



BRIGHTLIFE LEGACY REPORT  
14. BRIGHTLIFE BRIGHT  
IDEAS SURVEY  
Executive Summary

*Evaluation  
status report*

The University of Chester Evaluation Team

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## 14. Bright Ideas Survey

### Executive Summary

This summary provides a summary of a survey regarding the progress and experience of Bright Ideas (B.I.) service providers who were successful in obtaining funding in the wave of commissioning announced in November 2017. It is part of a series reporting the experiences of Brightlife Service Providers, both Commissioned Providers and Bright Ideas service providers. Data was collected using an online survey developed and distributed via a digital platform and was designed around four key themes; participant recruitment and selection; service design and delivery; sustainability; and, the Common Measurement framework (CMF). Key findings from the survey were as follows:

#### Participant recruitment and selection

- B.I. service providers used, or planned to use, a range of approaches to recruit the target group, including posters, contacting appropriate services working with the target group, social media and word of mouth
- Thirty percent of B.I. providers stated they did not need support to recruit participants, and the other 70% requested a range of support including help to contact the target group and to 'spread the word'.
- The most effective methods of recruitment reported by respondents were word of mouth, social media, housing associations and other local organisations and Brightlife referrals.
- When asked about establishing whether potential participants were part of the Brightlife target group, 40% of respondents said they would do this, either by asking participants, establishing a date of birth or through discussion with potential participants. Of the other six providers, two did not see a need to screen participants and two stated they would not be screening participants as they intended to accept all individuals to the service.
- Six respondents reported they would like help to ensure the participants they recruited were in the Brightlife target group. Two B.I. providers stated they already had support through the information provided by Brightlife.

### Service design and delivery

- Respondents had a good awareness of sources of information and support, with 90% aware of the Brightlife commissioning workshops, 80% aware of the Brightlife contract management meetings, 100% Chester Voluntary Action, 60% University of Chester co-researchers and 40% University of Chester workshops.
- Providers were asked what would assist them in delivering the Brightlife commissioned service and two providers stated they were happy with the support they had received to date, including the initial joint Brightlife and University evaluation team workshop and meetings with the Brightlife data coordinator.
- Other suggestions of potential assistance to deliver B.I. services included: support with marketing and publicity, Brightlife partnership working to promote the service to the target group and using the reputation of volunteers.
- All respondents reported they needed no further assistance to deliver the service effectively.
- All providers who completed the questionnaire said they did or would involve older people in the design of the service, either through verbal feedback, focus groups, assisting with the recruitment process or helping to develop targeted publicity material.
- There was some call for further support and information to help involve older people in the design and delivery of the service, e.g. mystery shoppers to feedback on customer service.
- A range of sources were used to recruit volunteers, including contacts of existing staff and volunteers, service recipient's contacts, local organisation, e.g. council
- Four service providers stated they only recruited volunteers who already had the required skills and experience, nine said they would provide volunteer training 'on the job', eight would provide training through separate tailored training, and seven would provide written guidelines and advice.

## Sustainability

- All respondents stated they are planning, or already have a strategy for the sustainability of their service once Brightlife funding ends. However only 30% provided details of the specific actions they intended to take. The other 70% did not know what the next steps would be, or indicated that it was too early to be specific.
- Five Bright Ideas services appear to be self-sufficient in that they had other funding or existing funding they could use to sustain their service post Brightlife.
- 40% of service providers plan to fund the service, post Brightlife, using the profits of a commercial activity, e.g. café

## Common measurement framework (CMF)

- Ninety percent of respondents reported they had sufficient information and felt prepared to administer the CMF.
- There was one request for documents to be provided in other languages
- One respondent appeared to be unaware of the CMF, despite this information being included in the application for funding and the Bright Ideas celebratory events.

## **Recommendations**

- The Brightlife Contracts and Commissioning Manager reinforces the requirement that all Brightlife funded service providers cooperate with the evaluation and that surveys should be completed at the first request.
- Brightlife should ensure that service providers have contacted CVA for help and support with ongoing sustainability strategies.
- Ensure B.I. providers are informed regarding sources of assistance to help 'scale up' where appropriate, and develop sustainability plans if not in place.
- Brightlife may wish consider whether it is willing to accept the risks and consequences of non-eligible people being able to access its funded services.
- One B.I. service provider highlighted that a screening questionnaire for social isolation would be useful; the University team supports provision of such a tool.