moved to better location.*

Library Service employee



### Southern Vectis Bus Company

Southern Vectis have incorporated Age Friendly training as part of the compulsory training for all their bus drivers through a train-the-trainer approach and a training kit produced by the Age Friendly Island project. The training has led to steps being taken to improve bus services for older people including changes to bus timetables so drivers can allow more time for passengers to board and for drivers to wait until people have sat down before the bus moves. Southern Vectis have made a number of changes to make their buses more accessible: buses having low floors that are easier to access; light coloured floors that are better visually; and drivers are open to the public rather than behind screens in order to help communication. Southern Vectis worked with the AFI project to design 'Safe Journey' cards for people to show to the driver. Southern Vectis report fewer trips and falls on buses and increased customer satisfaction.



### Isle of Wight Against Scams

Isle of Wight Against Scams Partnership (IWASP) has been formed to address doorstep crime and scams on the Island. Through the Steering Group, IOW Trading Standards has worked with organisations including the Police, Fire and Rescue and Citizens Advice Bureau to form the partnership and develop a Charter for organisations to sign up to say what they will do to counteract scams. The Public Forum also worked with Trading Standards to help them produce tools to help older people avoid scams.



### Dementia Friendly Church Services

The Age Friendly Island project has worked collaboratively with two Island churches to establish Dementia Friendly Church Services. These services are more informal, designed with the needs of people living with dementia in mind. Accessible Service Booklets are used with traditional hymns and prayers. Not only are the services dementia friendly but they are accessible for people with many different access needs. The services have proved to be popular with a steady number of attendees. The AFI project have worked with two churches who will now continue to run these themselves, three times a year.

# What are the costs and benefits of Ageing Better IOW?

The estimated unit cost per participant for projects operating in 2018-19<sup>ix</sup> was:

Project	2018-19 Ageing Better funding	Estimated number of participants 2018-19	Estimated cost per participant 2018-19
Alzheimer Café	£18,298	285	£64.20
Care for Carers	£75,731	297	£254.99
Care Navigators	£269,976 <sup>x</sup>	1,176	£229.57
Community Navigators	£92,878	980	£94.77
Digital Inclusion	£26,397	403	£65.50
Employment Support	£55,986	85	£658.66
Good Neighbour Scheme	£113,322	567	£199.86
Isle Find It	£39,418	37,404	£1.05
Men in Sheds	£51,164	275	£186.05
Olderpreneurs	£83,667	102	£820.26
SingAbout	£50,810	589	£86.26

<sup>ix</sup> Unit costs have been calculated by dividing the amount of Ageing Better funding provided to deliver the project in 2018-19 by an estimate of the number of participants who experienced the project in the same period. There are important notes, limitations and caveats to these figures: 'participant' means very different things in different projects and the unit costs are not intended to be used to make comparisons of value for money between the different projects; the unit costs do not include set up costs to the project, or periods where the projects were becoming established, so are more indicative of the unit cost of sustaining or maintaining the projects; in-kind costs that would usually be reflected in a cost-benefit analysis have not been included in the costs. For full details see the Ageing Better IOW final evaluation report.

<sup>x</sup> The Care Navigators project was match funded by the CCG, this figure is 50% Ageing Better funding and 50% CCG funding

## Through preventative work, costs to the public purse such as residential care, GP use and unemployment benefits are likely to have been avoided:



The cost of supporting an older adult with a memory or cognition support need in residential care for a year is £30,524.

If the support and education provided through the Alzheimer Cafés resulted in 1 of the 285 people supported by the Alzheimer Cafés avoiding residential care for a year, the costs saved would match the costs of funding the project.<sup>xi</sup>



The cost of residential care for an older person for a year is £21,320.

If the support provided by Care for Carers resulted in 4 of the 297 people supported by Care for Carers avoiding residential care for a year, the costs saved would match the costs of funding the project.<sup>xii</sup>



The cost of GP time is £204 per hour.

If the support provided by Care Navigators resulted in 442 of the 1,176 people supported by the Care Navigators avoiding three hours of GP time, the costs saved would match the costs of funding the project.<sup>xiii</sup>



The cost to the public sector of someone being out of work for a year is £12,882.

If the support provided by Employment Support resulted in 5 of the 85 people supported by Employment Support being in paid work for a year, the costs saved would match the costs of funding the project.<sup>xiv</sup>

xi GMCA (2019), Unit Cost Database v.2.0 [www.greatermanchester-ca.gov.uk/what-we-do/research/research-cost-benefit-analysis/](http://www.greatermanchester-ca.gov.uk/what-we-do/research/research-cost-benefit-analysis/): Average gross weekly expenditure on supporting older adults (65+) with a memory or cognition support need in residential care, England 2018-19: £587.  $\text{£18,298}/\text{£30,524}=0.60$

xii GMCA (2019): Residential care for older people - average gross weekly expenditure per person, England 2018-19: £410.  $\text{£75,731}/\text{£21,320} = 3.55$

xiii Curtis, L. and Burns, A. (2018), Unit Costs of Health & Social Care 2018, Kent: PSSRU, [www.pssru.ac.uk/project-pages/unit-costs/unit-costs-2018/](http://www.pssru.ac.uk/project-pages/unit-costs/unit-costs-2018/): GP cost per hour of patient contact 2018-19: £204.  $\text{£269,976}/\text{£612}=441.14$

xiv GMCA (2019): Fiscal benefit from a workless Jobseekers Allowance claimant entering work for a year 2018-19: £12,882.  $\text{£55,986}/\text{£12,882}=4.34$

The findings presented in this report are based on the evaluation report 'Ageing Better Isle of Wight: Final evaluation report' ([www.ndti.org.uk/assets/files/AB-IOW-final-report.pdf](http://www.ndti.org.uk/assets/files/AB-IOW-final-report.pdf))

The National Development Team for Inclusion (NDTi) conducted a four year (2016-2020) mixed methods evaluation of Ageing Better Isle of Wight. The main sources of data were:

- 190 interviews or focus groups with 157 individuals (project participants, project staff and Programme staff);
- Analysis of 1,234 Isle of Wight responses to the Ageing Better national evaluation questionnaire conducted by Ecorys;
- Ageing Better Isle of Wight Programme monitoring data.

For full details about the methods and the findings presented in this report, see the final evaluation report.

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