



BRIGHTLIFE LEGACY REPORT
18. SECOND BRIGHTLIFE
BRIGHT IDEAS SURVEY
Executive Summary

The University of Chester Evaluation Team

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18. Second Brightlife Bright Ideas Survey

Executive Summary

This summary is the second report on the experiences of Bright Ideas (B.I.) service providers commissioned by Brightlife to provide activities for socially isolated older people. The aim is to identify and understand the key issues, challenges and enablers faced by B.I. service providers in delivering Bright Ideas, some of which were in the early stages of delivery. An initial online survey was conducted in 2018 and a report produced in July 2018 (Report 14). Data for this report was captured through a second online survey run in September and October 2018 and a 'learning event' held in November 2018, facilitated by co-researchers from the University of Chester and a researcher from the Centre for Ageing Studies. The purpose of the learning event was for B.I. service providers to consider, in greater detail, the feedback from the two online surveys. Furthermore, to generate qualitative insight to inform future Brightlife processes and practice, as part of a 'test and learn' approach to project evaluation.

(Brightlife have made a number of additional comments to add some context to the body of this research. These are indicated within the text as footnotes and can be found in appendix 1).

Four main themes were identified from the analysis of data from the online survey and the learning event:

- Participant recruitment and selection
- Service design and delivery
- Sustainability of services
- Common Measurement Framework (CMF)

Participant recruitment and selection

- B.I. service providers seek to recruit participants by publicising activities in 'community access points' such as GP surgeries, local shops, community centres and libraries etc.

- There is an increasing focus on trying to develop relationships with local GP surgeries to help with referrals and recruitment, although providers experienced varying levels of success in accessing GPs and other relevant staff
- Evidence suggests it can be difficult to establish if potential participants are within the Brightlife target group, although all providers attempt to do so through their recruitment materials or the Common Measurement Framework. The use of screening tools may be beneficial for future commissioning opportunities

Service design and delivery

- B.I. service providers recognise and value the good levels of support received from Brightlife to help deliver services
- Engagement with older people at all stages of the design and delivery is intrinsic to successful project delivery
- Providers recognise volunteers play a key role in service delivery, although attracting and retaining volunteers can be problematic

Sustainability of services

- There is a range of sustainability strategies; some B.I. service providers detail clear approaches from the onset, others are more generic or developed once delivery commences
- Working with volunteers appears to be a frequently cited strategy for project sustainability, although given the point raised above regarding volunteer recruitment and retention, this may not be practical or may require greater scrutiny when awarding project funding

Common Measurement Framework (CMF)

- B.I service providers reported the CMF can be time consuming and potentially intrusive, although it is seen as important and they recognise the good levels of support provided by Brightlife
- It is seen as essential to develop a positive rapport with participants to capture the required data from the CMF as accurately as possible at the enrolment on an activity

- Effective arrangements for capturing accurate pre and post intervention data will help establish a strong evidence base to inform future commissioning decisions

Recommendations

There are a number of recommendations for consideration by the Brightlife Partnership group and those who may commission or deliver services in the future.

- Develop positive relationships between key stakeholders, particularly with organisations or groups with the potential to refer participants into programmes such as GP surgeries or other healthcare providersⁱⁱ
- Establish effective arrangements for capturing data in order to provide a strong evidence base to support claims of potential benefitⁱⁱⁱ
- Where services are provided for a specific target group consider clear inclusion and exclusion criteria and identify suitable screening tools to support decision-making^{iv}
- Support wider networking events^v to connect stakeholders to share learning and good practice, develop and maintain healthy relationships and build a wider community of practice
- Where volunteers^{vi} are central to delivery and sustainability planning, it is essential to develop robust strategies for recruitment and retention, and engage with volunteering hubs, coordinators or organisations with existing volunteering programmes for support
- Consider the strategic implications of transport in relation to people accessing services within commissioning arrangements, project design and funding decisions^{vii}

Appendix 1

- ⁱ I think this is a significant learning point across Brightlife and other Ageing Better projects and providers need to be wary of an over reliance. Our Social prescribing project and the advent of the NHS link worker role points to the need for intermediaries who know the community and link with health/social care professionals
- ⁱⁱ However, it is important to avoid an over reliance on GPs
- ⁱⁱⁱ The report acknowledges the support provided by Brightlife in this respect. Strong, robust process in place and achieving good levels of participation in the national evaluation
- ^{iv} One of the principles of Bright Ideas is to encourage providers reaching many different communities (geographical or communities of interest).to come forward with proposals. They know their constituents and are well place to reach those with at risk characteristics e.g. Rural communities, LGBTQ+, Health related projects, minority groups etc
- ^v CWVA specifically funded to establish a Brightlife Provider network which has proved positive. Also provides Providers access to wider networks of CWVA
- ^{vi} Good to see recognition of support provided by Brightlife CWVA re volunteering; this has continued since the survey date
- ^{vii} Brightlife has facilitated a Transport workshop focused on one geographical area with the aim of drawing out key challenges and potential solutions. This will be shared with strategic partners including the multi-agency Age Friendly group and the Age UK Later Life assemblies