



BRIGHTLIFE LEGACY REPORT  
13. CMF “FREE TEXT  
COMMENTS” REPORT  
EXECUTIVE SUMMARY

The University of Chester Evaluation Team

Originally August 2018

Findings,  
assessment and  
recommendations

## **13. Common Measurement Framework ‘Free Text Comments’**

### **Executive Summary**

This summary provides an overview of the Common Measurement Framework (CMF) free comments report. The free comments section of the CMF facilitates gathering data, which represents the voice of older people and thus provides valuable feedback regarding participants’ experience of Brightlife.

CMF data from 112 participants, received by the University up to 31 January 2018, is included in this report. The comments were analysed thematically, and our intention is to utilise this data iteratively and produce further reports during the course of the evaluation. The timing of these reports is dependent on the volume of free comments received, although we do not anticipate producing reports more frequently than twice yearly. Key findings from thematic analysis of the CMF free comments were as follows:

#### Precursors to social isolation and loneliness

Respondents’ feedback regarding social isolation suggested a number of reasons for social isolation and loneliness, factors identified included; poor health, mobility issues, finances and life transitions.

#### Engaging with socially isolated older people

Respondents’ experience of social isolation ranged along a continuum from those who were very socially isolated to those who were not either socially isolated or seemingly at risk of becoming socially isolated.

#### Impact of participating in Brightlife funded activities

Participating in Brightlife funded activities affected respondents’ health and wellbeing, social connectivity, and self-esteem. Respondents also reported learning skills and developing new interests and hobbies.

#### Quality of Brightlife provision

Respondents provided positive feedback regarding Brightlife service provision; in the main, indicating they enjoyed the activities in which they participated. Respondents

also highlighted staff delivering the services were knowledgeable about the subject area and skilled in facilitating learning.

### Sustainability

Sustainability is a key issue for Brightlife and some respondents highlighted concerns regarding activities continuing post Brightlife.

### Completion of the CMF

There was some negative feedback regarding the CMF and its completion which suggested the rationale for completing the CMF may not have been fully and clearly explained to respondents. Consequently, some may have viewed it as a tick-box exercise.

### **Recommendations**

- Service providers should be supported to develop and implement a screening tool intended to effectively identify socially isolated older people.
- Sustainability of activities should be prioritised; where appropriate, service providers may benefit from being supported to produce robust sustainability strategies and in working collaboratively with older people when developing such strategies. Consideration should be given to the type of activity and those more likely to be sustainable should be especially targeted. Additionally, it must be highlighted that ensuring activities are easily accessible may be a key factor in sustainability.
- Brightlife staff may wish to contact participants to explore how to facilitate other roles including volunteering and thus assist their ongoing engagement with the community post-Brightlife.
- Service providers should promote to participants the value of completing the CMF and clearly explain what it measures and why.
- Where action is required with and by service providers it may be possible to utilise networking meetings facilitated by CVA to achieve this.