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**Ageing Better in Birmingham:  
Tyburn Local Action Plan  
Projects Evaluation**

**BVSC**

**Final Narrative Report**

**September 2020**



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## Project details

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| <b>Title</b>                      | Ageing Better in Birmingham Tyburn Local Action Plan Projects Evaluation: Final Narrative Report July 2020 |
| <b>Client</b>                     | BVSC (Birmingham Voluntary Service Council)  |
| <b>Project number</b>             | 17.164   |
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# Executive Summary

- The Ageing Better Programme is a National Lottery Community Funded Programme covering 14 sites in England, which began in April 2015 up to 2021. One of the sites is the Ageing Better in Birmingham (ABiB) Programme. The overall aim of the ABiB Programme is to: facilitate change in the way older people are considered by and within communities; empower citizens to take part in and influence activities in order to reduce social isolation in later life; make changes now as well as tackling the underlying causes of social isolation, to provide sustainable solutions for the longer-term. The ABiB Programme is being evaluated by CFE Research, and a national evaluation is being carried out by Ecorys.
- The first phase of the ABiB Programme (2015-2016) established involvement opportunities for older people to reduce social isolation and loneliness. Five Ageing Better Hubs were set up for the priority geographies and demographics in Birmingham, and one of these is the Tyburn Hub (comprising four estates – Pype Hayes, Birches Green, Castle Vale and Bromford), led by Compass Support since 2016. Hubs promote, support and develop Ageing Better Networks.
- Local Action Plans were developed in year 3 of the ABiB Programme (2017-18), for each of the priority areas to create longer-term change and improvement in support and services for older people. Consultation to inform the Tyburn Local Action Plan was carried out in 2016-17 by Compass Support.
- The Tyburn Local Action Plan began operational delivery in 2017-18 and contains five projects designed to tackle social isolation and loneliness mainly focused on older residents aged 50+, four of which we have evaluated (Community Organisers Scheme delivered by Compass Support – volunteer Community Organisers work to connect local communities and encourage neighbourliness; Happy Streets Campaign delivered by Compass Support – community activities and campaigns to build a sense of community and reduce isolation; Walking Maps Project delivered by Sustrans – maps co-produced with residents to encourage easy and safe local walking; Happy Streets Environmental Project delivered by Compass Support – encouraging residents to report issues to improve the roads, highways and rights of way). The fifth project (Age Friendly Tyburn) is being evaluated by another organisation.
- MEL Research was commissioned to concurrently evaluate the effectiveness (formative learning) and impact (summative learning) of four of the five projects in the Tyburn Local Action Plan, in December 2017. The four projects have had different timescales covering a timespan of late 2017 to May 2020. The evaluation was designed to provide a qualitative narrative of the projects and capture local learning, in line with the ‘test and learn’ approach of Ageing Better.
- In September 2018 we prepared our first narrative report, which focused on emerging evaluation findings for the Community Organisers Scheme as the only project of the four to have been commissioned and begun delivery. We prepared a second report in February 2020 with an update on three of the projects and the final report for the Walking Maps project. This report presents our final evaluation findings on the projects. Not long after we submitted our second report, the Covid-19 pandemic took hold and lockdown was introduced on 23<sup>rd</sup> March. This has impacted on the final stages of delivery for the Community Organisers and Happy Streets Environmental projects, and we have adapted our final phase evaluation methodology as a result.
- The main methodology to date has included: documentation review and review of data capture for each project; suggested additional data capture; initial familiarisation with each project and ongoing updates; design of an Evaluation Framework; review and capture of a range of project data; baseline survey in August 2018 of 362 residents across the four estates (n=295 with residents over 50 and n=67 with residents under 50); post survey in November 2019 of 360 residents across the four estates (n=285 over 50 and n=75 under 50); stakeholder feedback; beneficiary feedback (some collected by MEL Research, some provided by the projects); and case study template prepared by MEL Research - seven case studies were prepared by the Community Organisers and Happy Streets projects.

## 1. Effectiveness of overall delivery of each project – identify any delivery obstacles or failures (formative learning)

### Community Organisers Scheme

- As Compass Support have gone on to be awarded three of the four projects we have evaluated within the Tyburn LAP (and three out of five projects for the overall LAP investment in the area), there have been staffing changes for this project. New staff have had to build the trust of the volunteer Community Organisers and bed-in / familiarise themselves with project delivery
- The original mobilisation and set-up phase has taken some time (which is often the case with this type of commissioned community-based project). Having a realistic view of the length of time it takes to mobilise this sort of project is an important learning point, particularly when the projects have a short-term lifespan
- Engaging with isolated people and encouraging involvement is challenging and it takes time to build a visible presence for the project, and trust with local communities
- There are differences between the four areas and each area has their own challenges and successes. The project initially made in-roads within Castle Vale, but it took around one year to build a presence in Birches Green. More resources were needed than were allocated to build the project in Pype Hayes, and in Bromford, a pre-existing Big Local scheme made it challenging for the project to find a way into this area. Projects like this need to take greater account of what infrastructure already exists within local communities and avoid a 'one size fits all' approach
- There are some practical challenges of delivering organic and evolving community projects like these within the 'confines' of a commissioned service, working to pre-defined outcomes. Projects and delivery evolve over time, and new lessons emerge. One example of this is that it has been very difficult to meet the project targets for Bromford
- The project has been successful in recruiting excellent volunteer Community Organisers, largely because of their own prior experiences and the empathy and insight this has given them. However, this also means that volunteers need support and reassurance to maintain momentum, which involves staff time
- The Impact App has been used by the project but has not provided the evidence it was designed to and has therefore not been 'fit for purpose' in line with what was originally intended. There have also been challenges about volunteers lacking the confidence to use the technology
- The project has returned a low level of CMF questionnaires meaning that this source of localised data on outcomes is not available
- Whilst the project has impacted on volunteers and residents directly involved with the project, wider awareness amongst residents across the four areas (as measured via our post survey) remains low, as does reported use or involvement with the project.

### Happy Streets Campaign

- There have been staffing changes over time for the project, as Compass Support has gone on to be awarded three of the four projects we have evaluated within the Tyburn LAP. This has meant that new staff have had to 'hit the ground running' as Happy Streets was already around five months into delivery
- It has taken time for the project to build links in some of the areas and for momentum to build, which poses challenges for KPIs and deliverables within a one year fixed-term project

- Whilst the Happy Streets campaign has involved a considerable amount of activity and a considerable number of school children and residents, awareness across the four areas (as measured via our post survey) remains low, as does reported use or involvement with the project.

## Walking Maps Project

- Walking Maps was a small project with a small budget, and a short delivery timescale of six months. By linking with the Age Friendly Tyburn project which Sustrans were already delivering, it made the Walking Maps project do-able and meant the project could ‘hit the ground running’
- To enable the project to have more of a sustainable impact, it would have been useful to link in with other community organisations and partners about map distribution at an earlier point
- There is scope to have improved the promotion and take up of the maps in a more consistent way, so they could have had more of an impact. This applies to ‘on the ground’ delivery (by Sustrans), for instance by linking in with other community organisations and partners about map distribution at an earlier point in the project, and with other local walking activities. There was also scope for greater strategic links to be built between the Walking Maps project and other partners and interventions in the City (by BVSC). One example is liaison with Birmingham City Council about sharing the Walking Maps on their website – there were challenges here and the maps were not shared in this way, reducing their dissemination and impact
- A learning point is the need to think through what is possible with data capture at the point of project delivery commissioning, particularly around take up of the maps and impact on physical activity levels
- Working with a more local mapping company would make the map design process easier, as it would allow for face to face discussions
- The project employed assets-based approaches as far as it could within the resource and time available, helped in part by tapping into the Age Friendly Tyburn project. However, there are challenges of delivering ‘co-production’ within the parameters of a competitive tendering process - balancing the requirements of BVSC, the mapping company and residents, all within the resources available
- More flexibility is needed to amend the project scope as delivery evolves – e.g. enabling more flexibility on the number of maps that better reflect the local areas
- There are infrastructure barriers in place which make it difficult for people to get between the areas of Tyburn. In addition, some residents remain reluctant to travel outside of their ‘own’ areas. Our conclusion is that the four areas remain quite distinct from each other and access between the areas can be difficult on foot. Is the Walking Maps (and other three projects within the LAP) trying to create links and integration between the areas where links aren’t natural or needed by residents?

## Happy Streets Environmental Project

- There is a need for clearer reporting on positive outcomes from the HSE project to provide more comprehensive evidence of the project’s achievements. This would also enable outcomes to be fed back to residents
- Project reporting would benefit from including some mention of repairs and faults which are likely to have a high impact on residents, and those which have a lower impact on residents. This would have helped inform our evaluation findings
- There was a need to communicate in person with Birmingham City Council at the start of the HSE project to explain what its remit is, get their buy-in and to explore whether there is a productive way the project and BCC could work together

- There is learning around the nature of the reporting system used by Birmingham City Council and how this sits alongside a more organic, resident-led and fixed term project like HSE
- If the project was starting again, a more effective approach may be to adopt a particular focus in each of the four areas, and be clearer with residents from the start about what the project can change in the local area and what it cannot
- Staffing has involved one main operational person which limits what can be achieved when the staff member is away
- Awareness and reported involvement in the Happy Streets Environmental project (as measured via our post survey) remains low.

## Cross-cutting issues

- The four areas selected as the focus for the Tyburn LAP all have different infrastructures, previous investment and levels of existing community activity. Castle Vale has benefitted from regeneration funding since the 1990's, and as a result has a more well-developed local infrastructure and has delivered more community-based activity compared to an area like Birches Green
- 'Eligible' isolated older people can be found within specific pockets of communities. A more discerning approach is needed – rather than focus on whole areas, there should be a greater focus on particular local communities where there is less existing infrastructure and more 'eligible' residents
- We question whether the Tyburn LAP has tried to get the four areas to integrate when this doesn't really reflect how people live in these area – people may not naturally do this or won't / don't want to.

## 2. What are the key lessons learned for each project – what has worked well and what have been the challenges (formative learning):

### What has worked well?

#### Community Organisers Scheme

- The project has been flexible in its approach as it (and the other projects) have evolved over time, and as opportunities arose from other projects (for instance, Happy Streets building a positive relationship with Birches Green Primary School). This is an example of the 'test and learn' approach in action
- Three positive examples of good practice whereby the Community Organisers Scheme has linked with the Tyburn Hub and other local partners are: the Befriending Service, No-One Without Campaign, and Social Prescribing within a local GP practice
- Recruitment of Volunteer Community Organisers has resulted in a committed and skilled group of people. The volunteer pool has a range of experience and has formed a powerful and coherent team
- A learning point from Compass Staff is that volunteer Community Organisers are highly effective in developing engagement and encouraging vulnerable residents to attend activities
- There are examples of the inter-connectedness and snowball effect of the project with other local activities
- Being involved in the project enables the volunteers to help themselves (by building their own confidence and sense of purpose) and help individuals in the community. The volunteers' own experiences provide them with insight and empathy, and place them in a very strong position to fulfil the volunteering role to help other people by tackling isolation and loneliness

- The flexible nature of the volunteering roles, which fit around other commitments and do not make volunteers feel too 'pressured' and 'burdened', is a key element of the project that has worked well
- The informal weekly sessions for volunteer Community Organisers hosted by Compass Support for volunteers have worked well and are an example of good practice
- The local focus of the Community Organisers Scheme brings some considerable benefits. Having a very local focus can help build trust and get the Community Organiser Scheme (and ABiB brand) recognised and trusted
- Castle Vale volunteers now have the confidence to work in other areas (e.g. Birches Green), which is a real achievement for the project and the volunteers themselves
- Volunteers have gone on to lead a range of other activities as they have grown in confidence including pop-up activities, befriending, work within the local GP practice on Social Prescribing, positive thinking groups at the Sanctuary, Café 600, the Ugly Spud Club and One Sugar Please
- The project has been reactive and responsive to the interests of residents, which is where it has most resonance.

## Happy Streets Campaign

- Compass Support staff think the Happy Streets concept is a good one, is easily understandable and relate-able. Residents are thought to have had a positive response to Happy Streets. There is a real feeling amongst staff that Happy Streets has added the most value of all three of the Compass Support projects
- 'Kindness' is a key element of the Happy Streets concept and this is thought by staff to have worked well. The branding has worked well, shaped around a simple and easily understandable and relate-able message
- There are a number of areas of positive synergy between Happy Streets and other projects within the LAP
- Happy Streets has avoided the word 'ageing' which is thought to be a real positive element of the campaign and has helped people to get involved. This is interesting given the whole ABiB brand – potentially there is learning from the local evaluations to feed into the wider ABiB programme?
- Staff think the Bus Ticket campaign worked well and reached a wide audience on Twitter after somebody re-tweeted it who has over 12,000 followers
- It took around one year for the Happy Streets project (and Community Organiser Scheme) to build a connection with Birches Green Primary School – it takes time to build trust and explain the benefits offered by engagement with the projects
- The school element of the Happy Streets project has worked well and highlights the cross-generational appeal of the project. Children, parents and schools have bought into the Happy Streets brand. A total of 374 young people engaged in the Happy Streets school element. Workshops were run in schools to promote neighbourliness and acts of kindness. Over 250 young people made a pledge to help make their neighbourhood a better place by small acts of kindness
- Youth-based activities were incorporated into the Happy Streets Roadshow events that have taken place throughout the year and an additional 100 young people were engaged in activities at these sessions
- The intergenerational element of Happy Streets has become a key part of the project and is thought to have worked well (e.g. fishing project and No-One Without Campaign).



## Walking Maps Project

- Five visually appealing maps have been produced which are a useful size for everyday use. Feedback is that residents have responded well to the maps and like them
- The project used assets-based approaches as far as was practical within the available time and resource. Sustrans was delivering the Age Friendly Tyburn project and there were 'economies of scale' which made them ideally placed to deliver the much smaller Walking Maps project
- Food and drink were offered on the walks which made them feel accessible, friendly, informal and appealing
- The walks had value in getting people out and about and bringing people together
- By going on the walks, residents (and staff) could find out more about their own local area
- Residents were very positive about the Sustrans member of staff who led the walks and workshops and felt comfortable with her.

## Happy Streets Environmental Project

- The HSE project has linked in well with the Community Organisers and Happy Streets projects. The work of the HSE project in Bromford has helped to open the door for the Community Organisers project in that area
- The HSE project has tried to give residents the knowledge that they can control things and they aren't passive partners in their local area
- The project has recruited three residents who have expressed an interest in being part of the Steering Group to take the project forward. One Environment Community Champion has been recruited who is engaged with the project and has been reporting issues directly to Birmingham City Council
- One direct result of the publicity and the outreach work with residents is the establishment of Castle Vale Community Cycling Club which was formed to get people active and engaged in social interactions
- Partnership working is thought to have gone well within the HSE project, with partners including the Community Organiser project, Happy Streets, with Sustrans (Walking Maps and Age Friendly Tyburn), Castle Vale Community Housing officers, Cycling UK and a local women's group
- Regular patch walks with Castle Vale Community Housing Officers have worked in identifying issues. The officers can respond to some issues such as dumped rubbish when it relates to a tenant property, meaning a resolution can be more quickly obtained
- Castle Vale Community Housing is going to continue taking on responsibility for smaller patches of land, which is a sustainable outcome for the project.

## What have been the challenges?

### Community Organisers Scheme

- Both indoor and outdoor pop-up cafes have their value in the intervention. In terms of indoor pop-up cafes, Community Organisers and residents are more engaged if they are held in a neutral indoor space rather than out on the roadside when the weather is poor. Having a consistent, warm indoor meeting place in Birches Green (at Café 600) has encouraged residents and volunteers to engage with the project and ABiB. However, it can take time to identify a suitable indoor space for use by the project. Indoor pop-up cafes also have the benefit of engaging people who did not feel comfortable sitting outdoors where other people could see them. Outdoor pop-up cafes engaged people that would not have gone to an indoor pop-up, and created links between neighbours

- Staff feedback is that pop-up cafes have been difficult to organise. As a result, the project has investigated alternative ways to engage with residents
- The nature of the approach taken by the project is highly seasonal / weather dependent. There have been challenges during the summer holiday periods, as some volunteers have family commitments or are away on holiday
- It has been challenging to gain permission for a pop-up stand in the large local supermarket (an issue which also emerged in the Walking Maps project), resulting in missed opportunities to speak to residents
- Door knocking and resourcing pop-up events has at times been difficult to sustain due to the limited number of volunteer Community Organisers available to help
- Some of the Walk and Talk sessions (partnering with the Happy Streets Environmental project) have been difficult to sustain, partly due to bad weather but also due to lack of available volunteer Community Organisers
- Activities need to be very local, in an area known to residents, linked to the interests of residents and volunteers, and easily accessible to encourage people to attend. The two groups for which ABiB funding has been sought (Knit and Knatterers and Ugly Spud Lunch Club) are deliberately located on bus routes and close to bus stops
- Staff feedback is that despite the range of activities, for many local people the barriers remain; some do not want to interact with each other
- Feedback from Compass Support staff is that two years is not long enough to deliver an effective Community Organisers Scheme – to find people, train them, keep them, build their skills and confidence, and top-up the pool as people move on or do not want to take part any longer.

### Happy Streets Campaign

- Radio adverts have been harder to engage than anticipated, due to costs and media rules and coverage
- Receiving nominations has been a challenge and the number of nominations is lower than anticipated
- The biggest engagement challenge experienced by the Happy Streets and Community Organisers projects in Birches Green was the lack of community space to engage with residents. Birches Green Primary School provided a space for regular coffee mornings which will run for the foreseeable future.

### Walking Maps Project

- There were challenges based on the need to balance differing requirements on the maps and taking into account different people's perspectives and preferences, and differing levels of detail, whilst keeping the maps a work-able size, legible and clear for residents
- Different residents have different preferences in terms of walking routes e.g. to the supermarket, and routes where they do and don't feel safe. Accompanied walks were in a group during the daytime in the summer months, yet walking somewhere alone, in the dark and in winter, can feel very different and the maps had to try to take this into account as well
- As with some of the Community Organisers project activity, the walks were weather-dependent
- The mapping company used by Sustrans was not local which made it impossible to sit down with them and discuss the maps, amendments etc. Liaising with the mapping company took a lot of time and different map iterations

- The mapping company worked to a strict financial quotation, which is difficult in a community-led project. This gave Sustrans less flexibility in map amendments, whilst balancing the input and preferences of local residents
- There was scope for the project to involve more residents (if resource and time had allowed). Some of the walks involved a number of Community Organisers and Compass Support staff and some of the 'usual suspects'
- There were challenges in getting the Walking Maps placed on Birmingham City Council's website, and in the end, the maps were not shared this way which has meant their dissemination and impact may have been reduced
- There is no way of knowing the number of maps taken by residents from community venues - there is a need to think through data capture for this sort of project at an early point
- Survey findings indicate that whilst local impact has been felt for some parts of the community and for those directly involved in Walking Maps events, the Walking Maps project has not become more widely known about
- There was a need for improved promotion of the Walking Maps in printable and downloadable format, via links with other community organisations, partners and via social media.

### Happy Streets Environmental Project

- There have been some challenges with branding – the environmental part is less intuitive for residents to understand
- Compass Support staff report there was some initial confusion between the HSE project and Age Friendly Tyburn project. In the early days it felt as if there was duplication between the two projects
- As with the other projects, quite a lot of the activity within the HSE project is weather-dependent. It is difficult to maintain resident involvement in outdoor activities during cold and poor weather
- A key aim of the project was to encourage and enable residents to report issues directly themselves. An ongoing challenge has been that some residents are reluctant to report issues to the authorities. This may well limit the sustainability of the project beyond its lifespan
- Engaging residents in the HSE project has been an ongoing challenge
- The project has struggled to attract non-engaged residents to set up a Steering Group to continue the legacy of the project. Three residents are now signed-up for this and will need support and mentoring going forward
- Just 3 issues have been logged via the Fix My Street App. There is learning here about the use of this sort of technology for a project like this
- We conclude that there is limited evidence of sustainable outcomes for the HSE project.

### Cross-cutting issues

- There was perceived to be a lack of clarity about Ageing Better and the Tyburn LAP projects amongst partners and other stakeholders at the start of delivery
- Learning from the local evaluations should feed into the ABiB programme wide evaluation e.g. learning from Happy Streets is that the word 'ageing' is avoided as it has negative connotations
- In a way, the projects have ended up working within local communities within the broad four areas where they are most needed – it has happened organically, but it does take time. This is difficult to balance alongside more prescriptive project commissioning and reporting of KPIs and outputs. It also raises challenges for the evaluation for these sorts of projects (for instance, the pre and post survey is

too broad in focus and has not picked up local nuances). There is learning here for future project delivery and for future project evaluation.

### 3. Progress against key outcomes for Tyburn ward for older residents (summative learning):

#### Cross-cutting issues

- Below we summarise the MEL Research pre and post survey findings linked to the desired outcomes of the four projects, along with our conclusions about outcomes from each of the four projects:
  - Increased community connections:
    - There has been a slight increase in the proportion of residents aged over 50 who speak to anyone who isn't a family member every day or almost every day (from 24% to 27%). The corresponding question for those aged under 50 shows a decrease
    - Community Organisers Project: the project has contributed to increased community connections via the work of the volunteers, the work they do with the community and the range of other projects they have been involved in. Two applications for ABiB funding have been submitted for local activities with the aim of becoming sustainable
    - Happy Streets: the project has contributed to increased community connections particularly through the work of the project in schools, the intergenerational work of the project and local events. There was positive feedback from those attending events about the impact of the project on community spirit
    - Walking Maps: the project has contributed to increased community connections to a lesser extent. It did so for people directly involved with the project but has had less known impact on wider residents living in the area
    - Happy Streets Environmental: the project has contributed to increased community connections to a lesser extent
    - Despite best efforts, some residents do not want to engage with others and take part in activities.
  - Increased community cohesion:
    - There has been an increase in the proportion of residents agreeing that people in their neighbourhood pull together to improve the neighbourhood (for under 50s an increase from 52% to 57%; for over 50s an increase from 53% to 60%)
    - Community Organisers Project: there is some evidence that the project has contributed to this. Some volunteers work outside of their 'own' areas, showing the impact of the project on their confidence and self-esteem. Volunteers have supported a range of activities across the four areas of Tyburn
    - Happy Streets: the project has contributed to increased community cohesion particularly through the work of the project in schools, the intergenerational work of the project and local events. There was positive feedback from those attending events about the impact of the project on community spirit
    - Walking Maps: the project has contributed to increased community cohesion to a lesser extent. It did so for people directly involved with the project but has had less known impact on wider residents living in the area.

- Increased sense of belonging / sense of community:
  - There has been a decrease in proportion of residents having strong feelings of belonging to neighbourhood measure (for both the under and over 50 cohort)
  - There has been a worsening on perceptions on the satisfaction with your local area as a place to live question (for both the under and over 50 cohort)
  - There has been a worsening on perceptions on the satisfaction with local services and amenities question (for both the under and over 50 cohort)
  - There has been a general worsening on resident perceptions of their area as a place to live. This is most notable amongst the under 50 cohort. There has been a slight increase in the proportion of respondents aged over 50 thinking the area has got better (from 11% to 13%) but there is also a bigger increase in the proportion of older residents thinking the area has got worse to live in
  - Community Organisers: the project has contributed to an increased sense of community through the work of the project within the community and via the befriending project.
  - Happy Streets: the project has contributed to an increased sense of community through the work of the project in schools, the intergenerational work of the project, involvement in the No-One Without Campaign and local events. There was positive feedback from those attending events about the impact of the project on community spirit.
  
- Reduced social isolation and loneliness:
  - Mean social loneliness De Jong scores for those aged under and over 50 are significantly higher in the post survey compared to the baseline survey
  - Mean overall loneliness De Jong scores for the cohort aged over 50 is significantly higher in the post survey compared to the baseline survey
  - There has been a decline in the ICECAP-O score from the baseline to the post survey stage
  - Community Organisers Project: the project has contributed to reduced social isolation and loneliness via the work it has carried out with the local community and via other activities volunteers have been involved in
  - Happy Streets: the project has contributed to reducing social isolation and loneliness but in a less overt way than the Community Organisers project. There was positive feedback from those attending events about the impact of the project on social isolation and loneliness
  - Walking Maps: the project has contributed to reducing social isolation and loneliness to a lesser extent. It did so for people directly involved with the Walking Maps project but has had less known impact on wider residents living in the area. We think there are fewer sustainable outcomes here
  - Happy Streets Environmental: the project has contributed to reducing social isolation and loneliness to a lesser extent.
  
- Enable residents to play a more active role in the local community (active citizenship):
  - There has been an increase in the proportion of residents who say it is important for them personally to feel that they can influence decisions in their local area (for under 50s an increase from 67% to 76%; for over 50s an increase from 67% to 78%)

- There has been an increase in the proportion of residents who agree that they personally can influence decisions affecting their local area (for under 50s an increase from 37% to 43%; for over 50s an increase from 34% to 40%)
  - Community Organisers Project: the project has contributed to this, most evidently via the pool of effective (and other recruited but not progressed to effective) volunteers. Volunteers have benefitted from a range of training and coaching opportunities which will contribute to a range of outcomes for those taking part
  - Walking Maps: the project contributed to active citizenship for those residents directly involved with the Walking Maps project. The project employed assets-based approaches to co-produce the maps as far as it could within the resource and time available
  - Happy Streets Environmental: the project has endeavoured to enable residents to report issues directly themselves and to engage with the project, but this has been limited.
- Increased sense of neighbourliness:
  - There has been an increase in the proportion of residents who have done any volunteer work in the past twelve months (for under 50s an increase of 7% to 17%; for over 50s an increase of 4% to 18%)
  - There has been an increase in the proportion of residents who say they intend to volunteer in the future (for under 50s an increase of 10% to 31%; for over 50s an increase of 6% to 21%)
  - There has been a decrease in proportion of residents thinking the people who live in this neighbourhood can be trusted (for both the under and over 50 cohort)
  - There has been a decrease in the proportion of residents saying they meet up in person with other people 3 times a week or more for both the under and over 50 cohort
  - At the post survey stage, respondents are more likely to say they do fewer social activities compared to other people of their own age (for both the under and over 50 cohort)
  - Community Organisers: the project has contributed to this via its general work in the community and via its work on befriending
  - Happy Streets: the project has contributed to increased neighbourliness particularly through the work of the project in schools, the intergenerational work of the project, local events and various social media campaigns and activities. There was positive feedback from those attending events about the impact of the project on neighbourliness.
- Improved wellbeing:
  - There has been a slight increase in the proportion of residents aged over 50 in the post survey feeling safe (outside after dark, outside during the day, home alone at night)
  - Residents aged under 50 feel less safe in the post survey than they did in the pre survey results (outside after dark, outside during the day, home alone at night)
  - There has been an overall worsening on the questions relating to attitudes towards getting older. This is evident for both the under and over 50 cohorts.

For the over 50 cohort in particular, perceptions have worsened on four statements:

- As I get older, I expect to become more lonely (58% agree pre; 74% agree post)
  - Old age is a time of loneliness (60% agree pre; 64% agree post)
  - I don't think of myself as old (70% agree pre; 43% agree post)
  - Growing older doesn't bother me (72% agree pre; 47% agree post).
- Community Organisers Project: there is some evidence that the project has contributed to this. Improved mental health and wellbeing will have resulted from the work of the volunteers with isolated and lonely members of the community, and via their work on befriending and Social Prescribing. In addition, the project estimates that 45% of volunteers have gone onto employment, which will bring a range of health and wellbeing benefits
  - Walking Maps: We were hoping to gather a measure of the use of the Walking Maps via the post survey to evidence a positive impact on wellbeing (to gauge how many residents had a map and had used a map to get out and about and walk in the local area). However, wider knowledge of the Walking Maps project amongst residents we interview was low (5% amongst the over 50 cohort and 4% among the under 50 cohort). An even smaller number of residents we interviewed said they had been involved with or used the project, had a map and had used a Walking Map to walk in the local area
  - Happy Streets Environmental: At present, the only evidence available to suggest fewer falls and injuries as a result of the HSE project is anecdotal. Some repairs to pavement slabs have taken place but the evidence is too limited to enable us to conclude that this will have impacted on fewer falls and injuries.
- Increased integration across Tyburn:
    - There have been some positive findings about this. Some of the Community Organisers work outside their 'own' area. Happy Streets has been a cross-area campaign. The Walking Maps which have been produced include walks and access routes in between areas – what is unknown is the extent these have / will be used
    - However, there are infrastructure barriers in place which make it difficult for people to get in between the areas of Tyburn
    - Some residents remain reluctant to travel outside of their 'own' areas. There can be a 'territorial' mentality amongst some residents in local areas (who may not be very welcoming to residents from other areas), and also between neighbourhoods within an overall area.
  - Positive long-term improvement in the physical environment of Tyburn ward leading to an age-friendly neighbourhood:
    - Happy Streets Environmental: Whilst some short-term improvements have taken place, we think there are fewer sustainable longer-term outcomes here.
- The survey findings have indicated that awareness and use of the four projects amongst the wider Tyburn population is low. Whilst the projects have impacted on those that have been more directly involved, wider awareness and use as measured via the survey is low.

## Community Organisers Scheme

- Of the target of 40 effective volunteer Community Organisers, 31 have been recruited. This is lower than the target set, but the project has focused on identifying, training and retaining high quality volunteers
- Data shows the number of volunteers to recruit in order to yield an 'effective' pool – 72 out of the target of 160 volunteers have been recruited, which is lower than the target set. Of this 72, just under 1 in 2 have gone on to become an 'effective' volunteer. There will have been benefits to this larger group of 72 volunteers which should have had a positive impact related to project outcomes
- Castle Vale is over-represented in the number of volunteers per area. There are 16 volunteers from Castle Vale, 10 from Birches Green, 5 from Pype Hayes and there are none from Bromford
- A positive outcome of the project is that a number of volunteers now have the confidence to work outside of their 'own areas' which they were reluctant to do at the start, which shows the impact of the project on their confidence and self-esteem. Some have gone on to lead activities independently of the Ageing Better team
- Findings highlight positive feedback from the Volunteer Community Organisers about the impact that being involved has had on them, and the impact on the community
- The project has delivered 33 training courses and 72 coaching sessions during its lifespan. This is a considerable amount of input into the local community which will contribute to a range of the project's desired outcomes for those taking part
- Compass Support report that 45% of the volunteer Community Organisers have gone into paid work, with some of those going into caring work. These are very positive and sustainable outcomes for the project
- The final estimate from Compass Support is that the Community Organisers project has engaged with between 4,000 to 5,000 residents in a range of ways
- We note examples of sustainable outcomes in the main report including two submissions made for ABiB funding by projects involving volunteers, volunteers taking the lead on particular activities (such as indoor coffee mornings, Ugly Spud Club, Café 600 and One Sugar Please), Social Prescribing (104 residents supported), Befriending (15 clients supported) and No-One Without Campaign
- The case studies highlight the impact of the project on both the individual volunteers and the wider community
- Despite these positive indications of sustainable outcomes, the post survey reveals that wider knowledge of the Community Organiser project amongst the residents we interviewed in the survey is low, at 3% amongst the over 50 cohort. This is higher than awareness amongst the under 50 cohort (1% say they have heard of the project). Whilst impact has been felt for localised parts of the community and for the Community Organisers themselves, awareness of the project has not yet become more widespread. An even smaller number of residents we interviewed said they had been involved with or used the project.

## Happy Streets Campaign

Our evaluative reflections on the **scale and reach** of the Happy Streets campaign are:

- 364 attendees have taken part in the pop-up cafes
- The leafleting, campaign packs and community newsletter elements of the project have been delivered successfully



- The number of pledges made by adults is lower than anticipated, but the number of pledges made by children is considerable
- The in-school elements of Happy Streets have been delivered successfully
- There is scope to increase the business engagement aspects of Happy Streets
- The project's social media presence appears to have been delivered successfully. We note however that some of the social media numbers relate to more passive means of communication – they don't necessarily mean social media users actively engage with the information
- An interesting learning point is that all four projects within the LAP have a particular focus on older people aged 50+, but that the Happy Streets project also encompasses residents of all ages. Compass Support social media data for Happy Streets indicates that Facebook communication has mainly reached women aged younger than 50 years of age. Data also indicates that the Happy Streets Instagram postings have mainly reached women aged 25-44. Our pre and post survey has focused on residents mainly aged 50+ so it is possible that some of the impact of Happy Streets has not been accurately captured in our survey findings
- There have been some challenges with local radio advertising – the project could have benefitted from more locally targeted and active promotion.

In terms of **impact** of the Happy Streets campaign our key findings are:

- A lesson for the evaluation is that the all-age focus of Happy Streets is not reflected in our survey sample, which mainly focuses on older residents aged 50+ as these are the main overarching focus of the Tyburn LAP
- At the survey baseline, 4% of those aged under 50 had heard of the ABiB programme. At the post survey, this had increased to 8% for the under 50 cohort. For the over 50 cohort (the largest part of our sample) awareness of ABiB stayed constant at 9% at the baseline and post survey stage. This confirms the all-age focus of Happy Streets, and bears-out the social media data which has mainly reached those aged under 50
- The post survey reveals that wider knowledge of the Happy Streets campaign amongst the residents we interviewed in the survey is low, at 2% amongst the over 50 cohort and 3% among the under 50 cohort. This indicates that whilst local impact has been felt for some parts of the community and for those directly involved in Happy Streets events, awareness of the Happy Streets campaign has yet to become more widespread. An even smaller number of residents we interviewed said they had been involved with or used the project
- In our post survey, we asked a new question about whether residents we interviewed had seen the Happy Streets logo before today (the date of the interview). Four percent of residents aged under 50, and 3% of those aged over 50, said they had seen the logo before the time of the interview
- As may be expected, awareness and perceived impact of Happy Streets is considerably higher amongst residents who are more actively engaged in Happy Streets activities than the general population
- There are sustainable outcomes of the Happy Streets project including relationships forged between children and older people via the work in schools and via intergenerational work, impact in Birches Green and a longer-term legacy in schools
- Case studies highlight the work and impact of the project on individuals and via community events.

## Walking Maps Project

Our evaluative reflections on the take-up of **Walking Maps and numbers of participants** involved include:

- The project has exceeded its output targets for the number of workshops and walks delivered, and the number of residents engaged. The project has delivered what was required in terms of co-produced map design within the resource and time available
- Sustrans are also delivering the Age Friendly Tyburn project and there were overlaps with the Walking Maps project, which enabled it to be delivered within the resource and time available
- Maps have been distributed across the areas using a range of methods including door dropping and via community organisations. There is more detail on maps distributed within Castle Vale than in other areas
- A key challenge for the project is there is no way of knowing the number of maps taken by residents from community venues.
- MEL Research tried to measure this via the post survey (awareness, having a map, using the map) but the numbers of respondents who are aware of the Walking Maps project are too low to make any judgements about the impact of the Walking Maps. The post survey reveals that wider knowledge of the Walking Maps project amongst the residents we interviewed in the survey is low, at 5% amongst the over 50 cohort and 4% among the under 50 cohort. Whilst local impact has been felt for some parts of the community and for those directly involved in Walking Maps events, the Walking Maps project has not become more widely known about
- An even smaller number of residents we interviewed said they had been involved with or used the Walking Maps project; reported having one of the Walking Maps, or had used one of the maps to get out and about and walk in the local area
- There appear to have been a considerable number of Walking Maps leftover at the end of the project
- There was scope for better promotion of the Walking Maps, once in printable and downloadable format (on the BVSC Ageing Better website), via social media and links with partners
- A lesson is to factor in data capture from the start (e.g. ensuring data on the number of downloads will be available, thinking through the implications of how to identify who has had a map and the impact of the map on their lifestyle).

Our evaluative reflections on the wider **impact of the maps** and the numbers reporting improved levels of physical activity are:

- Stakeholders and residents report that residents have been positive about the maps - these have been well-received
- There were benefits from residents being involved in the Walking Maps project – getting to know the area, getting out and about for the walks, meeting other people
- Whilst the project has done well to produce the maps and distribute them, there is a knowledge gap in terms of impact of the maps. There is no way of knowing the number of maps taken by residents from community venues, and the impact the maps have had
- The aim was that of those residents who pick up a Walking Map, 10% will become engaged in more active and healthy walking lifestyles. A challenge is there is no way of knowing the number of maps taken by residents from community venues. This makes it impossible to know whether the maps have encouraged residents to be more active.
- MEL Research tried to measure this via the post survey (awareness, having a map, using the map) but the numbers of respondents who are aware of the Walking Maps project are too low to make any judgements about the impact of the Walking Maps
- There appears to be less evidence of sustainable outcomes for the Walking Maps project, but we have noted elsewhere some practical opportunities to ensure the remaining maps are distributed and an online presence is created and promoted for the maps.

## Happy Streets Environmental Project

Our evaluative reflections on the project data are:

- The HSE project has participated in 69 community events, so should have achieved a positive level of visibility within the Tyburn area
- 361 people have been consulted via community events (we note that this is likely to include the two fun days, which were well attended)
- A further 474 people have been spoken to / engaged with via community engagement
- The HSE project has led to 83 faults, damage or obstacles being mapped and reported
- 46 out of the 83 faults (55%) have resulted in a completed repair being recorded
- 25 out of the 83 faults (30%) have been recorded but are outstanding
- Just 3 issues have been logged via the Fix My Street App
- 81 physical, environmental or disrepair complaints have been identified and submitted to Birmingham City Council
- There is a need for clearer reporting on positive outcomes from the HSE project.

Our evaluative reflections on the **impact** of the HSE project include:

- Some information is provided on completed repairs within the monthly reports and within the HSE log of repairs sheet, but there is a need for clearer reporting on positive outcomes from the HSE project
- 46 out of the 83 faults (55%) have resulted in a completed repair being recorded. However, no clear detail is provided on which these are. Some may have a more minor impact on quality of life, others may have a more significant impact
- There is a need for clearer information about the issues for which information has been sent, and the outcome, to provide more comprehensive evidence for the project.

Feedback from the project on any challenges which are preventing the resolution of reported issues includes:

- Birmingham City Council use an online reporting system, which uses a fixed template with pre-determined fields. These fields do not always reflect the local issues to be reported. Twenty issues were rejected as they do not fit these categories
- The template does not specify which department deals with which specific issue, meaning that an issue may be logged with the wrong department
- There can be uncertainty about who owns what land. Some land in Castle Vale is not owned by Birmingham City Council or Castle Vale Community Housing. Getting a positive outcome in these cases is difficult
- Some repair issues do not have a current budget allocated to them so are not dealt with
- There is a lack of person-to-person communication between the HSE project and officers at Birmingham City Council, to log and track progress of works as BCC's preferred method of communication is the online logging system and email communication
- The HSE project lead is unsure whether Birmingham City Council know about the HSE project. This means there is no flexibility in the reporting mechanism, and there is no priority given to any reported issues.

- Whilst some positive outcomes have been captured by the project, there is not much evidence of sustainable outcomes for the HSE project and longer-term sustainable outcomes look relatively unlikely
- At present, the only evidence available to suggest fewer falls and injuries is anecdotal. Some repairs to pavement slabs have taken place but the evidence is too limited to enable us to conclude that this will have impacted on fewer falls and injuries
- The post survey reveals that wider knowledge of the HSE project amongst the residents we interviewed in the survey is low, at 2% amongst the over 50 cohort and 1% among the under 50 cohort. This indicates that the HSE project has not become more widely known about. An even smaller number of residents we interviewed said they had been involved with or used the project.

#### **4. Impact on positive wider attitudinal change – positive change in attitudes amongst residents and communities in Tyburn (via pre and post survey – summative learning):**

- The main results of attitudinal change relate to the MEL Research pre and post survey, the results of which can be found in section 3 above

#### **5. To what extent do we assess the plausibility of achieved outcomes being attributable to the projects rather than to other factors – to what extent have the projects ‘made the difference’ (attribution)?**

- We highlight in section 3 that we conclude that the four projects have contributed to different outcomes in different ways and to differing extents
- There is more evidence of sustainable outcomes for the Community Organisers and Happy Streets projects than for the Walking Maps and Happy Streets Environmental projects, in particular for participants who were directly involved in the projects
- It is more plausible for achieved outcomes to be attributable to the Community Organisers and Happy Streets projects (there is stronger attribution evidence here) than to the Walking Maps and Happy Streets Environmental projects.
- Whilst the projects have had impacts for those people directly involved in them or reached by them, wider resident knowledge and awareness of the four projects (as measured by the post survey) remains low.

#### **6. To what extent do we assess that any identified outcomes would not have happened anyway (the counterfactual)?**

- As we assess that there is more evidence of sustainable and attributable outcomes for the Community Organisers and Happy Streets projects, we conclude it is less likely that these outcomes would have happened if the projects had not existed
- As we are less certain of whether sustainable and attributable outcomes have resulted for the Walking Maps and Happy Streets Environmental projects, we conclude it is more likely that outcomes could have still resulted if the projects had not existed.

## 7. Are there any unintended positive or negative outcomes of the projects?

### Community Organisers Project

#### Unintended positive outcomes

- An early delivery challenge for the project was that a partner organisation lined up to lead on the training element did not take part in project delivery. This posed some early challenges but some unintended positive outcomes also resulted
- An unintended positive outcome is the strong bond, trust and sense of identity which has developed between the volunteers. As well as providing their volunteer role out in the community, the volunteers provide support to each other for the training and volunteering role, but also outside of this in everyday life, and get meaning and identity out of volunteering
- Over time, the Community Organisers have progressed to being involved in a range of unanticipated activities including the Befriending Service, Social Prescribing within Eden Court Medical Centre and the No-One Without Campaign. They have also gone on to take responsibility for a range of other activities
- Nobody could have anticipated the Covid-19 pandemic, which had an impact on the final elements of project delivery of the Community Organisers project. However, one positive unanticipated outcome of the project (and the pandemic) was that it initially adapted its face-to-face Befriending Service to a telephone-based approach, which has evolved into a Telebuddies Service (this is different to the Carers LAP project of the same name). Telebuddies has meant that befrienders have been able to play a role in additional signposting for food parcels or prescription delivery services during lockdown
- Compass Support estimate that 45% of volunteers have gone on to paid employment which is a real positive (however, it does leave a gap within the volunteer pool which needs to be filled).

#### Unintended negative outcomes

- The Community Organisers are involved in the Befriending Service. An unintended negative outcome is that it can have a considerable impact on the volunteer befrienders when residents they have been supporting die. Compass Support have raised awareness on this and put support in place
- One of the main unanticipated challenges experienced by the Community Organiser (and Happy Streets) project in Birches Green was the lack of community space to engage with residents. However, the relationship which was built over time with Birches Green Primary School has resulted in a space being available for regular coffee mornings which will run for the foreseeable future – this forms a community asset.

### Happy Streets Campaign

#### Unintended positive outcomes

- Compass Support staff think this project has had the most impact of the three projects they deliver – it has the feelgood factor, the branding has worked very well, and it is accessible to everybody
- The work with schools and the intergenerational elements of the project have worked well, which couldn't have been anticipated at the start, and this is thought to have really led to positive and sustainable outcomes
- The Happy Streets project (and other projects) have helped to build the identity of Birches Green.

### Unintended negative outcomes

- Radio adverts have been harder to engage than anticipated, due to costs and media rules and coverage
- Receiving nominations has been a challenge and the number of nominations is lower than anticipated
- One of the main unanticipated challenges experienced by the Happy Streets (and Community Organiser) project in Birches Green was the lack of community space to engage with residents.

### Walking Maps Project

#### Unintended positive outcomes

- The project enabled residents to find out about local facilities which they didn't know about before (when out and about on the walks) and residents may go on to use for physical activity and meeting people in future
- There were benefits to residents who got involved with the accompanied walks and in the workshops (meeting other people, getting out in the fresh air, taking part in a social activity, and finding out more about the local area / finding facilities and open spaces they didn't know about)
- The Walking Maps project built a relationship with PCSOs who went to some of the workshops and have gone on to be involved in the Age Friendly Tyburn project
- The project has led to improved / closer working relationships with other organisations e.g. Compass Support.

#### Unintended negative outcomes

- Working with a more local mapping company would make the map design process easier, as it would allow for face to face discussions
- The Walking Maps project found it easier to operationalise within Castle Vale, as there is more infrastructure and more volunteer Community Organisers. It was more challenging in Bromford as Sustrans knew much less about the area. In Birches Green and Pype Hayes, the lack of infrastructure meant there were fewer community organisations to approach and work with on the project
- There were challenges in getting the Walking Maps placed on Birmingham City Council's website, and in the end, the maps were not shared this way which has meant their dissemination and impact may have been reduced
- The lack of evidence of take-up and impact of the Walking Maps could be noted as an unintended negative outcome of the project (there is a real opportunity to distribute and promote any leftover hard copy Walking Maps)
- Similarly, the limited promotion of the online Walking Maps could be noted as an unintended negative outcome of the project.

### Happy Streets Environmental Project

#### Unintended positive outcomes

- There are likely to be benefits to residents who get involved with the walking-based activities as part of the HSE project (meeting other people, getting out in the fresh air, taking part in a social activity, and finding out more about the local area / finding facilities and open spaces they didn't know about)

- The cycling club has gained participants and has been successful in a funding bid for £2,000 submitted to Ageing Better to help with the purchase of equipment for this group. This is a positive unanticipated example of the longer-term legacy of the project
- As a result of the project, Castle Vale Community Housing has taken on new responsibility for maintaining some smaller patches of land in Castle Vale
- The project has led to improved / closer working relationships with a range of other organisations.

### Unintended negative outcomes

- The lack of buy-in and awareness of the HSE project from Birmingham City Council is a key unintended negative outcome
- The rigid and prescriptive BCC reporting, and how this sits alongside a community-based project like HSE, is another
- Some residents being reluctant to report issues to the authorities is a negative unanticipated outcome, as is resident reluctance to engage with the project
- There can be uncertainty about who owns what land. Some land in Castle Vale is not owned by Birmingham City Council or Castle Vale Community Housing. Getting a positive outcome in these cases is difficult
- The lack of evidence of the outcomes of reported repairs and concerns is another unintended negative outcome of the project. More evidence is needed here to demonstrate the achievements of the project.

### Cross-cutting issues

#### Unintended positive outcomes

- There has been considerable interplay and synergy between the four projects, which has in the main been very positive. We will include more details in our final report
- The total of the three projects delivered by Compass Support within the LAP has been greater than the sum of its parts – the projects have delivered greater ‘Return on Investment’ via the synergy between the projects than they would have if a separate provider had been commissioned for each. This is also the case for the Walking Maps project and its links to Age Friendly Tyburn.

#### Unintended negative outcomes

- Wider awareness amongst residents across the four areas (as measured via our post survey) remains low, as does reported use or involvement with the projects
- As we have noted, all four projects are to some extent weather-dependent, which can pose unanticipated challenges to the projects.

## 8. To what extent have the projects reached the ‘right’ people (those who are lonely and isolated)?

- We conclude that the Community Organisers project has most obviously reached those who are lonely and isolated within the community, the Happy Streets Campaign will have reached some residents who are lonely and isolated, and the Walking Maps and Happy Streets Environmental projects have done less to reach lonely and isolated people

- It is important to note that the nature of the four projects is different – the Community Organisers project is the most obvious one to reach isolated and lonely people.

## 9. To what extent have the projects displayed assets-based approaches – have citizens been empowered to take part in and influence activities to reduce social isolation?

- This has varied across the four projects, reflecting the different ‘nature’ of the projects. The Community Organisers project has demonstrated assets-based approaches to the greatest extent of the four; Happy Streets has displayed some assets-based approaches; Walking Maps did so as far as it could but this has been more limited; and Happy Streets Environmental has attempted to adopt a more ‘community engagement’ approach but there is less evidence here of assets-based approaches / citizens being empowered to take part in and influence activities to reduce social isolation.

## 10. To what extent has each project tackled the underlying causes of isolation to leave a sustainable longer-term legacy / footprint beyond the life of this particular funding stream (summative learning)?

- We conclude that there is more evidence of sustainable longer-term outcomes for the Community Organisers and Happy Streets projects than for the Walking Maps and Happy Streets Environmental projects
- A key challenge of short-term funded projects like these is it takes time to build trust amongst residents to encourage them to attend an activity, and not long after, the activity can end. This raises resident expectations then disappoints them and can make it much more difficult to get residents involved in other things in future.

## 11. What are our key conclusions on areas of interplay between the four projects?

- Compass Support leads the ABIB Tyburn Hub, has gone on to be the provider of three of the four projects we have evaluated within the Tyburn LAP, and is also one of the lead organisations for the Erdington Network Neighbourhood Scheme. We conclude that the total of the three projects within the LAP has been greater than the sum of its parts – the projects have delivered greater ‘Return on Investment’ via the synergy between the projects as they are led by Compass Support than they would have if a separate provider had been commissioned for each. In addition, in this report, we note where there has been synergy between Compass Support and Sustrans.
- Some key examples of positive synergy include: interplay between Happy Streets and the Community Organisers project has led to positive links being built with Birches Green Primary School - the Community Organisers now deliver community-led projects within the school and a community asset has been developed; promoting Happy Streets has provided a useful ‘way in’ for discussions for the Community Organisers project; linking Ageing Better with Happy Streets has helped the development of activities with intergenerational appeal e.g. Café 600, the Ugly Spud Club; Compass Support project staff distributed Walking Maps in their work door to door for Community Organisers and Happy Streets; and lastly the ‘snowball’ effect of the projects - Happy Streets was delivered in a local school and through this, the school were signed-up for the No-one Without intergenerational project.
- Challenges emerging from the interplay between projects include: there can be blurred edges around the projects – where one starts, another finishes. It is important to have a planned approach to avoid duplication; postholders need to be able to talk about other projects to share knowledge and



promote all projects; and residents may have been engaged for other projects – overloading residents had to be borne in mind.

## 12. What are the key considerations for ongoing delivery (formative) and impact (summative) of the projects?

### Delivery (formative) considerations

#### Community Organisers Project

- There are learning points for other projects about the amount of resource needed to recruit, train, support, maintain and top-up the volunteer Community Organiser pool. Just under 1 in 2 of recruited volunteers go on to become an effective volunteer.
- There is value in pursuing ‘quality over quantity’ in the effective volunteer pool (we note that the number of effective volunteers is lower than the target). However, this does impact on volunteer capacity (we have noted that some events have had to be cancelled due to a lack of volunteers).
- Activities need to be very local, in an area known to residents, linked to the interests of residents and volunteers, and easily accessible to encourage people to attend. This is important learning for the Community Organisers project, and other similar projects.
- There are learning points for other projects based on what has worked well in the Community Organisers project, in particular the flexible nature of volunteering which isn’t too ‘burdensome’ and fit in well with the lives of volunteers. However, a downside of this is that at some events, volunteer capacity has been an issue and some events have had to be cancelled.
- A learning point is that the project would have benefitted from a productive relationship with the local supermarkets. It has been challenging to gain permission for a pop-up stand in the large local supermarket (an issue which also emerged in the Walking Maps project), resulting in missed opportunities to speak to residents
- A challenge for the project has been the loss and grief for project staff and for volunteers when a person the team is befriending dies. Compass Support put provision in place whilst the project was delivering, but this is an important learning point for projects of this type – to anticipate this as an issue and factor in support for the team and for volunteers.

#### Happy Streets Campaign

- Happy Streets branding has worked well, shaped around a simple and easily understandable and relate-able message. There are lessons here for other similar projects.
- Working with local schools has highlighted that working in partnership is key to building community awareness of and engagement with Ageing Better. There are lessons here for other similar projects.
- There is scope to have increased the business engagement aspects of the Happy Streets campaign.
- There is scope to have increased the number of nominations made within the campaign.
- There have been some challenges with local radio advertising for the project – the project could have benefitted from more locally targeted and active promotion.

#### Walking Maps Project

- There was scope for better promotion of the Walking Maps, once in printable and downloadable format (on the BVSC Ageing Better website), via social media and links with partners (whilst

recognising the available resource and time for the project). The maps could have had a greater online presence and been shared across more agencies.

- Another learning point is rather than sticking to producing the five maps outlined in the tender documentation, more flexibility is needed to amend the project scope as delivery evolves – e.g. enabling more flexibility on the number of maps that better reflect the local areas
- There can be challenges in balancing feedback from residents about the reality of their lived experience, and partners, with the requirements of a service specification.
- There was scope for the project to involve more residents (if resource and time had allowed). Some of the walks involved a number of Community Organisers and Compass Support staff and some of the ‘usual suspects’.
- There is scope for the project to have engaged more with more grassroots community groups, to spread knowledge about the project by word of mouth. We are aware however that resources and time were limited for the Walking Maps project.
- There is scope for the maps to be updated over time (as they are held digitally), but it would need to be agreed who would be responsible for doing this.
- Using a more locally based and more flexible mapping company would have eased the process of designing, amending and agreeing the maps, and incorporating resident feedback.

## Happy Streets Environmental Project

- There was a need to communicate in person with Birmingham City Council at the start of the HSE project to explain the project’s remit, obtain buy-in and to explore whether there is a productive way the project and BCC could work together.
- There is learning around the nature of the reporting system used by Birmingham City Council and how this sits alongside a more organic, resident-led and fixed term project like HSE. This is something other projects need to be aware of in future.
- There is learning about resident engagement with this sort of project and how residents can be encouraged to report issues themselves.
- A few members of the Steering Group to take the project forward have been recruited. This group will need support and mentoring to take this forward now the HSE project is finished.
- There is learning from the project about the use of technology such as the Fix My Street App, and its suitability to a project like this.
- There are some broader lessons for ABiB and other projects within the project about branding. There have been some reported issues with HSE branding not being very understandable and not ‘saying what it does on the tin’.

## Cross-cutting issues

- Having a realistic view of the length of time it takes to mobilise this sort of project is an important learning point, particularly when the projects have a short-term lifespan.
- The Happy Streets campaign avoided the word ‘ageing’ which is thought by staff to be a really positive element of the campaign and has helped people to get involved. This is interesting given the whole ABiB brand – potentially there is learning from the local evaluations to feed into the wider ABiB programme?
- All four projects are community-led and organic. A learning point is trying to build in flexibility to delivery that enables the pragmatic / response use of resources where they can have the most impact. This may differ to what was agreed in the original service delivery specification.

- A learning point for the future scoping and planning of projects like this is the need to take greater account of what infrastructure already exists within local communities, and in which very localised and specific neighbourhoods in which ‘eligible’ residents live. There is a need to avoid a ‘one size fits all’ approach.
- In a way, the projects have ended up working within local communities within the broad four areas where they are most needed – it has happened organically but it does take time. This is difficult to balance alongside more prescriptive project commissioning and reporting of KPIs and outputs. It also raises challenges for the evaluation of these sorts of projects. There is learning here for future project delivery and for future project evaluation.
- The four projects were originally conceptualised to focus on those residents aged 50+. However, the Happy Streets Campaign in particular has had much more of an all-age focus which whilst a positive, does pose some challenges for evaluation as the focus is much broader.

## Impact (summative) considerations

### Community Organisers Project

- The Community Organiser Scheme has returned a low level of CMF questionnaires. The suitability of the CMF tool for this type of community-based project needs to be borne in mind for other projects and evaluations of this sort.
- The project estimates that 45% of volunteers have moved on to paid employment after being involved in the project. This is a very positive outcome but does highlight the turnover in volunteers and the need for additional recruitment over time.
- There is learning about how the project uses technology to capture and measure impacts, given that the Impact App has not delivered what was intended. There is also learning in more effectively managing the Impact App software supplier for this sort of project to make sure the software delivers something of value that is realistic for volunteers and residents.
- Feedback from Compass Support staff is that two years is not long enough to deliver an effective and sustainable Community Organisers Scheme – to find people, train them, keep them, build their skills and confidence, and top-up the pool as people move on or do not want to take part any longer.

### Happy Streets Campaign

- A lesson for this and future evaluations is that the all-age focus of Happy Streets is not reflected in our survey sample, which mainly focuses on older residents aged 50+ as these are the main overarching focus of the Tyburn LAP. This may well mean that the impact of Happy Streets has not been fully captured in the survey.

### Walking Maps Project

- To enable the project to have more of a sustainable impact, it would have been useful to link in with other community organisations and partners about map distribution at an earlier point in the project. This may have enabled the maps to have more of an impact.
- There is a need to think-through data capture for this sort of project at an early point – what will it be possible and what will it not be possible to evidence, particularly around take up of the maps and impact on physical activity levels.
- There was a need for improved promotion of the Walking Maps in printable and downloadable format, via links with other community organisations, partners and via social media. A better system was needed to ‘root’ the maps into, so they could have more of an impact.

- A practical action would be for this promotion to continue, to enable the project to have some sort of sustainable impact beyond its lifespan. Digital versions of the maps are held by Compass Support and Bromford Together, so these can be promoted and shared in future.
- A practical action would be to obtain an idea of how many maps are leftover and where they are located, so a plan can be made to disseminate these.
- Another practical action would be to get the Walking Maps uploaded onto Birmingham City Council's website, as this receives more traffic than the BVSC website.
- Active promotion of the Walking Maps could continue via social media and via linkages with key partner organisations. This would enable the project to have some sort of sustainable impact beyond the lifespan of the project.
- Data capture to ensure there would be evidence on the number of downloaded maps would also have been helpful.

### Happy Streets Environmental Project

- There is a need for clearer reporting on positive outcomes from the HSE project to provide more comprehensive evidence of the project's achievements. This is a learning point for this type of project
- Project reporting would benefit from including some mention of repairs and faults which are likely to have a high impact on residents, and those which have a lower impact on residents (e.g. the project could have a positive impact on relatively minor repairs which matter less to residents and less of an impact on those repairs and issues which matter more to residents). This is a learning point for future similar projects.
- If the project was starting again, a learning point is to adopt a particular focus in each of the four areas and be clearer with residents from the start about what the project can change in the local area and what it cannot.
- Data on social media coverage should be gathered in future projects, as this provides evidence of reach and impact.

### Cross-cutting issues

- The total of the three projects delivered by Compass Support within the LAP has been greater than the sum of its parts – the projects have delivered greater 'Return on Investment' via the synergy between the projects than they would have if a separate provider had been commissioned for each. This is also the case for the Walking Maps project and its links to Age Friendly Tyburn.
- Building trust within local areas via repeat visits, encouraging vulnerable residents to engage with projects, getting important partners on board (e.g. local schools) and getting the projects and wider ABiB brand recognised and trusted takes time. This can be challenging when the projects have a relatively short timespan. Measuring impact also needs to reflect this – it will take time to build the evaluation evidence and for the projects to produce outcomes.
- The projects have worked well when they have been responsive and reactive to the interests of local residents, and based activities and engagement on those specific interests, in local and accessible locations. There is learning here for other projects and for ABiB more widely.
- Despite the range of activities within the projects, for some local people the barriers remain; some do not want to interact with each other or to move in between different local areas. Despite a range of groups and activities being available, and connections made, there are still barriers which prevent some people attending or integrating across Tyburn, which these four projects are unlikely to be able to overcome.

- Infrastructure barriers remain which make it difficult for people to get between the different areas of Tyburn. In addition, some residents remain reluctant to travel outside of their 'own' areas. Our conclusion is that the four areas remain quite distinct from each other and access between the areas can be difficult on foot. We question whether the projects we are evaluating have tried to create links and integration between the areas where links aren't 'natural' (e.g. in line with how local residents live their lives) or wanted by residents?
- There is methodological learning from the baseline and post survey as an evaluation method in the context of these projects.
- Consideration must now be given within the Community Organisers project, Happy Streets and Happy Streets Environmental about how the legacy and sustainability of the projects can be built-in so they can continue beyond the lifespan of the funded projects. A Legacy Plan has been produced but the current Covid-19 pandemic is very likely to impact on legacy planning.
- The plan (prior to Covid-19) was for Compass Support to build the legacy from the projects into existing Compass Support activities, and link in with the Network Neighbourhood Scheme. It will be important that learning from the evaluation feeds into this process and into future plans.

# Introduction and evaluation methodology

## 1. Introduction

### About the Ageing Better in Birmingham Programme

The Ageing Better Programme is a Big Lottery Funded (BLF) Programme (since re-named as the National Lottery Community Fund) covering 14 sites in England, which began in April 2015 and is funded up to 2021. The Ageing Better in Birmingham (ABIB) Programme received funding from BLF of £6 million. BVSC (Birmingham Voluntary Service Council) is the accountable organisation. The ABIB Programme is led strategically by the ABIB Core Partnership, which is a cross-City partnership of key organisations who work together to achieve the Programme's aims. There is an Age of Experience Group, made up of experts-by-experience who help shape the Programme. The overall aim of the ABIB Programme is to:

- Facilitate change in the way older people are considered by and within communities
- Empower citizens to take part in and influence activities in order to reduce social isolation in later life
- Make changes now as well as tackling the underlying causes of social isolation, to provide sustainable solutions for the longer-term.

The Ageing Better approach is focused on assets-based approaches designed to create a new movement for community action on ageing and isolation, with results and impacts lasting in the longer-term (beyond the life of the ABIB Programme). Therefore, longer-term sustainability and legacy is crucial. The Programme as a whole is adopting a 'test and learn' approach, reflecting the largely experimental and non-prescriptive design.

The ABIB Programme was originally informed by research carried out by the Aston Research Centre for Healthy Ageing at Aston University, which identified that the risks associated with isolation are significantly greater in some parts of the City and amongst some communities, than others. The first phase of the ABIB Programme aimed to establish and develop involvement opportunities for older people to reduce social isolation and loneliness. Five Ageing Better Hubs were set up for each of the priority geographies and demographics identified via the Aston University research (Tyburn and Sparkbrook; Carers and the LGBT community), in addition to a City-wide Hub. Each Hub is led by a locally based organisation, with Tyburn Hub being led by Compass Support since 2016. Compass Support is a Community Interest Company with its origins as Castle Vale Community Regeneration Services, becoming Compass Support (the charitable arm of the Pioneer Group) in 2015. Compass Support's aim is to enable and empower residents to achieve their full potential, by adopting assets-based approaches to enable people in the long-term. This incorporates employability and skills, social connectivity, health

and wellbeing, and family and youth support. Hubs are designed to promote, develop and support Ageing Better Networks (autonomous, self-organising groups of community volunteers supporting people who are isolated or at risk of isolation with involvement opportunities - each Network has a Network Lead who leads on a particular activity), with each Hub led by a Network Enabler. Networks can apply to the Ageing Better Fund, which provides funding of up to £2,000 to Networks to fund activities for an initial six months.

The Tyburn area was identified by the Aston University research as an area with additional risk factors for social isolation and loneliness amongst older residents (aged 50+), as it was found to have a very high proportion of the 'oldest' old people, poor transport links, and geographical isolation.

To inform the second phase of the ABIB Programme, consultation was carried out in each priority area led by the Hubs to identify and understand current and potential future causes of isolation. These insights went on to inform the specific content of Local Action Plans which were developed in year 3 of the ABIB Programme (during 2017-18) and designed for each of the priority areas led by the Hubs, to create longer-term change and improvement in support and services for older people. Consultation with 176 residents, staff and stakeholders was carried out in Tyburn in 2016-17 led by Compass Support, and the findings went on to inform the Tyburn Local Action Plan which began operational delivery in 2017-18. The four projects we have evaluated have different timescales but broadly cover a timespan of late 2017 to May 2020. The ABiB Programme finishes in 2021.

### **Projects within the Ageing Better in Birmingham Tyburn Local Action Plan**

The Tyburn Local Action Plan contains five specific projects designed to broadly tackle social isolation and loneliness amongst older residents aged 50+. It is important to note that whilst having a focus on older residents aged 50+, some of the projects (in particular Happy Streets) has had a focus on residents of all ages, including children.

MEL Research was commissioned to evaluate the effectiveness and impact of four of these five projects in December 2017. Table 1 contains detail on the four projects we have evaluated (note that Table 1 contains the revised timescales – some slippage has occurred in the commissioning of some of the projects and one project has been extended). The timescales for delivery of each project have not been concurrent but staggered.

The evaluation was designed to run alongside the projects as they operationalise and deliver, allowing a 'test and learn' approach to be adopted within the evaluation of the Local Action Plan (reflecting the national Ageing Better 'test and learn' approach).

**Table 1: Tyburn Local Action Plan projects which are part of this evaluation**

| Project  | ABIB Delivery Funding Level | Timescales  |
|--|-----------------------------|---|
| Community Organisers Scheme  | £100K                       | <ul style="list-style-type: none"> <li>December 2017 – March 2020 (end date extended)</li> </ul>              |
| Good Neighbour Campaign (later re-branded as Happy Streets)              | £59K                        | <ul style="list-style-type: none"> <li>January 2019 – January 2020 (initial commissioning slipped)</li> </ul> |
| Walking Maps Project   | £10K                        | <ul style="list-style-type: none"> <li>March 2019 – August 2019 (initial commissioning slipped)</li> </ul>    |
| Care and Repair Scheme (later re-branded as Happy Streets Environmental) | £50K                        | <ul style="list-style-type: none"> <li>May 2019 – May 2020 (initial commissioning slipped)</li> </ul>         |

The area covered by operational delivery of the four projects is shown on the map in Appendix B. It is important to note that this area is referred to in all BVSC documentation as ‘Tyburn Ward’. However, the area includes three main estates which lie within Tyburn Ward (Castle Vale, Pye Hayes and Birches Green); Bromford lies outside of the Tyburn Ward boundary but has been included as it has similar attributes, housing and tenure to the other three estates. Another contextual factor to note is that during the lifespan of these projects, the ward boundaries were re-configured.

### **ABIB Programme Evaluation and National Ageing Better Evaluation**

In addition to the evaluation of the projects within the Birmingham Local Action Plans, the ABIB Programme is being evaluated independently by CFE Research. A national evaluation of the Ageing Better Programme is being carried out by Ecorys. The main data collection tool for the national evaluation is the Common Measurement Framework (CMF) which collects quantitative data from Ageing Better clients / beneficiaries. The Community Organisers Scheme is the only one of the four projects we have evaluated which was designed to feed into this national evaluation. Baseline and follow-up CMF questionnaires were meant to be carried out with residents in the community who are socially isolated and / or lonely, with whom the Community Organisers make contact. Volunteer Community Organisers can also complete a CMF provided they are over the age of 50. The CMF comprises quantitative nationally validated questions. However, the Community Organiser Scheme has returned a low level of CMF questionnaires, with 28 entry CMFs and 3 follow-up CMFs completed.



## About the Community Organisers Scheme

Compass Support delivered the Community Organisers Scheme, which was designed to provide Tyburn Hub with a larger pool of active citizens to engage in the development of local Networks. The project began delivery in early 2018 and completed in March 2020. The provider Invitation to Tender (ITT) notes that the Community Organiser Scheme is designed to:

- Encourage communities to integrate across the Tyburn ward
- Enable knowledge about the area to be communicated across the Ward
- Promote community cohesion
- Encourage active citizenship.

A key aim is that the Community Organisers Scheme is sustainable beyond the immediate funding stream, by providing support, training and tools to help people become more involved in community action and creating more resilient individuals and communities and reducing social isolation in the longer-term.

The ITT for the provision of the project notes six key outcomes for the Community Organisers Scheme:

- Establish a Community Organisers Scheme to achieve key outcomes (recruiting 160 Volunteer Community Organisers to result in 40 trained and active Volunteer Community Organisers to allow for attrition)
- Reduce social isolation for Tyburn residents by delivering the scheme
- Increase Tyburn residents' social connections across the wider community
- Increase community cohesion within Tyburn Ward through promotion, increased involvement and awareness
- Improve older Tyburn residents' sense of wellbeing through participation in the scheme
- Achieve a positive change in attitudes amongst Tyburn residents and communities.

The ITT notes that the Volunteer Community Organisers' role will be to:

- Build relationships and encourage people to create and develop connections with others in their communities, to encourage them to be more active in their neighbourhood and wider society
- Be part of community capacity-building
- Inspire more residents to take an active role in their area
- Promote and support community cohesion rather than fragmentation
- Encourage inter-generational activity
- Promote opportunities, activities and ideas in active citizenship to reduce isolation.

A paid Community Organiser Coordinator was in post by the end of March 2018, with the role taken up by the person that was formerly the Interim Network Enabler for the Tyburn Hub (working for Compass

Support). Around the same time, a new Network Enabler for Tyburn Hub was appointed. There have been some staffing changes for this project as two of the remaining three projects within the LAP were also awarded to Compass Support. The original Community Organiser Coordinator had progressed to a supervisory role across all three of the Compass Support-delivered projects, with a new Community Organiser Coordinator coming into post to lead on the operational delivery of the project in June 2019 supported by an Assistant Community Organiser Coordinator.

The first two-day training session for volunteers took place in July 2018 in Castle Vale (the contract was awarded in December 2017) which highlights the length of the design and mobilisation period.

### About the Happy Streets project

Compass Support was awarded the contract to deliver the Happy Streets campaign (originally called the Good Neighbour campaign) with project delivery running from January 2019 to January 2020. Poor levels of neighbourliness were identified as contributing to social isolation in the Tyburn ward, and the project was commissioned across all 10,311 Tyburn households. The provider Invitation to Tender (ITT) notes that the Happy Streets project is designed to:

- Increased neighbourliness in Tyburn ward (remove the apprehension that some residents have about approaching neighbours)
- Strengthen a sense of community
- Increased community connections in the Tyburn ward
- Increased community cohesion in the Tyburn ward
- Reduce social isolation.

The Happy Streets project was to comprise a campaign to be delivered in four seasonal bursts so there is activity every quarter, originally to be commissioned from an external provider. Compass Support were awarded the contract and have delivered the campaign internally. A range of activities were specified in the provider ITT including:

- Leafleting / deliveries of promotional material
- Social media activity
- Local media spots
- A 'Know your Neighbour' introduction card
- Promotional material in key community venues / localities
- Specific materials to engage schools and enable the participation of young people and their families
- A 'pledge card' / sign-up campaign
- Window stickers
- Lapel badges

- 'Get to know your neighbour' events and socials
- In-store and organisational materials to encourage participation by businesses.

The Happy Streets project has been overseen by the Health Team Leader at Compass Support, who also has oversight of the other two projects being delivered by Compass Support within the Tyburn LAP. There have been staffing changes over time, as Compass Support has been awarded three of the four projects we have evaluated within the LAP (and three out of five projects for the overall LAP investment in the area). The Community Organiser Coordinator who was appointed in June 2019 has taken a lead role in delivery of the Happy Streets project, supported by the Assistant Community Organiser Coordinator and the Compass Support Outreach Youth Worker. An Administrative Assistant was recruited in around mid-2019 from the Volunteer Community Organisers, and half of her 30 hours per week was spent on Happy Streets. A Marketing and Communications Coordinator function was sourced from existing Compass Support staff.

### About the Walking Maps project

Sustrans has delivered the Walking Maps project which ran from March 2019 to August 2019. Sustrans exists to make it easier for people to walk and cycle leading to healthier and happier people, greener better local environments, stronger economies and communities. Tyburn's poor physical environment and its large, busy and fast roads were identified as contributing to social isolation and inhibiting healthier lifestyles. The Walking Maps project aimed to work with residents across Tyburn to design five walking maps – one for Tyburn overall, and one for Castle Vale, Birches Green, Pype Hayes and Bromford. The maps were designed to show easy, safe walking routes that will encourage more people to take to their feet – safely and enjoyably.

The Theory of Change notes that the Walking Maps project was designed to:

- Encourage healthier lifestyles and mobility
- Encourage connectedness between areas
- Reduce social isolation.

Whilst the main focus of the Walking Maps project was older residents aged 50+, it is important to note that the project also had a wider focus on broader access e.g. buggies, wheelchairs and walking frames (across all ages).

The ITT for the provision of the project notes the following KPIs for the Walking Maps project:

- The number of residents engaged and supported to produce Walking Maps
- The type and nature of volunteer support given e.g. number of sessions

- The number of residents engaged in more active and healthy walking lifestyles as a result of the project
- The number of Walking Maps produced and neighbourhoods covered
- Walking Maps formats produced and the number of maps distributed
- How the availability of Walking Maps has been promoted and taken up, and use encouraged
- The number and nature of links made between this project and other relevant ABiB initiatives, and the type of activities made possible as a result.

Sustrans is also delivering the Age Friendly Tyburn project, and the Walking Maps project built on elements of that larger project. The main staff member delivering the operational project work was Sustrans' Community Participation Worker. A senior member of the team oversaw contract delivery, and a Senior Urban Designer inputted into the design of the maps. Sustrans used an external cartography company to produce the maps.

### About the Happy Streets Environmental project

Compass Support was awarded the contract to deliver the Happy Streets Environmental project (formerly called the Care and Repair project and re-named to link in with Happy Streets and to avoid confusion with Care and Repair, a nationally-known home-based repair service), with project delivery running from May 2019 to May 2020. Poor physical environment and especially outstanding repair and upkeep of highways, rights of way and related physical environment contribute to social isolation, falls and injuries, and make people reluctant to go out.

The aim of this project was to employ an appropriately qualified individual who will identify, report and ensure resolution of all highways and rights of way repairs and upkeep covered by the statutory responsibilities of the relevant highway authorities. The focus of the project is on the external built environment. The response put forward by Compass Support focused more on a community engagement approach rather than on procedural repairs, which tied in better with the other Compass Support projects within the LAP. A key element is that residents are provided with knowledge on how to log and report issues. The Happy Streets Environmental Coordinator would not just log what's been reported but would chase an outcome and feed this back to residents, so they can see the impact.

The Theory of Change notes that the Happy Streets Environmental project was designed to:

- Enable older people to adopt healthier lifestyles
- Increase connectedness
- Reduce social isolation
- Reduce falls and injuries.

The project aims to achieve a positive long-term improvement in the physical environment of the Tyburn ward, contributing to an age-friendly neighbourhood.

The provider ITT states that key outcomes for the project are:

- The number of faults, damage or obstacles identified in the physical environment
- The number of problems of disrepair in the physical environment across Tyburn identified as requiring action by the project
- The number of physical environment disrepair complaints identified and submitted to Birmingham City Council planning authority
- The number of completed repairs (addressed by Birmingham City Council or other responsible authorities) documented with photographic 'before-and-after' evidence
- The number (and type) of actions taken to prompt resolution including legal enforcement if necessary
- The number of problems of disrepair where resolution has been completed and confirmed
- It will also be necessary for the provider to communicate the following to the external evaluator: problems or system failures preventing resolution; sustainability of solutions – i.e. can/will they be maintained in the long-term?; relevant learning from the project; any evidence to suggest fewer falls and injuries as a result of the intervention.

The Happy Streets Environmental project has been overseen by the Health Team Leader at Compass Support, who also has oversight of the other two projects being delivered by Compass Support within the Tyburn LAP. A Happy Streets Environmental Coordinator was recruited (30 hours) and began in May 2019, to lead and coordinate the project. The project receives 5 hours administrative support per week.

## 2. Evaluation aims and objectives

MEL Research was commissioned by BVSC in late 2017 to carry out an independent evaluation of the four projects within the Tyburn LAP. Evaluations of projects within the Local Action Plans are designed to capture the local focus and learning, in line with the 'test and learn' approach of Ageing Better. The Birmingham-wide and national Ageing Better Programme evaluations are adopting quantitative approaches, so the evaluation of projects within the Tyburn LAP was designed to complement this with mixed-methods evaluation approaches incorporating qualitative data.

The ITT noted a number of evaluation aims and objectives for each of the four projects, most of which were common across the projects but with some small differences / additions.

### Evaluation of the Community Organisers Scheme

The evaluation ITT noted the following high-level evaluation requirements for the evaluation of the Community Organisers Scheme (comprising both formative and summative elements):

- Assess the overall effectiveness of delivery of the project, including clear insights regarding any perceived delivery obstacles or failures (formative learning)
- Clearly set out lessons learnt from the project (formative learning)
- Through data gathered through the CMF, assess the achievement of the Community Organisers Scheme against its key outcomes of:
  - Increased community connections in Tyburn Ward
  - Increased community cohesion in Tyburn Ward
- Assess attitudinal change when measured against its intended key outcome of ‘a positive change in attitudes amongst residents and communities in the area’.

### Evaluation of the Happy Streets project

The evaluation ITT noted the following high-level requirements for the evaluation of the Happy Streets project (comprising both formative and summative elements):

- Assess the overall effectiveness of delivery of the project, including clear insights regarding any perceived delivery obstacles or failures (formative learning)
- Assess reach, scale and effectiveness of the specific campaign elements
- Clearly set out lessons learnt from the project (formative learning)
- Assess the achievement of the Happy Streets project against its key outcomes of:
  - Increased community connections in Tyburn Ward
  - Increased community cohesion in Tyburn Ward
  - Increased neighbourliness in the area.
- Assess attitudinal change when measured against its intended key outcome of ‘a positive change in attitudes amongst residents and communities in the area’.

### Evaluation of the Walking Maps project

The evaluation ITT noted the following high-level requirements for the evaluation of the Walking Maps project (comprising both formative and summative elements):

- Assess the overall effectiveness of delivery of the project, including clear insights regarding any perceived delivery obstacles or failures. Specific reference to take-up of walking maps, numbers of participants involved, numbers reporting improved levels of physical activity would be useful (formative learning)
- Clearly set out lessons learnt from the project (formative learning)
- Assess the achievement of the Walking Maps project against its key outcomes of:
  - Increased community connections in Tyburn Ward
  - Increased community cohesion in Tyburn Ward
  - A positive change in attitudes amongst residents and communities in the area.
- Assess attitudinal change when measured against its intended key outcome of ‘a positive change in attitudes amongst residents and communities in the area’.

## Evaluation of the Happy Streets Environmental project

The evaluation ITT noted the following high-level evaluation requirements for the evaluation of the Happy Streets Environmental project (comprising both formative and summative elements):

- Assess the overall effectiveness of delivery of the project, including clear insights regarding any perceived delivery obstacles or failures. Specific reference to the number and type of repair problems identified; successful resolutions achieved; problems or systems failures preventing resolution; sustainability of solutions – can/will they be maintained in the long-term? (formative learning)
- Clearly set out lessons learnt from the project (formative learning)
- Assess the achievement of the Happy Streets Environmental project against its key outcomes of:
  - A positive long-term improvement in the physical environment of the Tyburn ward, contributing to an 'age-friendly' neighbourhood.

We devised an Evaluation Framework (see Appendix A) to capture the key evaluation elements and learning across all four projects as they develop and deliver. There is a mini Theory of Change for each of the four projects, and we have reviewed these when designing the Evaluation Framework. We use the key elements of the Evaluation Framework as our reporting framework in this report.

### About this report

In September 2018 we prepared our first narrative report, which focused on the emerging findings of the evaluation centred on the Community Organisers Scheme as the only project (at that point) to have been commissioned and begun delivery. We prepared a number of delivery (formative) and impact (summative) recommendations which were followed up with BVSC and the Community Organisers Scheme.

In February 2020 we prepared our second narrative report which included a second update on the Community Organisers Scheme, first update on the Happy Streets project, first and final report on the Walking Maps project, and first update on the Happy Streets Environmental project.

This, our final report, includes our final update on the Community Organisers Scheme, Happy Streets project and Happy Streets Environmental project.

## 3. Evaluation methodology

We have had to be very flexible in our approach to reflect changes in the commissioning and delivery of the four projects as they have come on-stream and amended our methodology and timescales accordingly. Appendix C contains our reflections on the learning points / evaluation challenges which

have arisen. Our evaluation methodology for each project (containing some cross-cutting elements across all four projects) is presented in Table 2.

Not long after we submitted our second narrative report in February 2020, the Covid-19 pandemic took hold and lockdown was introduced on 23<sup>rd</sup> March. This has impacted on the final stages of delivery for the Community Organisers and Happy Streets Environmental projects. In addition, this impacted on the evaluation. The Market Research Society paused all face-to-face research. We had planned to carry out some remaining activities to gather final evaluation data, including some face-to-face elements. As a result of Covid-19, we have adapted our final phase of evidence data gathering – details are included in Table 2.



| Table 2:<br>Evaluation methodology to date for each project | Community Organisers Scheme  | Happy Streets Campaign   | Walking Maps Project   | Happy Streets Environmental Project   |
|---|--|--|--|---|
| <b>1. Contract management and planning</b>                  | <ul style="list-style-type: none"> <li>• Inception meeting with BVSC on 5/1/18</li> <li>• Progress catch up with BVSC on 19/6/18 to discuss reporting timescales and what evidence the report would include</li> <li>• Progress catch up with BVSC on 4/12/18</li> <li>• Progress catch up with BVSC on 23/5/19</li> <li>• Monthly contract monitoring returns submitted</li> </ul>  |  |  |   |
| <b>2. Documentation review and data capture</b>             | <ul style="list-style-type: none"> <li>• Review of documents relating to each of the four projects and wider Programme</li> <li>• Evidence scan of good practice in measuring the impact of social isolation and loneliness interventions amongst older people</li> <li>• Compilation and review of validated tools used to measure isolation and loneliness to inform survey design</li> <li>• Review of data capture for each project</li> <li>• Production of a data availability table for each of the four projects – what data is available, from whom</li> <li>• Recommendations made by MEL for additional data capture: <ul style="list-style-type: none"> <li>▪ Design of case study for use by relevant projects</li> <li>▪ Three key questions (working well, not working well, key learning) added to CO and HSE monthly returns</li> <li>▪ Happy Streets list of key outputs to be monitored against</li> <li>▪ Added two additional questions to HSE monthly reporting</li> </ul> </li> </ul> |  |  |   |
| <b>3. Familiarisation and updates</b>                       | Scoping visits to Compass Support to catch up on progress and delivery on: <ul style="list-style-type: none"> <li>• 7/2/18</li> <li>• 10/5/18</li> <li>• 30/8/18</li> <li>• 28/2/19</li> <li>• 3/5/19</li> <li>• 10/7/19</li> <li>• 6/9/19</li> </ul>  | Scoping visits to Compass Support to catch up on progress and delivery on: <ul style="list-style-type: none"> <li>• 28/2/19</li> <li>• 3/5/19</li> <li>• 6/9/19</li> </ul> | Scoping visit / phone catch ups with Sustrans on: <ul style="list-style-type: none"> <li>• 28/2/19</li> <li>• 17/9/19</li> </ul> | Scoping visits to Compass Support on: <ul style="list-style-type: none"> <li>▪ 3/5/19</li> <li>▪ 10/7/19</li> <li>▪ 6/9/19</li> </ul> |
| <b>4. Evaluation Framework</b>                              | <ul style="list-style-type: none"> <li>• Production of an Evaluation Framework of key questions for the evaluation to answer</li> </ul>  |  |  |   |

|  |  |   |   |   |
|--|--|---|---|---|
| <p><b>5. Review existing project data</b></p>  | <ul style="list-style-type: none"> <li>• Outputs in monthly returns</li> <li>• Key learning point questions (added by MEL)</li> <li>• Impact log in monthly returns</li> <li>• CMF data collected by project: but very limited</li> </ul>  | <ul style="list-style-type: none"> <li>• List of outputs prepared by MEL vs delivery plan: update from CS on 23/10/19</li> <li>• Some data on key learning points</li> <li>• Social media outputs data from project</li> <li>• Facebook, Instagram and Twitter data from project</li> </ul> | <ul style="list-style-type: none"> <li>• Delivery Gantt chart in monthly returns</li> <li>• Final outputs and outcomes discussed with Sustrans 17/9/19</li> <li>• Final map distribution list obtained</li> </ul> | <ul style="list-style-type: none"> <li>• Outputs in monthly returns</li> <li>• Key learning point questions (added by MEL)</li> <li>• Sustainability and challenges of repairs (added by MEL)</li> <li>• HSE repairs log</li> </ul> |
| <p><b>6. Baseline survey August 2018 – to measure and track changes in attitudes pre and post the projects</b></p> | <ul style="list-style-type: none"> <li>• Survey element: relevant for CO, HS, WM project</li> <li>• Survey design using Computer Assisted Personal Interviewing (CAPI) informed by other validated tools and by the key question of ‘what is it plausible that the projects will influence and how do we measure this?’</li> <li>• Survey piloted in Tyburn, 16<sup>th</sup> / 17<sup>th</sup> July 2018. Amendments made</li> <li>• Interviewer briefing held 20/7/18</li> <li>• Fieldwork arrangements finalised: sampling, quotas, client authorisation letter, MEL authorisation letter, showcards, police notification</li> <li>• 362 interviews completed across the four estates, n=295 with residents over 50 and n=67 with residents under 50</li> <li>• Survey analysis complete for sample over 50 and under 50: frequencies, crosstabulations, De Jong, ICECAP-O, regression analysis</li> </ul> |   |   |   |
| <p><b>7. Post survey November 2019:</b></p>  | <ul style="list-style-type: none"> <li>• Survey element: relevant for CO, HS, WM project</li> <li>• Post survey design finalised 12/11/19</li> <li>• Supporting materials finalised (showcards, authorisation letters)</li> <li>• Interviewer briefing held 13/11/19</li> <li>• 360 interviews completed across the four estates, n=285 with residents over 50 and n=75 with residents under 50</li> <li>• Survey analysis complete for sample over 50 and under 50: frequencies, crosstabulations, De Jong, ICECAP-O, regression analysis</li> </ul>  |   |   |   |

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| <p><b>8. Stakeholder feedback</b></p> | <p>September 2018:</p> <ul style="list-style-type: none"> <li>Stakeholder feedback form designed</li> <li>3/14 forms received</li> <li>Informal discussion with two Age of Experience Group members who are also Volunteer COs (5/9/18)</li> </ul> <p>July 2019:</p> <ul style="list-style-type: none"> <li>Group discussion with 5 Compass Support staff – progress, impact, synergy</li> </ul> <p>May 2020:</p> <ul style="list-style-type: none"> <li>Phone interview with Eden Court Medical Centre GP</li> </ul> | <p>July 2019:</p> <ul style="list-style-type: none"> <li>Group discussion with 5 Compass Support staff – progress, impact, synergy</li> </ul> <p>May 2020:</p> <ul style="list-style-type: none"> <li>Phone interview with Headteacher of local primary school</li> </ul> | <p>September and November 2019:</p> <ul style="list-style-type: none"> <li>Two telephone stakeholder interviews with Sustrans staff</li> <li>Some issues also captured about synergy in group discussion with 5 Compass Support staff July 2019</li> </ul> | <p>July 2019:</p> <ul style="list-style-type: none"> <li>Group discussion with 5 Compass Support staff – progress, impact, synergy</li> </ul> <p>May 2020:</p> <ul style="list-style-type: none"> <li>Phone interview with HSE project lead</li> </ul> |
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| <p><b>9. Beneficiary feedback</b></p> | <ul style="list-style-type: none"> <li>Sat in on Castle Vale CO training session 30/8/18</li> <li>Obtained feedback from 5 COs at session on 5/9/18</li> <li>Pre and post CO training evaluation feedback May 2019</li> <li>Attended CO Awards evening 27/1/19</li> <li>Case study template prepared by MEL for the project. Four case studies prepared by Compass Support</li> <li>Impact App data: collected by project but no useful data available</li> <li>Online feedback form sent to 22 CO volunteers in May 2020 to gather their feedback remotely. 10 volunteers responded</li> <li>Telephone interview carried out in June 2020 with a</li> </ul> | <ul style="list-style-type: none"> <li>HS launch summer events report prepared by project</li> <li>Attended HS Halloween event 30/10/19: snapshot tablet data from 29 residents</li> <li>Attended HS Christmas event 12/12/19: snapshot tablet data from 27 residents</li> <li>Attended HS Awards evening 1/2/20</li> <li>Case study template prepared by MEL for the project. Three case studies prepared by Compass Support</li> <li>Work of HS in schools: information provided by project</li> </ul> | <ul style="list-style-type: none"> <li>Sat in on Sustrans WM workshop in Bromford, 10/5/19</li> <li>Attended accompanied WM walk in Castle Vale, 3/7/19</li> <li>Two interviews carried out with residents involved in WM project, October 2019</li> <li>Feedback on maps from Over 50s club</li> </ul> | <ul style="list-style-type: none"> <li>Planned to attend Walk and Talk event but cancelled due to weather. Not possible in latter stages of evaluation due to Covid-19</li> </ul> |
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|                             | resident who has used the Befriending Service   |  |  |  |
| <b>10. Other activities</b> | <ul style="list-style-type: none"> <li>• Promotional news item at start of evaluation prepared and shared on MEL Research website and on BVSC ABIB website</li> <li>• BVSC provided data on Networks in Tyburn</li> <li>• BVSC provided data on Ageing Better Network Funding in Tyburn</li> <li>• News item about CO awards Jan 2019 prepared and shared on MEL Research website</li> <li>• Attended ABiB partners meeting 25/2/19</li> <li>• Attended Age Friendly Tyburn Launch Event (fifth project in the LAP) 18/7/19</li> <li>• Promoted Sustrans Walking Maps press release on MEL Research social media</li> </ul> |  |  |  |

## 4. Evaluation reporting

In the next sections we present our final narrative report of findings. This contains the key findings for each of the four projects, shaped around the Evaluation Framework (see Appendix A). Our findings are based on the evidence sources outlined in Table 2 further above. The Appendix contains supporting information.

# Key evaluation findings by Evaluation Framework questions

## 1. Effectiveness of overall delivery of each project – identify any delivery obstacles or failures (formative learning)

### Community Organisers Scheme

- The Community Organisers Scheme was formally scoped out and procured, with a clear ITT. However, the Scheme is largely a non-prescriptive intervention, adopting an experimental ‘test and learn’ approach. We noted in our first report in September 2018 that there had been some challenges for early delivery including:
  - The original Compass Support proposal to deliver the Scheme included another organisation (Spitfire Support Services) as deliverers of the Volunteer Community Organiser training. However, this did not happen meaning that Compass Support have developed and delivered the training themselves (there are some positive unexpected outcomes from this – see further below). Because of the change in training provider, there were some delays in delivery – the first training session was originally planned for April 2018 but actually took place in July 2018
  - Compass Support originally appointed a Community Organiser Coordinator early in 2018, but that person did not take up the role so the post had to be re-advertised. The current Coordinator was subsequently appointed, but this did cause some early delays to project delivery and mobilisation
  - An administrative assistant took up a post in mid-May 2018 to assist with the creation of marketing materials for the volunteer recruitment process, but we understand that they left in September 2018. Two apprentices were appointed and supported the Ageing Better project and a new administrative assistant was appointed.
- As Compass Support have gone on over time to be awarded three of the four projects we have evaluated within the Tyburn LAP, there have been staffing changes for this project. The original Community Organiser Coordinator had progressed to a supervisory role across all three of the Compass Support-delivered projects, with a new Community Organiser Coordinator coming into post to lead on the operational delivery of the project in June 2019 supported by an Assistant Community Organiser Coordinator. Whilst this is positive as it shows the need for increased capacity across the three projects, it has meant that new staff have had to build the trust of the volunteer Community Organisers and bed-in / familiarise themselves with project delivery.
- The original mobilisation and set-up phase of the Community Organisers Scheme has taken some time, which is always the case with this type of commissioned community-based project. The provider was commissioned in January 2018 and the first training session took place in July 2018. Having a realistic view of the length of time it takes to mobilise this sort of project is an important learning point, particularly when the projects have a short-term lifespan. The length of the mobilisation phase could have a real impact on what it is feasible for shorter and more time-bound projects to deliver.
- We noted in our first report that engaging with isolated people and encouraging involvement is challenging and it takes time to build a visible presence for the project within local communities. Those people who are particularly isolated and lonely can be hard to identify, and reluctant to getting involved, and it takes time to build trust with local communities in this way.
- There are differences between the four areas and each area have their own challenges and successes. The ‘one size fits all’ broad approach of original ITT and proposal has brought challenges in practice.

The Community Organiser Scheme made early in-roads by focusing on Castle Vale (which is where Compass Support is based) and most of the early recruited Volunteer Community Organisers lived in Castle Vale. It took around one year for the Community Organiser Scheme to build relationships within Birches Green, which were eventually built via the Happy Streets project and linkages to Birches Green Primary School (this is a very positive example of synergy between those two projects). A learning point from Compass Support staff is that more resource was needed within the original proposal to work in Pype Hayes specifically, as this has proved a challenging area to ‘break in to’. Within the fourth area, Bromford, there is a very active and well-trusted pre-existing Big Local scheme. There has been some confusion and perceived overlap in Bromford between Big Local Community Connectors and Volunteer Community Organisers. The general feeling amongst Compass Support staff is that there wasn’t really a need for the ABiB Community Organiser Scheme within Bromford and as a result, it has been difficult to get the Community Organisers Scheme off the ground there. The Happy Streets Environmental project has managed to build some links in Bromford for the Community Organisers Scheme (which is another example of positive synergy between the projects) but not as much as in the other three areas. The learning point is for the scoping of projects like this to take greater account of what infrastructure already exists within local communities and avoid a ‘one size fits all’ approach (see cross-cutting issues further below).

- There are some practical challenges of delivering organic and evolving community projects like those within the Tyburn LAP within the ‘confines’ of a commissioned service, working to pre-defined outcomes. Learning evolves over time which wasn’t known at the bidding phase or inception phase. One example of this is that it has been very difficult to meet the Community Organiser Scheme targets for Bromford (no volunteers have been recruited from this area), but this needs to be seen in context of the existing Big Local scheme and its own Community Connectors. The project has focused efforts more on Pype Hayes (rather than Bromford) where impact can be greater – it is important to be pragmatic about using resources where they can have the most impact. This can be challenging when working to a pre-defined specification and outputs / KPIs.
- The project has been successful in recruiting excellent volunteer Community Organisers, largely because of their own prior experiences and the empathy and insight this has given them. However, this also means that they need support and reassurance to maintain momentum within their roles, which involves Compass Support staff time.
- Most of the early volunteers were from Castle Vale. Final data indicates that 16 effective volunteers are from Castle Vale, 10 are from Birches Green, and 5 are from Pype Hayes (there are no effective volunteers from Bromford). Another challenge for the project has been supporting existing volunteers whilst managing available resource and the need to also deliver the project in the other three areas other than Castle Vale.
- The Impact App was originally written into project delivery as a way of collecting evidence about the project’s impact from volunteers and local residents. The Impact App has been used by the project but has not provided the evidence it was designed to and has therefore not been ‘fit for purpose’ in line with what was originally intended. The software itself has not delivered, and there have been challenges about volunteers lacking the confidence to use the technology. Any data capture techniques need to suit the nature of the project, the volunteers who will be administering it, and the residents whose views are sought.
- There is also learning about how to more effectively manage the Impact App software supplier to make sure the software delivers something of value that is realistic for volunteers and residents.
- The Community Organiser Scheme has returned a low level of CMF questionnaires. There is learning here about the CMF tool being used to evaluate this sort of community-based project.
- Suggestions about what the project should do differently next time from the Volunteer Community Organisers who filled in the online feedback form in May 2020 included: a writing group, asking residents what they want to see in the community, and ensuring that group meetings for volunteer Community Organisers are attended by everyone.

- We note elsewhere in this report that whilst the project has impacted on the volunteers and the residents directly involved with the Community Organisers project, wider awareness amongst residents across the four areas (as measured via our post survey) remains low, as does reported use or involvement with the project.

### Happy Streets project

- There have been staffing changes over time for the Happy Streets project, as Compass Support has gone on to be awarded three of the four projects we have evaluated within the Tyburn LAP. A new Community Organiser Coordinator came into post in June 2019 has taken a lead role in delivery of the Happy Streets project, supported by an Assistant Community Organiser Coordinator and the Outreach Youth Worker. An Administrative Assistant was recruited in around mid-2019 from the Volunteer Community Organisers, and half of her 30 hours per week was spent on Happy Streets. A Marketing and Communications Coordinator function was sourced from existing Compass Support staff. Whilst this is positive as it shows the need for increased capacity across the three projects, it has meant that new staff have had to 'hit the ground running' as Happy Streets was already around five months into delivery.
- It has taken time for the Happy Streets project to build links in some of the areas and for momentum to build over time, which poses challenges for KPIs and deliverables within a one year fixed-term project. It took one year for the Happy Streets project to build links with and find a route into Birches Green Primary School (which has gone on to be very successful – see elsewhere in report for details).
- Badges were not included in the original costings for the Happy Streets project, which was an oversight.
- We note elsewhere in this report that whilst Happy Streets has involved a considerable amount of activity and a considerable number of school children and wider residents, awareness amongst residents across the four areas (as measured via our post survey) remains low, as does reported use or involvement with the project.

### Walking Maps project

- Walking Maps was a small project with a small budget, and a short delivery timescale of six months. By linking with the Age Friendly Tyburn project which Sustrans were already delivering, it made the Walking Maps project do-able and meant the project could 'hit the ground running'. Some pragmatic decisions did have to be made (e.g. lack of data on take up of the maps, lack of partner feedback at the end of the project, lack of time to do a final round of consultation on the maps with organisational staff and further amendments to the maps, lack of time for a launch party and launch walk).
- Sustrans had prior knowledge of three of the four areas. If the project was being delivered by an organisation without this knowledge (and without another project like AFT to link in with) it would have needed a longer delivery period than 6 months.
- The main Sustrans member of staff had not worked in Bromford before so had less knowledge of this area. She spent more time working in Bromford for the Walking Maps project and did an additional session at a lunch club and spoke to 15 residents.
- To enable the project to have more of a sustainable impact, it would have been useful to link in with other community organisations and partners about map distribution at an earlier point in the project. This may have enabled the maps to have more of an impact. However, we note the project's available time and resources.
- The project could have linked in with other walking activities in the local areas to make its impact more sustainable, with the maps being promoted during those other activities in a more sustained way.



- It would have helped to have ‘Walking Champions’ to take the work forward beyond the lifespan of the project, and ensure the maps continue to be shared and promoted.
- The Walking Maps could have been used for the Community Organisers to test out whilst walking to local pop-up events as part of the Community Organiser project.
- If resources and time had allowed, it would have been useful to take people on walks in different areas of Tyburn and try the maps out in more detail, without relying on them doing it themselves. After people have been somewhere new once, they are more likely to go again. Walks could have focused on a focal point (e.g. parade of shops) then spanned out from there to give them confidence and get residents using the maps.
- We note elsewhere the need to think through what is possible with data capture at the point of project delivery commissioning, particularly around take up of the maps and impact on physical activity levels.
- There is scope to have improved the promotion and take up of the maps in a more consistent way, so they can have more of an impact. This applies to both ‘on the ground’ delivery (by Sustrans) and to building more strategic links between the Walking Maps project and other partners and interventions in the City (by BVSC)
- We suggest a couple of actions to try to give the project some sustainable impact – ongoing promotion of the maps and distribution of any leftover maps which have yet to be distributed.
- The Walking Maps project ran alongside the Age Friendly Tyburn project. With hindsight, feedback from Sustrans is that it may have been better to do the Walking Maps project a bit later on, so it could then have included temporary trials from the AFT project and the selection of different walking routes based on clearance days. Better walking routes could potentially have been found once the AFT trials had been carried out.
- Working with a more local mapping company would make the map design process easier, as it would allow for face to face discussions.
- The project employed assets-based approaches as far as it could within the resource and time available, helped in part by tapping into the Age Friendly Tyburn project. However, there are challenges of delivering ‘co-production’ within the parameters of a competitive tendering process - balancing the requirements of BVSC, the mapping company and local residents, all within the resources available for the project.
- The Walking Maps project found it easier to operationalise within Castle Vale, as there is more infrastructure and more volunteer Community Organisers. It was more challenging in Bromford as Sustrans knew much less about the area. In Birches Green and Pype Hayes, the lack of infrastructure meant there were fewer community organisations to approach and work with on the project. Another challenges for Birches Green was that there are fewer community assets and there aren’t many walking routes to devise and promote. A learning point is rather than sticking to producing the five maps outlined in the tender documentation, more flexibility is needed to amend the project scope as delivery evolves – e.g. enabling more flexibility on the number of maps that better reflect the local areas (potentially producing one joint map for Birches Green and Pype Hayes).
- In terms of encouraging integration across Tyburn, the maps include activities in different areas and routes between the areas and include walking routes to Erdington. Residents may become more aware of what is available in their local area and areas around where they live. However, there are infrastructure barriers in place which make it difficult for people to get in between the areas of Tyburn. In addition, some residents remain reluctant to travel outside of their ‘own’ areas.
- Our conclusion is that the four areas remain quite distinct from each other and access between the areas can be difficult on foot. Is the Walking Maps (and other three projects within the LAP) trying to create links and integration between the areas where links aren’t natural or needed by residents?

## Happy Streets Environmental project

- An interesting learning point is that whilst the project has an over 50 focus, most of the residents who have engaged with the project have been under the age of 50.
- We note elsewhere in this report that awareness and reported involvement in the Happy Streets Environmental project (as measured via our post survey) remains low.
- There is a need for clearer reporting on positive outcomes from the HSE project, which is a learning point for other projects of this sort. This would provide more comprehensive evidence of the project's achievements. This is particularly important as a key element of Compass Support's planned approach was to chase the outcome and proactively feed this back to residents so they can see the impact. It is unclear to what extent outcomes have been fed back to residents
- Project reporting would benefit from including some mention of repairs and faults which are likely to have a high impact on residents, and those which have a lower impact on residents. This is a learning point for future projects of this sort
- With hindsight, a key learning point is that there was a need to communicate in person with Birmingham City Council at the start of the HSE project to explain what its remit is, get their buy-in and to explore whether there is a productive way the project and BCC could work together. Reflective feedback from the HSE project lead is that contacting the correct officers at Birmingham City Council can produce much quicker results.
- We recommended in our February 2020 report that the HSE project should consider if the community and partner events they have been attending have merit and are worth the investment of time, or whether some of the time could be spent on other activities e.g. tightening up the reporting and outcomes data and recruiting residents to be part of the Steering Group for when the project finishes in May 2020.
- There is learning around the nature of the reporting system used by Birmingham City Council and how this sits alongside a more organic, resident-led and fixed term project like HSE. This is something other projects need to be aware of in future.
- A learning point from the project is that if the project was starting again, a more effective approach may be to adopt a particular focus in each of the four areas, and be clearer with residents from the start about what the project can change in the local area and what it cannot e.g. dual carriageways.
- Another learning point is that the HSE project was dependent on other people for outcomes, which marks it out from the other three projects. The HSE project involved a lot of engagement but depends on the extent residents are willing and able to report issues themselves, and ultimately on Birmingham City Council taking action.
- The HSE project has worked with other local projects and partners, but staffing has been limited to one main operational person. This limits what can be achieved when the staff member is away (e.g. on annual leave) and provides a more limited resource to deliver the project.
- A practical learning point is that people engage more with social media posts when they can relate to them (e.g. road safety issues).
- It is relevant to remember that no suppliers came forward in response to the initial BVSC ITT, which may indicate that the project was likely to be a challenging one to deliver.

## Cross-cutting issues

- There is a perception amongst key project staff that existing providers were reluctant about ABiB and the three Compass Support-delivered projects at the start. It takes time to build trust with existing providers and partners, as well as residents.

- The four areas selected as the focus for the Tyburn LAP all have different infrastructures, previous investment and levels of existing community activity. Castle Vale has benefitted from regeneration funding since the 1990's, and as a result has a more well-developed local infrastructure and has delivered more community-based activity compared to an area like Birches Green
- 'Eligible' isolated older people can be found within specific pockets of communities. The Community Organiser Scheme has had success in focusing on very specific local communities within the broader overall areas, but this takes time to develop. A learning point is that a more discerning approach is needed for projects like these – rather than focus on whole areas, there should be a greater focus on particular local communities within the broader areas where there is less existing infrastructure and more 'eligible' residents. Initial asset mapping / gathering very local intelligence would help with this. Compass Support staff feedback is that some areas (e.g. of Birches Green) are very different on different sides of the same street, so a more locally focused approach is needed.
- Another learning point is that the four areas could be seen to have been put together for the Tyburn LAP almost artificially. The area covered by the projects is referred to in all BVSC documentation as 'Tyburn Ward'. However, the area includes three main estates which lie within Tyburn Ward (Castle Vale, Pype Hayes and Birches Green); Bromford lies outside of the Tyburn Ward boundary but was included as it has similar attributes, housing and tenure to the other three estates.
- We also question whether the Tyburn LAP has tried to get the four areas to integrate when this doesn't really reflect how people live in these area – people may not naturally do this or won't or don't want to.

## 2. What are the key lessons learned for each project – what has worked well and what have been the challenges (formative learning):

### What has worked well?

#### Community Organisers Scheme

- The development of the ABIB Tyburn Local Action Plan has been evidence-based, which is an example of good practice. The Tyburn LAP has been informed by scoping research by Aston University, followed by further local research by Compass Support (on behalf of BVSC) to identify the causes of, and reasons for, isolation and loneliness in Tyburn Ward. As we have noted, an even more localised approach is needed within the overall four areas, to take account of existing infrastructure and to focus on areas where isolated older people live.
- Initial project delivery focused on Castle Vale to provide vital early momentum to get the project off the ground and to see what works. The project has been flexible in its approach to the other three areas as it (and the other projects) have evolved over time, and as opportunities arose from other projects (for instance, Happy Streets building a positive relationship with Birches Green Primary School). This is an example of the 'test and learn' approach in action.
- Three positive examples of good practice whereby the Community Organisers Scheme has linked with the Tyburn Hub and other local partners as a result of the project being led by a local, community-based organisation like Compass Support which is multi-disciplinary in focus, are:
  - The Independent Living Team for Castle Vale has referrals to make to the Community Organisers Project, so that very isolated older people who are housebound can be linked up with each other (a befriending system). All volunteer Community Organisers have since received befriending training for people who are very isolated and lonely and unable / unwilling to leave the house to attend activities, and volunteers are delivering befriending within people's homes in Castle Vale. During lockdown, this has evolved into the Telebuddies telephone befriending service (this is different to the Carers LAP project of

the same name). Befriending is thought by staff to be one of the project's successes. We include feedback from a beneficiary on the impact of befriending in section 3. The resident highlighted that the main benefits of the Befriending Service for them are:

- It is dependable and reliable – you know the befrienders will visit or ring
  - The befrienders keep in touch in between the planned befriending slots
  - They are like friends who come in and have a chat, talk about things of mutual interest and take an interest. You can learn from each other. It is a very different model to the carers who come in – they don't have time to sit, talk and listen
  - The befrienders are local which means they can react more quickly and it's easier to just 'pop round' and provide practical support which makes a bit difference (e.g. putting ant powder down outside the house).
- The database from the Community Organiser Scheme will add to the local 'No-one Without' work. The project has since gone on to work with Young Leaders as part of the No-one Without campaign and has prepared and delivered Christmas Hampers to residents in Castle Vale, Birches Green and Pype Hayes
  - Volunteer Community Organisers have worked within a local GP practice (Eden Court Medical Centre) for one hour, three times a week since March 2019, with GPs referring lonely and isolated patients to the volunteers who are based within the practice or volunteers directly approaching patients in the waiting room. We interviewed a GP from the practice in May 2020 to gather his feedback on this Social Prescribing project. Volunteer Community Organisers spent one hour a day in the practice, on 2 or 3 days per week, speaking to patients in the waiting room either before or after their appointments, to share information with patients about support available locally for non-clinical issues. GPs and reception staff could signpost patients to the volunteers if appropriate. The GP thought that the elements which worked well were:
    - Volunteers were knowledgeable and had received good training
    - Volunteers had good knowledge of what services and support was available locally
    - Volunteers were professional, approachable and reliable
    - Volunteers 'got the balance right' – they were present in the waiting room but not oppressive or pushy, and 'read' patients well
    - The procedural elements all worked smoothly (e.g. DBS checks) and the volunteers could get started quickly.
- Recruitment of Volunteer Community Organisers has resulted in a committed and skilled group of people. Findings in our first report noted that the volunteer pool as it was then had a range of experience and had already formed a powerful and coherent team.
  - A learning point from Compass Staff is that volunteer Community Organisers are highly effective in developing engagement and encouraging vulnerable residents to attend activities. The affinity and skills that volunteers have in talking to others who are vulnerable, lonely and isolated is highlighted in the case studies for the project – as volunteers grow in confidence, they use their own empathy and skills they have developed via the project to engage others and signpost them to activities.
  - There are a number of examples of the inter-connectedness and snowball effect of the project with other local activities. One practical example is Community Organisers making connections with local people has helped the success of the community café, which is evolving into an effective hub for discussing future community projects such as the Rookery Park gardening project.

- Another snowball effect is that some residents begin their involvement by taking part in activities (e.g. a Walk and Talk event or as a befriending client) but then go on to become a Community Organiser themselves.
- We noted in our first report that the pool of volunteers recruited at that point all had a very strong sense of being involved as a way to help others in the community, and as a way to use their own experiences of isolation, loneliness and challenging times to help others. Most of the volunteers have previously been involved in formal / informal caring work. Being involved in the project enables the volunteers to help themselves (by building their own confidence and sense of purpose) and help individuals in the community. The volunteers' own experiences provide them with insight and empathy and place them in a very strong position to fulfil the volunteering role to help other people by tackling isolation and loneliness. One volunteer commented. *'I know what it's like to be isolated so it helps me and it helps them'*. We note elsewhere that a key unintended positive early outcome of the project was the strong bond and identity that built between the group of volunteers. The case studies for the project highlight these points, in particular the sense of purpose and 'something to look forward to' that being involved in the project gives individuals.
- These positive early findings were confirmed in the feedback from volunteers in May 2020. We asked why they had decided to get involved in the project. There were two main themes in their responses. Firstly, volunteers said they wanted to help, support and meet other people (6 comments). Secondly, volunteers wanted to help / improve their own mental health (4 comments).
- The volunteers want to be involved but it has to be manageable and fit around their lives (and not make them feel too pressured / overwhelmed) so the part-time voluntary model suits them well. The case studies highlight that the flexible nature of the volunteering roles, which fit around other commitments and do not make volunteers feel too 'pressured' and 'burdened', is a key element of the project that has worked well
- Key elements of recruitment that have worked well include:
  - Recruitment gained vital early momentum by starting in Castle Vale, where Compass Support is based
  - Compass Support waited to recruit until the training programme and content was ready, to avoid early recruitment then losing the interest of volunteers whilst the training was finalised
  - Recruitment has not focused on 'the usual suspects' or people already well known to the provider - volunteers have come forward in response to advertising of the Scheme
  - As noted, Compass Support providing the volunteer training provides the opportunity for the training provider to get to know the volunteers, assess strengths and weaknesses, and help devise their future roles.
- To support the learning from the Volunteer Community Organiser training, provide informal support in putting training into practice, and to build the identity of the volunteer group, the informal weekly sessions hosted by Compass Support for volunteers are an example of good practice which we noted in our first report should be replicated in the other three areas. We understand that these have continued in Castle Vale, Pype Hayes and Birches Green.
- The local focus of the Community Organisers Scheme brings some considerable advantages for this type of community-based intervention. Having a very local focus can help build trust and get the Community Organiser Scheme (and ABIB brand) recognised and trusted:
  - Recruiting locally based volunteers means they have excellent local knowledge and insight, are visible locally and more potentially more likely to be trusted by other residents. They can 'spread the word' about the project even when they are not 'officially' volunteering and this local focus helps to build the identity of the project. The case studies illustrate the importance of the local connections and knowledge of the volunteers

- All volunteers wear an ABIB Community Organiser branded t-shirt and lanyard, which makes them visible in the local area and should help to build awareness of both the project and Ageing Better brand.
  - The Volunteer Community Organisers share their local knowledge with Compass Support for instance about how and where to promote the project, where to hold pop-up cafes, what areas to focus on to target certain groups who may be particularly isolated or vulnerable, or resistant to getting involved.
  - Three Community Organiser volunteers have consistently supported the running of the cafes in Birches Green. Having the same volunteers builds familiarity and trust amongst local residents, who begin to recognise and engage in conversation with them.
- The Compass Support team, as a local community-based provider, brings a number of strengths:
  - The Community Organiser Coordinator had been involved in the ABIB Tyburn Hub for some time prior to taking up the role, so brings prior knowledge of the Programme and Hub
  - The current Network Enabler has good local contacts, highlighting the value of locally recruited staff who know the area and people that live there
  - Compass Support has been involved in the ABIB Programme since its early days so bring this prior knowledge of the wider Programme to project delivery.
- We identified in our first report that the approach taken to promotion of the Community Organisers Scheme as a way of identifying community members who are isolated / lonely is an example of good practice. The project distributes flyers to a very local patch of the estate (a few streets) saying ‘we will be in this area on X date’, visiting on the date specified with the Pop up Café, and repeating this method at regular intervals. This builds a visible presence for the project and helps build confidence and trust amongst residents who may be isolated and lonely (and reluctant to engage). This approach is combined with door-to-door work around the area of the pop-up café (to reach those who may be housebound or very reluctant to come out of their house).
- At the time of our first report, 7 volunteers had been recruited and most lived in and wanted to focus on Castle Vale. Final data shows that 31 effective volunteers recruited, distributed across Castle Vale, Birches Green and Pype Hayes (we note however, that some volunteers have moved on to employment or dropped out over time, so the actual amount of recruitment will be much higher to generate this number of effective volunteers). Castle Vale volunteers now have the confidence to work in other areas (e.g. Birches Green), which is a real achievement for the project and the volunteers themselves.
- There are some incentives built-in to the training for volunteers:
  - Volunteers receive a minimum of one hour of life coaching with the Compass Life Coach
  - Volunteers who want to and have the skills can progress to a Local Area Team Leader, mentoring and coaching other volunteers.
- There are opportunities within the project to progress to take on more responsibility within the wider project confines (so as not feeling too exposed) – one of the case studies illustrates that a volunteer went on to lead some of the Community Organiser activities, and volunteers have gone on to lead a range of other activities as they have grown in confidence including pop-up activities, befriending, work within the local GP practice on Social Prescribing and positive thinking groups at the Sanctuary
- Training feedback day received in May 2019 for induction training (n=23 responses) and safeguarding training (n=15 responses) indicates that volunteer feedback is overwhelmingly positive. In both training sessions, all participants rated all measures as ‘good’ (including training being relevant to needs, training being well organised, participation being encouraged, training met expectations, trainer was effective).

- Compass Support staff think that persistence and showing commitment has enabled trust to be built with residents, which is a success of the project. Again, it takes time to build trust and to start delivering. Feedback from staff is that street outreach can take months to produce positive results – it can involve meeting people several times to build trust and confidence so that they start to attend activities.
- Staff also think that building the ABiB brand has worked well.
- Celebrating the achievements of the Community Organiser volunteers has worked well. The awards evening in January 2019 was attended by around 40 people. Recognition certificates were presented to 14 Community Organisers, and 7 awards were presented to volunteers in different categories.
- There has been learning as the project has evolved from other AB areas. For instance, the Community Organiser project began to use Street Outreach Monitoring Forms (as used in Camden) to capture basic engagement details during street outreach and during Walk and Talk sessions.
- The project has been reactive and responsive to the interests of residents, which is where it has most resonance. One example of this is the planter project which emerged from interest from residents in Birches Green for a gardening project. The Community Organiser project explored collaborations and liaised with Sustrans and managed to source the use of a community garden space within Rookery Park.

## Happy Streets

- Compass Support staff think the Happy Streets concept is a good one and is easily understandable. Everyone can relate to it in some way. Residents are thought to have had a positive response to Happy Streets.
- ‘Kindness’ is a key element of the Happy Streets concept and this is thought by staff to have worked well. The branding has worked well, shaped around a simple and easily understandable and relate-able message.
- There is a real feeling amongst Compass Support staff that Happy Streets has added the most value of all three of the Compass Support projects.
- The branding change (from Good Neighbour to Happy Streets, based on community feedback based on three potential name options) was positive – the name ‘says what it does on the tin’ and has a feelgood factor.
- There are a number of areas of positive synergy between Happy Streets and other projects within the LAP (see the synergy section later in this report).
- Happy Streets has avoided the word ‘ageing’ which is thought by staff to be a positive element of the campaign and has helped people to get involved. This is interesting given the whole ABiB brand – potentially there is learning from the local evaluations to feed into the wider ABiB programme?
- Staff think the Bus Ticket campaign worked well and reached a wide audience on Twitter after somebody re-tweeted it who has over 12,000 followers.
- Free family and other events can bring communities together and get a message of a community feel across to residents.
- Celebrating the achievements of the Happy Streets project has worked well. The awards evening in February 2020 was attended by around 40 people, including staff members. Awards were presented to residents based on nominations received in different categories (community kindness, inspirational neighbour, helping hands, above and beyond, and unsung hero). There were 25 nominations and 17 award winners. Three Community Organisers received multiple nominations for awards.
- It took around one year for the Happy Streets project (and Community Organiser Scheme) to build a connection with Birches Green Primary School – this is a key learning point for projects of a fixed-

length timespan. It takes time to build trust and explain the benefits offered by engagement with the Community Organiser project. The project case study confirms that the school element of the Happy Streets project has worked well and highlights the cross-generational appeal of Happy Streets – staff think Happy Streets is the best platform to bring different generations together. Parents of school children may live in other areas, so staff think the in-school work has helped to ‘spread the word’ about Happy Streets. Compass Support staff think that children, parents and schools have really bought into the Happy Streets brand.

- Working with schools has proved that working in partnership is key to building community awareness of and engagement with Ageing Better.
- A number of school and community sessions took place between April and December 2019, across Castle Vale, Pype Hayes and Birches Green. A total of 374 young people engaged in the Happy Streets campaign. Workshops were run in schools by the Outreach Youth worker to promote neighbourliness and acts of kindness. At the end of each session the young people were encouraged to make a pledge to make their community a better place by helping family, friends and neighbours by showing their kindness – over 250 young people made a pledge and schools were re-visited to present the children with certificates to celebrate their achievements.
- Feedback from a local Headteacher in May 2020 was that the staff who came into school worked well with the children, the children related well to them, and the school children contributed to the sessions well. Children were positive about the Happy Streets project and there were good contributions to the food bank collection.
- In addition, youth-based activities were incorporated into the Happy Streets Roadshow events that have taken place throughout the year and an additional 100 young people were engaged in activities at these sessions.

**Figure 1: Social media and pledge walls relating to Happy Streets in-school work**







- The intergenerational element of Happy Streets has become a key part of the project and is thought to have worked well. This involves young people working with older residents on projects including:
  - **June 17 – 23 National Loneliness Week:** a number of intergenerational activities were arranged by young people including a bake-off activity, a treasure hunt and a bucket and spade day to the Air Show at Weston Super Mare. Over 30 young people and 40 older residents took part in the week-long project
  - **November 1<sup>st</sup> Fishing Project Launch:** through engagement at the roadshow events, a local older resident was supported to work with a group of young people to create an intergenerational fishing project. A taster day took place and as a result of the day the group have been supported to set up a monthly group that is launching in February 2020. This involves older residents teaching local young people how to fish. There are 11 young people booked into the first session and 3 older volunteers are facilitating the session in partnership with the Compass Support Youth Team
  - **December 2019 No One Without:** throughout December 2 local young people and 4 local schools worked with the Community Organisers to identify older residents in the community who were at risk of isolation. Young people and local schools made Christmas hampers including food, a small gift and information about local groups and services and delivered them to their doors in the build up to Christmas. 61 older residents received a hamper and there was also a donation to a local food bank. Over 200 young people donated a food item. 22 young people and 10 Community Organisers gave 10 hours of their time each to make and distribute the hampers.

**Figure 2: Photographs of Happy Streets Intergenerational work**



## Walking Maps

- Five visually appealing maps have been produced which are a useful size for everyday use. General feedback is that residents have responded well to the maps and like them.
- Resident feedback is that having maps in printable format / hard copy is good for those residents who don't have apps on their mobile phone.
- Residents like the points of interest being included in the maps.
- The project used assets-based approaches as far as was practical within the available time and resource. As Sustrans were delivering the Age Friendly Tyburn project, there were 'economies of scale' which made them ideally placed to also deliver the much smaller Walking Maps project. It may have been difficult for the project to have been delivered in isolation. The Walking Maps project could build on community links established for the Age Friendly Tyburn project, which helped to involve residents.
- Food and drink were offered on the walks which made them feel accessible, friendly, informal and appealing.
- The walks in themselves were a positive and uplifting experience for people – taking part in a social activity, getting fresh air and chatting with other people. The walks in themselves had value in getting people out and about and bringing people together.
- On one accompanied walk, a resident who lived outside of the area navigated part of the walk using the Walking Map which built her confidence.
- By going on the walks, residents (and staff) could find out more about their own local area, for instance discovering parks and green spaces that they didn't know existed, and other local areas (e.g. some Castle Vale residents who visited Birches Green and Pype Hayes). The workshops and walks provided a way of meeting other residents, and the walks encourage physical activity.
- The walks also gave residents the chance to see their local area from a different perspective – to think about where seating may be needed, which crossings are hazardous for older people, where visibility may be lower.
- Residents gave positive feedback about the street closure (linked to the Age Friendly Tyburn project). This provided a 'captive audience' of residents, information could be handed out, but crucially, residents were intrigued as to why Yatesbury Road was closed and came along to find out more.
- Local PCSOs got involved with the project and took part in some of the walks.
- The residents who got involved with the project were enthusiastic and keen, and one or two went above and beyond to really help with the project. Sustrans tapped into resident interest in the Age Friendly Tyburn project.
- Residents were very positive about the Sustrans member of staff who led the walks and workshops and felt comfortable with her.

## Happy Streets Environmental

- The HSE project has linked in well with the Community Organisers and Happy Streets projects. The work of the HSE project in Bromford has helped to open the door for the Community Organisers project in that area. Whilst there is a broadly similar scheme in place to the Community Organisers in Bromford (via Big Local) there is nothing like HSE in Bromford, so the HSE project has brought something new to that area.
- The HSE project has tried to give residents the knowledge that they can control things and they aren't passive partners in their local area. However, a challenge remains that at least some residents are

reluctant to report issues to the authorities, and resident engagement with the project has remained a challenge so far.

- Despite these challenges, the project has recruited three residents who have expressed an interest in being part of the Steering Group to take the project forward. These Environment Community Champions have been engaged with the project and have been reporting issues directly to Birmingham City Council. The group want to continue with regular street litter picking. Being a new group, they will require mentoring and support to develop further.
- In November 2019 there was a publicity drive for the project on social media on Facebook, Instagram and Twitter. All the posts had some views and a few had comments. Some posts were tagged in partners' social media sites. A learning point for future projects is to gather data on this sort of social media coverage.
- Partnership working is thought to have gone well within the HSE project, with partners including the Community Organiser project, Happy Streets, with Sustrans (Walking Maps and Age Friendly Tyburn), Castle Vale Community Housing officers, Cycling UK and a local women's group. Working in partnership is thought to have helped promote the HSE project to a wider audience.
- One direct result of the publicity and the outreach work with residents is the establishment of Castle Vale Community Cycling Club which was formed to get people active and engaged in social interactions. The group has got a visible presence on Castle Vale with weekly bike rides. The feedback from the riders is positive in that it has helped to improve their mental and physical wellbeing as well as boosting their self-esteem.
- Regular patch walks with Castle Vale Community Housing Officers have worked in identifying issues. The officers can respond to some issues such as dumped rubbish when it relates to a tenant property, meaning a resolution can be more quickly obtained. Castle Vale Community Housing is going to continue taking on responsibility for smaller patches of land, which is a sustainable outcome for the project.
- Some of the works that the HSE project has contributed to (that we detail in Section 3 of this report) are thought by the project to have made a positive difference in terms of improved safety, aesthetics and positive benefits for some residents. On some streets they have had a direct impact with cyclists as the cycling paths are now cleared and free of hazards. Some wheelchair users have also benefitted from having new/improved drop kerbs at some informal road crossing points.
- Feedback from the project is that HSE has contributed to some aspects of community cohesion via some of the activities such as litter picking where adjoining streets have come together to do litter picking. As a result, residents on these streets are more proactive in keeping their streets clean. Some have also taken up new activities in the community as a result. In some cases, friendships have been forged which are helping to reduce social isolation.

### Cross-cutting issues

- Compass Support leads the ABIB Tyburn Hub, has gone on to be the provider of three of the four projects we have evaluated within the Tyburn LAP, and is also one of the lead organisations for the Erdington Network Neighbourhood Scheme. Without a doubt, the total of the three projects within the LAP has been greater than the sum of its parts – the projects have delivered greater 'Return on Investment' via the synergy between the projects than they would have if a separate provider had been commissioned for each.

## What have been the challenges?

### Community Organisers Scheme

- We noted in our first report that there was more for the ABiB Programme to do to build awareness amongst the Age of Experience group about what members of part of, and to further explore how Age of Experience members can input into LAP projects
- The original plan was that the Volunteer Community Organisers themselves would be aged 50+, but early learning we highlighted in our first report was that involving people in their 50's up to retirement age could be difficult due to work commitments. Residents aged 65+ may not want to be involved long-term, which poses challenges for the longer-term involvement / legacy of the volunteers. A decision was made to expand the ages of volunteers to include people aged younger than 50, who can be involved in the long-term. This was an example of learning into action. The Volunteer Community Organisers will mainly work with isolated and lonely local residents aged 50+; however, volunteers will signpost younger people to support and services as appropriate (but anyone under 50 will not be asked to fill in a CMF).
- In our first report we noted that there were no specific targets set for the gender of the Volunteer Community Organisers and that a consideration may be how to recruit some male volunteers. Most of the Volunteer Community Organisers recruited have been women but the pool does now include a small number of men.
- Both indoor and outdoor pop-up cafes have their value in the intervention. In terms of indoor pop-up cafes, Community Organisers and residents are more engaged if they are held in a neutral indoor space rather than out on the roadside when the weather is poor. Having a consistent, warm indoor meeting place in Birches Green (at Café 600) has encouraged residents and volunteers to engage with the project and ABiB. However, it can take time to identify a suitable indoor space for use by the project. Indoor pop-up cafes also have the benefit of engaging people who did not feel comfortable sitting outdoors where other people could see them. Outdoor pop-up cafes engaged people that would not have gone to an indoor pop-up, and created links between neighbours
- Staff feedback is that pop-up cafes have been difficult to organise. The nature of some of the areas means that a minimum of four people is required, to ensure personal safety (two to run the café and two to door knock). As a result, over time the project has investigated alternative ways to engage with residents.
- The nature of the approach taken by the project (out and about in very localised communities, outdoor pop up cafes, door knocking, street outreach) is highly seasonal / weather dependent. At certain times of the year, street outreach has been less successful due to less residents being out and about and volunteers being reluctant to be outside. There have also been challenges during the summer holiday periods, as some volunteers have family commitments at this time of year and some residents are away on holiday.
- It has been challenging to gain permission for a pop-up stand in the large local supermarket (an issue which also emerged in the Walking Maps project), resulting in missed opportunities to speak to residents doing their Christmas food shopping.
- Door knocking and resourcing pop-up events has at times been difficult to sustain due to the limited number of volunteer Community Organisers available to help.
- Some of the Walk and Talk sessions (partnering with the Happy Streets Environmental project) have been difficult to sustain, partly due to bad weather but also due to lack of available volunteer Community Organisers. This resulted in one of the Walk and Talk groups being cancelled. Community Organisers remain volunteers, so their goodwill and willingness to participate is crucial.

- Staff feedback is that despite the range of activities within the project, for many local people the barriers remain; some do not want to interact with each other. Despite a range of groups and activities being available, and connections made, there are still barriers which prevent some people attending.
- Activities need to be very local, in an area known to residents, linked to the interests of residents and volunteers, and easily accessible to encourage people to attend. We note that the two groups for which ABiB funding has been sought (Knit and Knatterers and Ugly Spud Lunch Club) are deliberately located on bus routes and close to bus stops.
- As reflected by Knit and Knatterers, activities work best when they build on the specific interests and hobbies of volunteers and residents. Both parties feel more motivated to attend and are enthusiastic about the impact they can have.
- Feedback from Compass Support staff is that two years is not long enough to deliver an effective Community Organisers Scheme – to find people, train them, keep them, build their skills and confidence, and top-up the pool as people move on or do not want to take part any longer.

### Happy Streets

- Radio adverts have been harder to engage than anticipated, due to costs and media rules and coverage.
- Receiving nominations has been a challenge and the number of nominations is lower than anticipated. A learning point which the project has implemented over time is to get people to make nominations at events directly, rather than taking the form away with them.
- The biggest engagement challenge experienced by the Happy Streets and Community Organisers projects in Birches Green was the lack of community space to engage with residents. Due to the involvement of Birches Green Primary School with Happy Streets, the school has provided a space for regular coffee mornings which will run for the foreseeable future.
- Whilst feedback from the Headteacher at a local school was positive, it would be helpful to be able to plan in follow-up / regular activity into the school calendar, but this can be difficult for short-term projects like Happy Streets.

### Walking Maps

- There were challenges in the project based on the need to balance differing requirements on the maps and taking into account different people's perspectives and preferences, and differing levels of detail, whilst keeping the maps a work-able size, legible and clear for residents.
- Different residents have different preferences in terms of walking routes e.g. to the supermarket, and routes where they do and don't feel safe. Accompanied walks were in a group during the daytime in the summer months, yet walking somewhere alone, in the dark and in winter, can feel very different and the maps had to try to take this into account as well.
- Some of the areas (e.g. Bromford linked to Big Local) have other maps showing different information. It took some time in the workshops to get an understanding of what different maps show and how the areas shown on maps relate to the same area shown on another map.
- A practical challenge for the workshops and walks is that some people can 'read maps' and see things visually in relation to roads and parks shown, and some cannot.
- We have mentioned differing boundaries elsewhere in this report. There are different boundaries for the Tyburn Hub, this evaluation and the Tyburn LAP, Age Friendly Tyburn and Big Local. This poses challenges for this type of project, particularly one which focuses on maps.
- As with some of the Community Organisers project activity, the walks were weather-dependent.

- Project timings meant that the Easter break occurred at a crucial time and slowed down communication with volunteers.
- Project timings meant that the Walking Maps were distributed towards the end of August and into September. A practical consideration is if possible, it would have been better for the maps to be ready to use for the summer months.
- There were some delays with transport for one of the accompanied walks, which meant that a couple of residents lost interest and didn't participate in the project again.
- The mapping company used by Sustrans was not local which made it impossible to sit down with them and discuss the maps, amendments etc. Liaising with the mapping company took a lot of time and different map iterations.
- The mapping company worked to a strict financial quotation, which is difficult in a community-led project like this one. This gave Sustrans less flexibility in map amendments, whilst balancing the input and preferences of local residents. More flexibility from the mapping company would have helped.
- There was scope for the project to involve more residents (if resource and time had allowed). Some of the walks involved a number of Community Organisers and Compass Support staff (the July 2019 walk involved three or four Compass Support members of staff) and some of the (as one resident commented) 'usual suspects'.
- Residents think there is scope for the project to have engaged with more grassroots community groups, to spread knowledge about the project by word of mouth. We are aware however that resources and time were limited for the Walking Maps project.
- Resident feedback highlighted a few important issues about the local area which could limit the impact of projects aimed at bringing the community together. There is a perception amongst some residents that:
  - There can be a 'territorial' mentality amongst some residents in local areas (who may not be very welcoming to residents from other areas), and also between neighbourhoods within an overall area. This raises wider questions about the extent the four projects could realistically lead to greater integration across Tyburn
  - There can be a lack of community spirit in some of the local areas
  - There can be a lack of interaction between existing and new residents, which can act as a deterrent for newer residents to the area to get involved in activities.
- There were challenges in getting the Walking Maps placed on Birmingham City Council's website, and as far as we are aware, the maps were not shared this way which has meant their dissemination and impact may have been reduced.
- A key challenge for the project is there is no way of knowing the number of maps taken by residents from community venues.
- Survey findings indicate that whilst local impact has been felt for some parts of the community and for those directly involved in Walking Maps events, the Walking Maps project has not become more widely known about. It is important to remember that it was a small project. In addition, the lack of data on uptake of the maps and the limitations with promotion of the maps may well have contributed to this.
- As we note elsewhere, there was a need for improved promotion of the Walking Maps in printable and downloadable format, via links with other community organisations, partners and via social media. A better system was needed to 'root' the maps into, so they could have more of an impact. A practical action would be for this promotion to continue, to enable the project to have some sort of sustainable impact beyond its lifespan. Digital versions of the maps are held by Compass Support and Bromford Together, so these can be promoted and shared in future.

- There is scope for the maps to be updated over time, but it would need to be agreed who would do this.
- We have noted the need to think-through data capture for this sort of project at an early point.
- A practical action would be to obtain an idea of how many maps are leftover and where they are located, so a plan can be made to disseminate these (noting that the Walking Maps project is finished).

### Happy Streets Environmental

- Feedback from Compass Support is that whilst it was the correct idea to change the name of the project from Care and Repair to Happy Streets Environmental, the branding isn't perfect – the environmental part is less intuitive for residents to understand (some may think it relates to recycling or air pollution). Of the four projects, the nature of the HSE project is probably the least 'exciting' for residents and is the most difficult for the project name to say, 'what it does on the tin'. As such, it is probably the least easy of the four projects for residents (and partners) to understand and relate to.
- Compass Support staff report there was some initial confusion between the HSE project and Age Friendly Tyburn project. In the early days it felt as if there was duplication between the two projects. This highlights the challenges of new projects coming into the area at one time, on top of existing provision.
- Project feedback is that as most of the other projects were already started by the time HSE began, it felt like a bit of a bolt-on – with hindsight, it may have been better if all four projects had launched together. In addition, some of the other projects may have dominated meaning that HSE did not get the publicity or support it needed from residents.
- As there is one key member of staff who leads the HSE project, when they are on leave, activity levels reduce.
- As with the other projects within the LAP, quite a lot of the activity within the HSE project is weather-dependent. It is difficult to maintain resident involvement in outdoor activities during cold and poor weather.
- A key aim of the project was to encourage and enable residents to report issues directly themselves. However, an ongoing challenge is that at least some residents are reluctant to report issues to the authorities. This may well limit the sustainability of the project beyond its lifespan
- Engaging residents in the HSE project has been an ongoing challenge noted in the monthly reports at the start of the project, and in more recent reports. The challenge has been ongoing over the project's lifespan.
- The approach adopted for the HSE project was to empower citizens to continue to play an active role in creating an age-friendly environment beyond the lifespan of the project. However, the project has struggled to attract non-engaged residents to set up a Steering Group to continue the legacy of the project. We understand that three residents have expressed an interest in being part of this group. This indicates that future sustainability of the project may well be limited. This group will need support and mentoring to take any work they do forward.
- The main focus of the project has been in Castle Vale, and this is where engagement has been highest. Engagement with residents has been lower in Birches Green and Pype Hayes. Bromford was not a main focus for the HSE project.

- Just 3 issues have been logged via the Fix My Street App. The App was not suitable for this project as it would not be possible to identify if reports were as a direct result of the project. There is learning here about the use of this sort of technology for a project like this.
- Having the HSE project office based in the Compass Support offices at The Sanctuary may be somewhere that people don't naturally gravitate to. Another location may have generated more footfall to increase awareness of HSE.
- We conclude that there is limited evidence of sustainable outcomes for the HSE project.

### Cross-cutting issues

- There was perceived to be a lack of clarity about Ageing Better and the Tyburn LAP projects amongst partners and other stakeholders at the start of delivery
- Learning from the local evaluations should feed into the ABiB programme wide evaluation e.g. learning from Happy Streets is that the word 'ageing' is avoided as it has negative connotations, people won't want to identify with it and people don't see themselves as old.
- Loneliness and isolation have been a national policy priority in the last 2-3 years, so there is resonance between the work of the Tyburn LAP and national messages which help get the issue on people's radar.
- In a way, the projects have ended up working within local communities within the broad four areas where they are most needed – it has happened organically but it does take time. This is difficult to balance alongside more prescriptive project commissioning and reporting of KPIs and outputs. It also raises challenges for the evaluation for these sorts of projects (for instance, the pre and post survey is too broad in focus and has not picked up local nuances). There is learning here for future project delivery and for future project evaluation.

## 3. Progress against key outcomes for Tyburn ward for older residents (summative learning):

- Increased community connections
- Increased community cohesion
- Increased sense of belonging / sense of community
- Reduced social isolation and loneliness
- Enable residents to play a more active role in the local community (active citizenship)
- Increased sense of neighbourliness
- Increased integration across Tyburn Ward
- Improved wellbeing

### Community Organisers Scheme

- The key outcomes to be evaluated for the Community Organisers Scheme are as follows:
  - Increased community connections in the Tyburn Ward
  - Increased community cohesion in the Tyburn Ward
- We also include in this section our evaluative assessment of the impact the project has had on:
  - Reduced social isolation and loneliness
  - Enable residents to play a more active role in the local community (active citizenship)
  - Increased integration across Tyburn Ward



- Improved wellbeing.
- One of the main ways of measuring outcomes for the Community Organisers Scheme was the use of CMF questionnaires. However, as noted, returns for these are low. Final project data for March 2020 indicates that 28 CMF baseline questionnaires have been completed for the project. For three of these, follow up stage 1 data (6 months after entry) is available, which is too low a number to enable any robust analysis over time. There is no follow-up stage 2 data (end of project / end of involvement) available. The CMF questionnaires have therefore had limited use in providing localised project data on impact and outcomes, and a learning point is for the national evaluation to consider how well-suited this type of standardised data collection is for a project like the Community Organisers.
- In the absence of CMF data, we use other data from the evaluation to inform our judgements about the key outcomes of the project.
- The project has reported progress to BVSC against KPIs every month. Final data from these returns was reported in March 2020. Figure 3 indicates that of the target of 40 effective volunteer Community Organisers, 31 have been recruited by the project. This is lower than the target set, but the project has really focused on identifying, training and retaining high quality volunteers (having a smaller, dedicated and effective team of Volunteer Community Organisers is more effective than a larger pool of less committed and able volunteers).
- In our first report we included early feedback from the Volunteer Community Organisers about the positive impact they think being involved in the project was having on them as individuals. All the volunteers we spoke to at that point thought being involved has had a positive impact on them. Benefits the volunteers reported include:
  - Feeling happier
  - Feeling less isolated / being out and about more
  - Being able to chat to others about their involvement in the project
  - Having a sense of purpose – a reason to get out of the house
  - Feeling positive from helping others
  - Increased self-esteem
  - One volunteer commented, *'Build our confidence and build others' confidence'*
- This is a very positive outcome of the project and contributes to a number of the project's desired outcomes.
- Feedback gathered from Volunteer Community Organisers in May 2020 (via an online feedback form) collected evidence on the impact being involved in the project has had on them and the impact they think the project has had on the community. 10 Volunteer Community Organisers responded out of 22 who were sent the form. Volunteers had been involved in the project from 5 months to two years, with most being involved for over one year. The key findings relating to impact on the Volunteer Community Organisers themselves are:
  - The main things the volunteers will personally take away from being involved in the project are:
    - Friendship / support from group (7 comments)
    - Increased confidence (5 comments)
    - Meeting new people / getting out and about (5 comments)
    - Making a difference to the community (5 comments)
    - Supporting one another (1 comment)
    - Better communication skills (1 comment)

- Volunteering for other things (1 comment)
- Meeting other volunteers and learning from them (1 comment).
  
- Anything good which has resulted from the project which the volunteers weren't expecting:
  - Improvements to volunteers' mental and physical health and wellbeing (2 comments)
  - Friendships (1 comment)
  - Confidence (1 comment)
  - Appreciation from community via befriending (1 comment)
  - Completed Health and Safety course (1 comment)
  - Bringing people together (1 comment).
  
- What have volunteers gone on to be involved with as a result of taking part in the project:
  - Gone on to be involved in other voluntary activities (4 comments)
  - Involvement in other Community Organiser / Ageing Better activities (2 comments)
  - Employment due to increased confidence (1 comment).
  
- We asked volunteers to describe in one sentence what being involved in the project has meant to them. Their powerful comments are below:
  - 'Being able to be myself, not feel ashamed of my mental health'*
  - 'A real sense of wellbeing and pride in what I've achieved as a Community Organiser'*
  - 'It's given me a purpose in life again, helped me to find me again'*
  - 'I mostly joined to help myself and my anxieties but along the way it became about meeting new people, making friends, helping others and just having fun'*
  - 'Changed my outlook on life for the better'*
  - 'Everything'*
  - 'Independence. If I put my mind to something, I can achieve it'*
  - 'It has meant so much to me on a personal level and helped me so much. I talk to a lot more people and more of my own neighbours too'*
  - 'Everything'*
  - 'Love being a volunteer. It's made me a stronger person in myself and more confident in meeting and talking to others'*
  
- Volunteer Community Organisers think that the main benefits of the project to people in the community have been:
  - Knowing people are there to help / you are not alone (4 comments)
  - Meeting other people / bringing people together (4 comments)
  - Getting people involved in groups and activities (2 comments)

- Helping mental health (1 comment)
- *'I've seen vulnerable people leave with a smile on their face and it's always worth it'.*
- The key findings relating to specific examples of positive impact on the community from the Volunteer Community Organisers perspectives are:
  - Being there for people to talk to (in person or on the phone) (5 comments)
  - Being someone people can confide in (1 comment)
  - Supporting a pregnant lady to access information and support and helping her settle (1 comment)
  - Taking a lady out who hadn't been out for two years (1 comment)
  - Enabling a lady to get to a café by collecting her (1 comment)
  - Encouraging a lady to join another group and increasing her independence (1 comment)
  - Help someone get a new bus pass so they can travel by bus again (1 comment).
- What the Volunteer Community Organisers have learned about working with people in the community who are lonely and isolated is:
  - People need someone to talk to / confide in and are grateful for the support they get (5 comments)
  - People love talking about past times and sharing their experiences - we can learn from them too (2 comments)
  - Groups can really help change how someone is feeling / not being alone (1 comment).
- Interestingly, Table 3 highlights the number of volunteers to recruit in order to yield an 'effective' pool – 72 out of the target of 160 volunteers have been recruited, which is lower than the target set. Of this 72, just under 1 in 2 have gone on to become an 'effective' volunteer. There will have been benefits to this larger group of 72 volunteers which should have had a positive impact related to the desired outcomes of the project.

**Table 3: Volunteer Community Organiser recruitment (final data, March 2020)**

|  | Contract total required | Cumulative Total |
|--|-------------------------|------------------|
| Number of Community Organisers recruited           | 160                     | 72               |
| Number of effective Community Organisers recruited | 40                      | 31               |

- Table 4 indicates that the targets for recruiting effective volunteer Community Organisers were deliberately weighted against Castle Vale (given that Compass Support are based there, are well known in the local area and there was considerable community infrastructure already in Castle Vale). However, Castle Vale is over-represented in these figures (16 volunteers vs the target of 4) but focusing on Castle Vale initially did provide vital momentum to getting the project mobilised. Ten volunteers are from Birches Green, 5 are from Pype Hayes and there are none from Bromford. As noted earlier, there are a range of reasons for this including the presence of an active Big Local scheme within Bromford. A positive outcome of the project is that a number of volunteers now have the confidence to work outside of their 'own areas' which they were reluctant to do at the start, which shows the impact of the project on their confidence and self-esteem. This also contributes to

the outcome of integration across the Tyburn Ward. We also note elsewhere in this report examples of volunteers leading activities independently of the Ageing Better team.

- The number of effective volunteers is lower than the target set at 31 vs the target of 40.

**Table 4: Distribution of ‘effective’ volunteer Community Organisers (final data, March 2020)**

|               | Contract total required | Cumulative Total |
|---------------|-------------------------|------------------|
| Castle Vale   | 4                       | 16               |
| Birches Green | 12                      | 10               |
| Pype Hayes    | 12                      | 5                |
| Bromford      | 12                      | 0                |

- The project has delivered 33 training courses and 72 coaching sessions during its lifespan. This includes formal training (e.g. volunteer induction and safeguarding, befriending) along with more informal group sessions (which were being held weekly with volunteers) and one-to-one coaching and support when needed. This is a considerable amount of input into the local community which will contribute to a range of the project’s desired outcomes for those taking part. The case studies highlight the positive impact of coaching and support on individuals involved with the project.
- We note elsewhere that induction and safeguarding feedback from those taking part in training is overwhelmingly positive. We noted in our last report that there was scope to improve the training evaluation feedback to include not just views about training delivery and content, but also some outcomes of changes in individual wellbeing for the Volunteer Community Organisers themselves. This has not been added so this data is not available.
- The training and coaching figures indicate the level of initial training that is needed to yield a pool of effective volunteers, along with the work and momentum involved in providing ongoing support and capacity building to the volunteer pool. It also needs to be remembered that the project has to invest time training volunteers who for a range of reasons do not move to the ‘effective’ pool of volunteers – this is important input that it is easy to forget about when looking at the raw numbers. It also means that benefits to volunteers of taking part in the project are not just an outcome for effective volunteers – those that took part for some of the time will also have gained new skills and met new people.
- We know that one of the volunteer Community Organisers moved on to take up a paid role with Compass Support, and other volunteers have applied for paid work with Compass Support. Compass Support report that 45% of the volunteer Community Organisers have gone into paid work of various types, with some of those going into caring work. These are very positive and sustainable outcomes for the project. The case studies mention the growing confidence of volunteers which is being used by the individuals to explore employment opportunities.
- The number of volunteers going into paid work also highlights a challenge for projects like this – the need to replace them within the volunteer pool, which takes more time, resource, training and support.
- We noted in our last report that there are no targets set for the number of beneficiaries / residents the project works with. Whilst we have a wealth of anecdotal evidence of impact, we have not seen data on the number of residents the project has engaged with. The final estimate from Compass Support at the end of the project is that the Community Organisers project has engaged with between 4,000 to 5,000 residents, including weekly door knocking, weekly café pop-ups, regular coffee clubs and the Happy Streets events in which the Community Organisers were heavily involved (from promoting events to assisting in hosting events).

- In terms of sustainable outcomes some examples are:
  - Our first report highlighted some early anecdotal feedback from Volunteer Community Organisers and Compass Support that the project was starting to have an early impact on people who are isolated and lonely. The project was starting to link individuals in the community to the project itself, as well as linking up individuals within the community.
  - Two applications were submitted by volunteer Community Organiser-led groups in November 2019 (supported by the Hub Network Enabler) who met through volunteering as Community Organisers, for ABiB Network funding to set up two groups: Knit and Knatterers and the Ugly Spud Lunch Club. Both activities use the empathy and insight of the volunteers to run activities for isolated and lonely older people within the community. Knit and Knatterer is a weekly knitting club at a local café where participants can learn or re-visit a skill, get out of the house, and meet other people for a drink and a chat. The estimate is that 20 people (some new, some existing) will be part of the group. The Ugly Spud Lunch Club is a weekly lunch club at a local Church hall and kitchen, giving people the reason to get out of the house, eat a decent meal with other people, and meet new people. Residents can also get involved in running the club if they want to. In both groups, the volunteer Community Organisers can also signpost people to other activities they may enjoy. The estimate is that 50 people (some new, some existing) will be part of the group. These funding applications are tangible examples of the confidence that has built amongst volunteers and is part of the longer-term legacy and sustainability of the project.
  - The final monthly reports for the Community Organisers project (January to March 2020) highlight that the Ugly Spud Club was successfully launched in January 2020 with 21 people attending. Four lead volunteers were supported by Compass Support to obtain their Food Hygiene Level 2 certificates. Risk assessments have been carried out, volunteers training and insurance status checked. Plans were being developed to work with young people in the running of the Club.
  - The lead volunteers for the Ugly Spud Club and Café 600 have taken over responsibility for both groups and are confidently facilitating both sessions – this is a very positive outcome and an example of the longer-term legacy and sustainability of the Community Organiser project.
  - The confidence of the volunteer Community Organisers has grown over time and this confidence and their developed skills will remain beyond the lifespan of the project. One example is noted in the project’s impact log from April 2019, whereby a volunteer had developed enough confidence to work with the local Youth Team on an intergenerational project in a local school and provided a young person with support around their mental health issues. The case studies powerfully highlight the growth in confidence of volunteers, which links to a range of higher-level outcomes.
  - Compass Support staff note in the February 2020 monthly reports for the project that Community Organiser volunteers are skilled in facilitating groups independently of Ageing Better staff – again, this is a very positive outcome and an example of the longer-term legacy and sustainability of the project.
  - Volunteer Community Organisers manage a project running indoor community coffee mornings within local supported housing blocks. This is another example of the longer-term legacy of the project. Towards the end of the project, volunteers have been successfully facilitating the One Sugar Please café sessions at The Sanctuary, where residents of all ages can meet and chat over a drink and biscuit, or homemade soup for lunch prepared by volunteers.
  - As noted, volunteers are involved in befriending, so have successfully built links to other health projects and are beginning to have a wider impact beyond this specific project.

Final project feedback from Compass Support is that 15 clients have been supported by the befriending element of the project.

- During June 2020 we interviewed one elderly local resident who is receiving support from the Befriending Service. Social Services introduced the service to her, as she lives alone and had fallen at home a few times, ending up at A&E. She could only go out of the house if someone went with her and was able to take her walker, so she became housebound. She receives care at home. She originally used the weekly face-to-face Befriending Service at home (two befrienders would visit weekly). Since lockdown, this service has evolved into a telephone service with the two befrienders keeping in touch by phone every week, popping round to leave prescriptions on the doorstep and even coming round to put ant powder down outside the house when needed. During lockdown, the resident has been practising walking in her garden with her walker, and building her strength and confidence back up, spurred on by the befrienders planning to take her out for regular walks once possible. The resident thinks there is a need for more activities for older people at The Sanctuary (previously there were some activities e.g. sitting down Zumba and sitting down Tai Chi but both are no longer available). In terms of impact, the resident commented, *'You feel as though you've made two new friends, and you don't make many friends as you get older'*. The main positive impacts of the Befriending Service are:
  - The resident feels less isolated – she sees / speaks to someone regularly but also finds out from these chats what else is going on locally, so she feels more involved in the community
  - It is something to look forward to every week (by phone or in person) and becomes part of your routine
  - The resident is motivated to build her strength up and improve her balance by walking in the garden, so she is ready to go out for walks with the befrienders when this is possible. This provides physical and mental health benefits
  - Her falls have reduced - this is the longest the resident has gone without a fall
  - Lockdown would have meant that the resident wouldn't see anybody, as her niece wouldn't be able to visit the house. Telephone befriending (and the practical support the befrienders provide) has proved to be a real lifeline during this period.
- As noted, volunteers are involved in the GP surgery Social Prescribing Scheme, so have successfully built links to other health projects and are beginning to have a wider impact beyond this specific project. Final project feedback from Compass Support is that 104 patients have been supported or signposted by Volunteer Community Organisers during the GP surgery-based Social Prescribing Scheme. Feedback from a GP in the practice highlights that the impact of this scheme has been as follows:
  - There were fewer queries for GPs from reception staff about what wider support is available, saving GP time
  - There were fewer queries for reception staff from patients about what wider support is available, saving their time
  - GPs and reception staff could signpost to the volunteers, saving their time and ensuring that patients received support
  - Surgery staff become more aware of the other (non-Sanctuary specific) services available to patients
  - There was positive patient feedback about the scheme (anecdotal rather than formal)

- The GP thinks there has been a reduction in social isolation and loneliness, with more support being offered to lonely and isolated patients
    - The GP thinks there was improved health and wellbeing for residents.
  - Community Organiser volunteers have been involved in the Christmas Hamper project, working closely with 6 local schools. For instance, pupils at Birches Green Infant School had been collecting food items for the hampers being created for the No-one Without project. Children at the school Christmas Fayre helped create the hampers using donated items. In total, 70 hampers were created and delivered. The food box stations and hamper delivery has been extended to all-year-round.
  - The Castle Vale Community Organisers ran weekly outdoor coffee clubs from May to September 2019, which were planned, coordinated and managed entirely by the volunteers. This activity should be sustainable beyond the lifespan of the project.
  - Weekly 'Walk and Talk' sessions began in June 2019 in Birches Green and Pype Hayes, comprising Community Organisers and staff. These activities enable conversations with local residents whilst out and about in the local area.
  - Based on learning over time that community activities work best in poor weather when there is an indoor venue for residents to go to, efforts were made to source an indoor Winter venue. Café 600 was identified as the venue and weekly community cafes at Café 600 have been led by volunteer Community Organisers since October 2019. Knit and Knatter, and dominoes and card games are available. Café 600 has gone on to feature strongly in the Knit and Knatterers Ageing Better funding application, led by Community Organisers (see elsewhere in report for details).
  - There are powerful examples of individual impact noted in the project's Impact Logs (contained from February 2019 onwards with the monthly returns). One example relates to a gentleman who was very isolated and grieving, only having contact with a Support Worker once a week, and was initially referred to the Befriending Service, became a volunteer Community Organiser and got involved in door-knocking, leafleting and pop-ups. From that, he has gone on to other volunteering opportunities beyond the project. One member of staff commented, *'It has been a journey that has led him into a new lease of life'*.
  - The Community Organisers project was provided with a case study template by MEL Research. Four case studies have been prepared for the project to date and these are presented further below. These highlight the impact of the project on both the individual volunteers and the wider community. We have woven the key learning points from these case studies into the relevant sections of this report.
  - The February 2020 monthly report for the project notes that there is a growing awareness of Ageing Better activities in Birches Green and a growing sense of trust amongst the local community, because of the project's ongoing involvement in that area.
  - The general feeling from Compass Support staff is that two years is not long enough for a project like the Community Organisers. It needs a longer lifespan to become more sustainable.
- Compass Support has built a lot of learning about safeguarding and GDPR training as a result of the three projects – this will inform how Compass Support deliver this sort of work with community groups in future.
  - Despite these positive indications of sustainable outcomes, the post survey reveals that wider knowledge of the Community Organiser project amongst the residents we interviewed in the survey is low, at 3% amongst the over 50 cohort. This is higher than awareness amongst the under 50 cohort

(1% say they have heard of the project). This indicates that whilst local impact has been felt for localised parts of the community and for the volunteer Community Organisers themselves, awareness of the project has not yet become more widespread. An even smaller number of residents we interviewed said they had been involved with or used the project.

## Community Organiser Project Case Studies

### Case study 1:

**Q2. Please provide brief information about the individual or group that is the focus of the case study and say how they were involved with the project:**

A very anxious and nervous character, with very low confidence. They became a Community Organiser 12 months ago. Very little input to the project as they were a nervous character and not confident in talking to anyone.

**Q3. Thinking about the impact of the project, can you provide one sentence about how the project has had an impact on the individual or group which is the focus of this case study, for each of the following outcomes: (NB: if any outcomes are not relevant please write N/A)**

**Increased community connections:**

Most definitely, this person has reached out to help and assist others within the community.

**Increased community cohesion:**

Through their gained confidence, this person has been able to deliver messages positively.

**Increased sense of belonging / sense of community:**

They have peaked in confidence because of the group and its guidance.

**Reduced social isolation and loneliness:**

This person now encourages others to talk to each other in public places.

**Enabling residents to play a more active role in the local community (active citizenship):**

Wherever this person is, they will recommend any activities/ groups/ projects, anything to promote positivity and encourage wellbeing.

**Increased sense of neighbourliness:**

Most definitely.

**Increased integration across Tyburn Ward:**



And further afield as this person lives outside the Tyburn area yet benefits thoroughly from this project that they couldn't leave.

**Improved wellbeing:**

Not only their own, but others.

**Q4. What do you think it is about the project that has made a difference to the individual or group that is the focus of this case study?**

It has massively improved their own wellbeing, as doing the project has led to them being on multiple courses and improved their confidence so much that they are now encouraged to seek part time employment.

**Q5. Do you think the difference made by the project to the individual or group will be sustainable in the longer-term? If no, what would help it to be sustainable?**

Most definitely. The impact of this group has given this person a sense of purpose and something to look forward too. Without this group I believe they would be in the same cycle that they were in a year ago.

**Q6. What worked well about the project, for the individual or group that is the focus of this case study?**

The guidance and the people within the project have helped this person grow. The positivity and support have helped this person not to worry about the little things and give them a sense of direction.

**Q7. And what didn't work so well?**

N/A

**Q8. What main thing have you learned about the project, from this case study?**

That the programme has given people a sense of having a purpose and playing a vital role within the community. It shows that an isolated person with low self-esteem has grown in confidence to be able to go attend work related courses and speak to people within the community, to guide people to support, just like they were shown.

Compared to how this person was at the start of the programme, the turnaround has been amazing, and significant. So significant that this person has recently been appointed the lead Community Organiser of an activity on a weekly basis.

**Q9. Have there been any links with other projects (e.g. Community Organisers, Happy Streets, Happy Streets Environmental, Age-Friendly Tyburn) which have helped the project to have an impact on this individual or group?**

The Happy Streets project has really helped this person, as this person has really bought into the project to build a friendlier community, to engage with others and help others do the same. Their confidence grew when they discovered the many of simple advantages of this project when they were promoting the project within sheltered accommodation.

**Q10. Please add any other comments you want to make below:**

Especially since the Happy Streets project, this person has reduced their own isolation and felt a part of the community. They feel as they have been supported so much with their journey, that they are now ready to give some support back to others.

**Case study 2:**

**Q2. Please provide brief information about the individual or group that is the focus of the case study and say how they were involved with the project:**

XX is a Community Organiser volunteer who has made a considerable contribution to Ageing Better projects in Birches Green, taking part in door knocking, street outreach, Walk and Talk sessions, the Community Café 600 and new Ugly Spud Club.

XX has family living in the Erdington and Birches Green area and is a busy parent who has a school age son with additional needs.

XX feels that she would like to give something back to her community and says that she would like to become an aspirational role model, proving that early disadvantage in life can be overcome and full potential reached.

**Q3. Thinking about the impact of the project, can you provide one sentence about how the project has had an impact on the individual or group which is the focus of this case study, for each of the following outcomes: (NB: if any outcomes are not relevant please write N/A)**

**Increased community connections:**

XX has an affinity with older people and also knows many people in the Birches Green area, connecting people, encouraging residents to join Ageing Better activities and creating links between friends of all ages in the area.

**Increased community cohesion:**

XX has helped create a warm, welcoming environment in Café 600 and the Ugly Spud Club, ensuring that everyone has someone to talk to, also organising wellbeing activities to boost mood and raise self among those attending. This has resulted in an inclusive environment which is encouraging residents of all ages to attend.

**Increased sense of belonging / sense of community:**

XX uses her strong sense of community to make everyone attending both Spud Club and Café 600 feel part of a community.

**Reduced social isolation and loneliness:**

XX's contribution as a volunteer is helping reduce isolation in those attending Ageing Better activities in Birches Green.

**Enabling residents to play a more active role in the local community (active citizenship):**

XX has introduced her sister to Ageing Better. XX has also faced challenges in her life and inspired by her sister, has become part of the Community Organiser team in Birches Green to give back to her community and encourage engagement in Ageing Better activities.

**Increased sense of neighbourliness:**

With her sister, XX is encouraging an inclusive and tolerant environment in Birches Green Ageing Better projects.

**Increased integration across Tyburn Ward:**

N/A

**Improved wellbeing:**

XX has faced considerable challenges in her life and found that the passing away of her grandmother, to whom she was very close, affected her greatly. XX reports that volunteering with Ageing Better and concentrating on helping others has supported her in starting to come to terms with this enormous loss.

**Q4. What do you think it is about the project that has made a difference to the individual or group that is the focus of this case study?**

Taking part in all Birches Green Ageing Better activities is giving XX and her sister a sense of achieving positive change in the Birches Green area, encouraging them both to feel empowered and confident in moving towards future paid employment.

**Q5. Do you think the difference made by the project to the individual or group will be sustainable in the longer-term? If no, what would help it to be sustainable?**

The difference will become sustainable as XX and her sister become increasingly confident in leading on both Café 600 and the Ugly Spud Club, with help and guidance from Ageing Better.

**Q6. What worked well about the project, for the individual or group that is the focus of this case study?**

As with other Birches Green volunteers, flexible volunteering roles tailored to individual strengths and interests have allowed XX and her sister to flourish. They are both committed to the idea of self-development and positive self-esteem boosting wellbeing activities. Some of these have been introduced to Café 600 and have been well received by those attending, especially as taking part in these fun activities has not been obligatory.

**Q7. And what didn't work so well?**

Family commitments have meant that XX and XX cannot always volunteer so we need to find more volunteers to take over their group lead roles if they are unable to attend for any reason.

**Q8. What main thing have you learned about the project, from this case study?**

We have learnt that Ageing Better can reach out to volunteers of all ages and make positive changes to their lives, allowing them to explore new challenges and ideas and develop as a result.

**Q9. Have there been any links with other projects (e.g. Community Organisers, Happy Streets, Happy Streets Environmental, Age-Friendly Tyburn) which have helped the project to have an impact on this individual or group?**

Linking Ageing Better with Happy Streets helped XX to develop activities with intergenerational appeal at Café 600 and this will continue with the Spud Club.

**Case study 3:**

**Q2. Please provide brief information about the individual or group that is the focus of the case study and say how they were involved with the project:**

XX is a lady in her late 50's, currently on benefits due to recovering from a stroke and living in a socially isolated environment in a block of flats.

When XX started to volunteer as a Community Organiser, she said that she felt shy and lacking in confidence. She did however start to participate in the weekly Walk and Talk in Erdington sessions and also helped with leaflet dropping and door knocking in Birches Green.

**Q3. Thinking about the impact of the project, can you provide one sentence about how the project has had an impact on the individual or group which is the focus of this case study, for each of the following outcomes: (NB: if any outcomes are not relevant please write N/A)**

**Increased community connections:**

XX has developed skill in opening conversations with people and as a result, residents that she has connected with through street outreach in the summer months are starting to engage with the new weekly Community Cafes in Birches Green.

**Increased community cohesion:**

The street outreach work done by XX where she invites residents to join in with Ageing Better activities is helping the local community become more aware of opportunities to socialise and enjoy spending time together.

**Increased sense of belonging / sense of community:**

XX has developed a strong sense of belonging to a team through her volunteer work and supports her volunteer colleagues by encouraging them and supporting them where needed.

**Reduced social isolation and loneliness:**

XX reports that volunteering gets her out of her flat and reduces her sense of isolation.

**Enabling residents to play a more active role in the local community (active citizenship):**

XX finds making community connections, meeting people and inviting them to join in with Ageing Better activities has helped her feel more active in her community

**Increased sense of neighbourliness:**

N/A

**Increased integration across Tyburn Ward:**

N/A

**Improved wellbeing:**

XX says that walking during street outreach helps her physical health and social connections she makes while volunteering helps her emotional wellbeing by reducing feelings of isolation.

**Q4. What do you think it is about the project that has made a difference to the individual or group that is the focus of this case study?**

XX reports that she feels more confident and able to take on more challenges. She is now optimistic about getting back into work and has used the skills gained through volunteering to update her CV. She is starting a training course in care work and says she feels strong enough physically and mentally to focus on success in finding work after the course has finished.

**Q5. Do you think the difference made by the project to the individual or group will be sustainable in the longer-term? If no, what would help it to be sustainable?**

N/A

**Q6. What worked well about the project, for the individual or group that is the focus of this case study?**

The flexible volunteering roles tailored to individual strengths and interests have allowed XX to take part in activities that have developed her naturally friendly and polite communication style, helping her grow in confidence.

**Q7. And what didn't work so well?**

N/A

**Q8. What main thing have you learned about the project, from this case study?**

The current Community Organiser volunteer model with its flexible roles has helped XX feel in control and not pressured or stressed to commit to something she cannot sustain. As a result, she has discovered that she can begin to take on new challenges without damaging her physical or mental health.

**Q9. Have there been any links with other projects (e.g. Community Organisers, Happy Streets, Happy Streets Environmental, Age-Friendly Tyburn) which have helped the project to have an impact on this individual or group?**

XX has enjoyed bringing Happy Streets into street outreach as it has made it easier for her to open conversations with people.

**Case study 4:**

**Q2. Please provide brief information about the individual or group that is the focus of the case study and say how they were involved with the project:**

Birches Green Infant School is situated on the Birches Green estate where high levels of loneliness and isolation in older people have been reported. Birches Green lacks a central community focal point and the area is a mix of owner occupied and rented accommodation where neighbours frequently do not interact and prefer to keep a low profile so as not to attract attention. Distrust between generations living on the estate exists and there is little intergenerational contact between neighbours.

Ageing Better Community Organisers created links with the Infant School to raise awareness of the Ageing Better programme and work on joint projects to reach out to older residents in Birches Green and reduce social isolation. The Headteacher is passionate about the benefits of intergenerational projects with the opportunities for younger and older people to enjoy being together and learning from each other and is keen to work with Ageing Better Community Organisers.

Joint projects have included parent coffee mornings where grandparents and older members of the community have been invited to foster community cohesion and kindness. Community Organisers have also attended Summer and Christmas Fayres and have been able to publicise activities for older people. Ageing Better has also worked in partnership with Happy Streets and the school to promote acts of community kindness. Families attending the school have been inspired this partnership and although 60% are classified as working but on a tight budget or 'Just About Managing', they have contributed generously to food hamper contributions for disadvantaged households in the area.

The school has also worked with Community Organisers on plans for intergenerational gardening activities with future plans for consultation with both children and older residents about a new community garden in the nearby Rookery Park, also helping to plant and tend new planters, funded by Sustrans and situated in Fir Tree Road outside the school.

The school is also working towards an Artsmark award, which helps build children's resilience, confidence and creativity through arts and cultural education. As part of this award, the school is working with Community Organisers on an intergenerational springtime art and craft project which will hopefully result with children and older residents working together to plan and create a variety of artistic creations.

**Q3. Thinking about the impact of the project, can you provide one sentence about how the project has had an impact on the individual or group which is the focus of this case study, for each of the following outcomes: (NB: if any outcomes are not relevant please write N/A)**

**Increased community connections:**

Working with the school has allowed Community Organisers to make effective contact with more families living in the area and has helped raise the profile of Ageing Better which has encouraged individuals who are 'community connectors' to engage with confidence in the projects promoted by Ageing Better.

**Increased community cohesion:**

The school acts as a community focal point where Community Organisers have been able to engage with a wide and diverse cross section of the community and encourage them to come together for community functions and projects, thereby helping create a greater sense of community in the area.

**Increased sense of belonging / sense of community:**

The joint projects between community organisers and the school are designed to help older people in the area feel included and valued and also bring older and younger people together and encourage understanding between generations.

**Reduced social isolation and loneliness:**

In an area where lack of a community building makes it hard for older people to socialise, the school, working with Ageing Better, is providing a space where older generations can attend events and feel welcome.

**Enabling residents to play a more active role in the local community (active citizenship):**

Community Organisers work with the school to encourage active citizenship in children attending the school, especially through joint working on the Happy Streets programme. Parents at the school are also being inspired to help promote kindness and understanding, especially towards older members of the community

**Increased sense of neighbourliness:**

Through attending parent coffee mornings at the school, Community Organisers have been able to promote kindness and looking out for neighbours and the generous food donations provided by families are one example of an increase sense of neighbourliness.

**Increased integration across Tyburn Ward:**

N/A

**Improved wellbeing:**



Activities planned by the school and Community Organisers including gardening and coffee mornings help reduce isolation and are good for mental health.

**Q4. What do you think it is about the project that has made a difference to the individual or group that is the focus of this case study?**

Ageing Better Community Organiser joint working with the school has maximised opportunities for reaching out to local families and older residents. The school has helped increase the profile of Ageing Better and Community Organiser promotion of kindness, and the benefits of intergenerational contact has added value and enhanced work done by the school.

**Q5. Do you think the difference made by the project to the individual or group will be sustainable in the longer-term? If no, what would help it to be sustainable?**

Adding value to intergenerational work carried out by the school could be sustainable in future if Community Organiser volunteers continue to be recruited. Sufficient funding to train and supervise volunteers would be essential to the continuation of this work.

**Q6. What worked well about the project, for the individual or group that is the focus of this case study?**

The Headteacher of the school is committed to encouraging community cohesion and Ageing Better has had the staffing and time to form good working relationships with the school, also funding to contribute to projects.

**Q7. And what didn't work so well?**

Building successful relationships with the school has taken time as it was necessary to build trust and take time to explain the benefits offered by engagement with the Ageing Better Community Organiser programme.

**Q8. What main thing have you learned about the project, from this case study?**

Working with the school has proved that working in partnership is key to building community awareness of and engagement with Ageing Better.

**Q9. Have there been any links with other projects (e.g. Community Organisers, Happy Streets, Happy Streets Environmental, Age-Friendly Tyburn) which have helped the project to have an impact on this individual or group?**

Linking with Happy Streets, Sustrans and Friends of Rookery Park has helped in planning and creating projects involving the school and has given greater access to skills, resources and funding.

## Happy Streets project

- The key outcomes to be evaluated for the Happy Streets project are as follows:
  - Assess reach, scale and effectiveness of the specific campaign elements
  - Assess the achievement of the Happy Streets project against its key outcomes of:
    - Increased community connections in Tyburn Ward
    - Increased community cohesion in Tyburn Ward
    - Increased neighbourliness in the area.
- We also include in this section our evaluative assessment of the impact the project has had on:
  - Increased sense of belonging / sense of community
  - Reduced social isolation and loneliness
  - Increased integration across Tyburn Ward.
- The Happy Streets project does not report progress monthly to BVSC. Instead, the project has kept its own records of activity and progress. We prepared a list of key deliverables / outputs for the project to report against, so we had an idea of what the project has achieved. An update on deliverables was provided by Compass Support at the end of October 2019, with final data to plug gaps provided in May 2020. Data on social media outputs has also been provided. Table 5 contains further details on the reach and scale of the Happy Streets campaign.

**Table 5: Reach and scale of key Happy Streets campaign elements**

|  | Planned deliverable   | Achieved deliverable  |
|--|---|---|
| Number of residents engaged with during mobilisation phase of project                            | 25  | 65  |
| Number of volunteers engaged with project to date  |   | 30  |
| You Tube Explainer video   | Went live on 16/4/20  | Had 130 views   |
| Ward-wide leaflet drop   | April 2019 – 11,000 leaflets<br><br>July 2019 – 11,000 leaflets | First drop July 2019 – 11,000<br><br>Second drop planned for November 2019 did not take place                                   |
| Number of campaign packs printed and distributed to schools, businesses, community organisations | 750 printed and downloadable                                    | 1,000 distributed to schools, homes, businesses   |
| Number of other campaign packs given out   |   | 600 at summer roadshows   |
| Number of other leaflets and posters distributed over project lifespan                           |   | Happy Streets is in community newsletter – been posted to all accessible houses in CV, BG and PH at least twice since July 2019 |
| Number of bus tickets distributed  |   | 1,000   |

|  |   |  |
|--|---|--|
| Number of businesses engaged with  | 60 in April 2019<br>60 in August 2019<br>30 in October 2019 | 30-60 businesses engaged with in total   |
| Number of pop-up appearances / roadshows in high footfall areas. Number of attendees     | 2 in each of March, May, June, July, August, September 2019 | Branded weekly pop-up cafes within Tyburn – 364 attendees<br><br>Castle Vale Fun Day – branded Happy Streets stand. 1000 attended event<br><br>2 summer park events.<br>Rookery Park: 150-200 attended (promoted Happy Streets, Ageing Better, Community Organisers, linked with BVSC Make Someone’s Day event)<br><br>Pype Hayes: 250-300 attended<br><br>Including 100 young people across both events<br><br>Halloween event – 25-30 families attended<br><br>Christmas event – 150 people (adults and children) attended |
| Total number of pledges made per pop-up / roadshow                                       | Target of 100 pledges per event                             | Total pledges by children: 700 (450 at four main events / youth events, and 250 at school events)<br><br>Total pledges by adults: 50   |
| Amount of Happy Streets in-school activity   |   | 30 hours activity delivered in schools   |
| In-school engagement levels  |   | 374 pupils were engaged<br>250 pupil pledges made  |
| Number of campaign packs / bags given out in schools                                     |   | 300  |
| Number of Happy Streets nominations made   |   | 52 nominations (some made twice)   |
| Number of celebratory events held  |   | Happy Streets awards January 2020 – 40 attended  |
| Number of Happy Streets nominations made for HS awards event and reasons for nominations |   | Around 50 nominations were made<br><br>Various categories of awards – see details in report  |

|   |                                   |   |
|---|-----------------------------------|---|
| Delivery of mainstream media spot to promote Happy Streets Awards |                                   | Only social media was used to promote the awards  |
| Number of community radio mentions across project lifespan        |                                   | Delivered on Switch radio April 2019  |
| Number of Facebook posts  | 3-5 per week<br><br>Monthly video | Annual total reach: 35,556 accounts<br>Total impressions: 80,510<br>Top FB post reached 335 people<br><br>Video needs more coverage and views |
| Twitter activity  | Nothing specific noted            | 104,900 impressions n 2019<br>Top overall tweet: 1,306 impressions  |
| Instagram activity  | Nothing specific noted            | 438 followers<br>Total accounts reached: 21,368 profiles<br>Total IG impressions: 28,221<br>Highest impression post: 479                      |

Our key evaluative reflections on the **scale and reach** of the Happy Streets campaign are:

- 364 attendees have taken part in the pop-up cafes
- The leafleting, campaign packs and community newsletter elements of the project have been delivered successfully (we note that the November 2019 leaflet drop did not happen)
- The number of pledges made by adults is lower than anticipated, but the number of pledges made by children is considerable
- The reach of the project at various events has been positive
- The in-school elements of Happy Streets have been delivered successfully (as noted elsewhere in this report)
- There is scope to increase the business engagement aspects of Happy Streets. One particular element which would have helped is building a productive working relationship with the local supermarket to facilitate in-store pop-up events
- The project's social media presence appears to have been delivered successfully. We note however that some of the social media numbers relate to more passive means of communication – they don't necessarily mean social media users actively engage with the information
- An interesting learning point is that all four projects within the LAP have a particular focus on older people aged 50+, but that the Happy Streets project also encompasses residents of all ages. Compass Support social media data for Happy Streets indicates that Facebook communication has mainly reached women (59% vs 41% men) aged younger than 50 years of age. Data also indicates that the Happy Streets Instagram postings have mainly reached women (58% vs men 42%) aged 25-44. Our

pre and post survey has focused on residents mainly aged 50+ so it is possible that some of the impact of Happy Streets has not been accurately captured in our survey findings


- There have been some challenges with local radio advertising – the project could have benefitted from more locally targeted and active promotion.

**Figure 3: Facebook example outputs**

November 2019 was the most popular week for statistics:

|                     |   |   |   |   |     |   |
|---------------------|---|---|---|---|-----|---|
| 13/11/2019<br>13:01 |    | Today is World Kindness Day. If we all done one act of kindness each                                      |    |    | 162 |    |
| 13/11/2019<br>10:23 |    | We are building a new team of dedicated and passionate people to  |    |    | 28  |    |
| 13/11/2019<br>07:00 |    | #Worldkindnessday #loveoneanother<br>Tag us in your kind facts/ pictures/                                 |    |    | 18  |    |
| 12/11/2019<br>16:26 |    | 3 things you and your neighbours can do to improve your streets: 1.                                       |    |    | 39  |    |
| 12/11/2019<br>13:01 |    | By exploring how simple acts of friendships can improve community   |    |    | 26  |    |
| 12/11/2019<br>12:20 |   | Our #HappyStreets video.<br><a href="https://youtu.be/6lDpJ4z-02M">https://youtu.be/6lDpJ4z-02M</a> > You |   |   | 19  |   |
| 12/11/2019<br>07:00 |  | #NationalCapeDay #Happystreets<br>#Actofkindness #Birchesgreen  |  |  | 27  |  |
| 11/11/2019<br>13:01 |  | You can become neighbours, but good neighbours can become good  |  |  | 26  |  |
| 11/11/2019<br>07:00 |  | Anti bullying week starts today!<br>#Stopbullying #Happystreets   |  |  | 83  |  |
| 10/11/2019<br>15:35 |  | Come along and be part of the movement. meet new people.  |  |  | 27  |  |

The top Facebook posts: reaching 335 people:



**Ageing Better - Tyburn Ward**  
Published by Hootsuite [?] · 28 May 2019 ·

Do you know someone whose act of kindness deserves recognition - send us your nominations and they could be entered into our good neighbour awards. Visit our website for details and to nominate - <http://ow.ly/HloK50uotWp>  
#HappyStreets #PypeHayes #Bromford #BirchesGreen #CastleVale

**Happy Streets** CAN YOU MAKE YOUR STREET HAPPIER?

If you know someone in your area whose acts of kindness deserve recognition you can vote for your nice neighbours at [www.compass-support.org.uk/happystreets](http://www.compass-support.org.uk/happystreets) or call us on 0121 748 8111

**Performance for your post**

**335** People Reached

**7** Likes, Comments & Shares

|                   |                  |                    |
|-------------------|------------------|--------------------|
| <b>3</b> Likes    | <b>1</b> On Post | <b>2</b> On Shares |
| <b>0</b> Comments | <b>0</b> On Post | <b>0</b> On Shares |
| <b>4</b> Shares   | <b>4</b> On Post | <b>0</b> On Shares |

**11** Post Clicks

|                      |                      |                       |
|----------------------|----------------------|-----------------------|
| <b>2</b> Photo views | <b>2</b> Link clicks | <b>7</b> Other Clicks |
|----------------------|----------------------|-----------------------|

**NEGATIVE FEEDBACK**

|                         |                         |
|-------------------------|-------------------------|
| <b>0</b> Hide post      | <b>1</b> Hide all posts |
| <b>0</b> Report as spam | <b>0</b> Unlike Page    |

Reported stats may be delayed from what appears on posts

Act Go t

Reaching 283 people:



**Ageing Better - Tyburn Ward**  
Published by Kirsty Elizabeth Cheslin [?] · 23 October 2019 · 🌐

☆ Competition time! ☆  
Fancy winning our Happy Streets goody bag? If you live within the Tyburn area then simply follow the rules and we will contact you via social media if you are the lucky winner. Competition closes 30th of October.

Rules:  
- Like our Facebook page... [See more](#)

**Performance for your post**

**283** People Reached

**18** Likes, Comments & Shares [?](#)

|             |           |             |
|-------------|-----------|-------------|
| 4 Likes     | 1 On Post | 3 On Shares |
| 11 Comments | 8 On Post | 3 On Shares |
| 3 Shares    | 3 On Post | 0 On Shares |

**8** Post Clicks


|               |                                 |                                  |
|---------------|---------------------------------|----------------------------------|
| 0 Photo views | 0 Link clicks <a href="#">?</a> | 8 Other Clicks <a href="#">?</a> |
|---------------|---------------------------------|----------------------------------|

**NEGATIVE FEEDBACK**

|                  |                  |
|------------------|------------------|
| 0 Hide post      | 0 Hide all posts |
| 0 Report as spam | 0 Unlike Page    |

Reported stats may be delayed from what appears on posts

Reaching 268 people:



**Ageing Better - Tyburn Ward**  
Published by Kirsty Elizabeth Cheslin [?] · 15 August 2019 · 🌐

Come along to our free Happy Streets community event Friday 30th August in Pye Hayes. "Weather Permitting"

- 🍷 Refreshments
- 🎮 Games
- 🎨 Glitter Tattoos
- & more! ... [See more](#)

**Performance for your post**

**268** People Reached

**17** Reactions, comments & shares [?](#)

|            |           |             |
|------------|-----------|-------------|
| 5 Like     | 2 On post | 3 On shares |
| 1 Love     | 1 On post | 0 On shares |
| 7 Comments | 5 On Post | 2 On Shares |
| 4 Shares   | 3 On Post | 1 On Shares |

**20** Post Clicks

|               |                                 |                                   |
|---------------|---------------------------------|-----------------------------------|
| 1 Photo views | 0 Link clicks <a href="#">?</a> | 19 Other Clicks <a href="#">?</a> |
|---------------|---------------------------------|-----------------------------------|

**NEGATIVE FEEDBACK**

|                  |                  |
|------------------|------------------|
| 0 Hide post      | 0 Hide all posts |
| 0 Report as spam | 0 Unlike Page    |

Reported stats may be delayed from what appears on posts

Figure 4: Twitter example outputs

Top overall tweet 2019:



**Ageing Better Tyburn @AgeingBetterTyb**  
★ FREE Community Event ★  
📅 Weds 7th August 🕒 12:30 - 3:30pm  
📍 Rookery Park, Birches Green  
Join us for an afternoon in the park with refreshments, fun & games and to find out more about our #HappyStreets project.  
🌤️ Weather Permitting  
#BirchesGreen #RookeryPark #Erdington  
[pic.twitter.com/uoqoEFpIH](https://pic.twitter.com/uoqoEFpIH)

|                   |       |
|-------------------|-------|
| Impressions       | 1,306 |
| Total engagements | 42    |
| Media engagements | 26    |
| Detail expands    | 7     |
| Retweets          | 4     |
| Hashtag clicks    | 4     |
| Profile clicks    | 1     |

Top mentions in tweets:



**Jack Dromey MP** @JackDromeyMP

Building a strong community, ensuring no one endures isolation and loneliness. Wonderful to celebrate community in Pype Hayes Park with the community builders of @ageingbetterBHM and Happy Streets



**Birches Green Infants** @BirchesGreenInf

The school council wrote Mrs Harvey a letter asking if they could go and visit an local elderly resident who used to come to Birches Green Infants when he was little. The councillors and going to take a 'Hug in a mug' to him next week. @AgeingBetterTyb



**Gunter Primary School** @GunterSchool · Dec 19, 2019

Pupils delivered hampers made from donated food items to local residents - so very proud of our kind hearted children #happystreets #giveback #guntervalues @BEPvoice @BCCEducation



**Phil Done BVSC** @BVSCPhil Aug 7, 2019

Repping @ageingbetterBHM at today's fantastic #HappyStreets event in Rookery Park. Well done to all the team @AgeingBetterTyb for all the hard work in running the event & for engaging the #community so well. Was great to see people of all ages come together!



**#HelloMyNameIsClaire RN** @C\_Carmichael83 Jul 9, 2019

My house mate had this on his bus ticket today and I had to share! 😂 I looked into this and it's amazing!! Take a look at their website and twitter page: compass-support.org.uk/happystreets/

@AgeingBetterTyb #HappyStreets #FabChange19 @FabChange19 @FabNHSStuff



**Gunter Primary School** @GunterSchool · Nov 21, 2019

Thank you @CompassSupport\_ for visiting @GunterSchool to talk to us about #happystreets #giveback

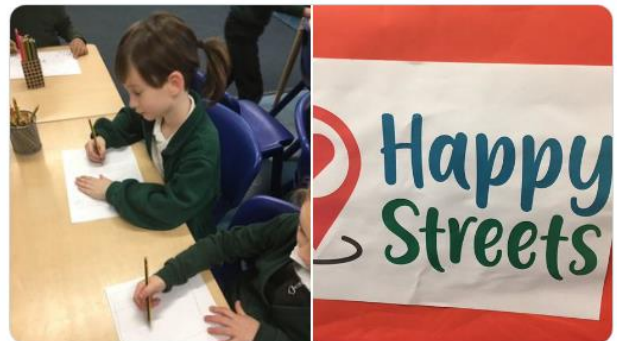
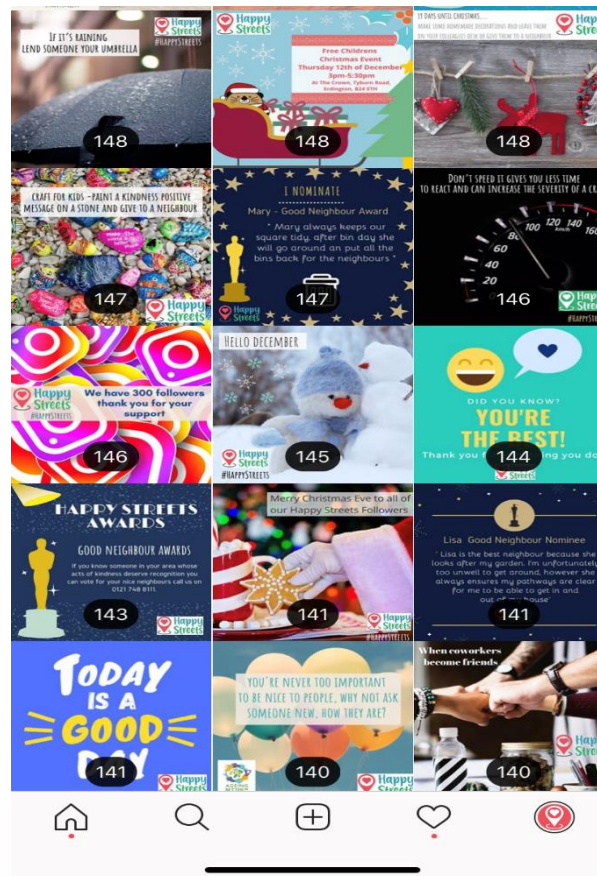


Figure 5: Instagram example outputs



In terms of **impact** of the Happy Streets campaign our key findings are:

- A lesson for the evaluation is that the all-age focus of Happy Streets is not reflected in our survey sample, which mainly focuses on older residents aged 50+ as these are the main overarching focus of the Tyburn LAP.
- At the survey baseline, 4% of those aged under 50 had heard of the ABiB programme. At the post survey, this had increased to 8% for the under 50 cohort. For the over 50 cohort (the largest part of our survey sample) awareness of ABiB stayed constant at 9% at the baseline and post survey stage. This confirms the all-age focus of Happy Streets, and bears-out the social media data which has mainly reached those aged under 50 (and may have contributed to increased awareness levels in the post survey amongst those aged under 50)
- The post survey reveals that wider knowledge of the Happy Streets campaign amongst the residents we interviewed in the survey is low, at 2% amongst the over 50 cohort and 3% among the under 50 cohort. This indicates that whilst local impact has been felt for some parts of the community and for those directly involved in Happy Streets events, awareness of the Happy Streets campaign has yet to become more widespread. An even smaller number of residents we interviewed said they had been involved with or used the project.
- In our post survey, we asked a new question about whether residents we interviewed had seen the Happy Streets logo before today (the date of the interview). Four percent of residents aged under 50, and 3% of those aged over 50, said they had seen the logo before the time of the interview.



- As may be expected, awareness and perceived impact of Happy Streets is considerably higher amongst residents who are more actively engaged in Happy Streets activities than the general population. We collected snapshot data at the Halloween (the Sanctuary, Castle Vale n=29 residents) and Christmas (The Crown Pub, Tyburn n=27 residents) Happy Streets event:
  - One of the questions we asked was, 'have you seen the Happy Streets logo before today'. At these events, 45% (Halloween) and 30% (Christmas) had seen the logo before. Awareness was higher at the Castle Vale-based event.
  - At the Halloween event 14% said they knew a lot about what the Happy Streets campaign is about, 41% knew a little and 45% knew nothing. Awareness was lower at The Crown event - 7% knew a lot, 48% knew a little and 44% knew nothing.
  - We asked whether Happy Streets has encouraged residents to feel more neighbourly. At the Halloween event 69% agreed and 31% didn't know. At the Christmas event 67% agreed, 4% disagreed, and 30% didn't know
  - We asked whether Happy Streets has strengthened community spirit amongst residents. At the Halloween event 76% agreed and 24% didn't know. At the Christmas event 67% agreed, 7% disagreed and 26% didn't know
  - We asked whether Happy Streets has reduced isolation and loneliness amongst residents. At the Halloween event 76% agreed and 24% didn't know. At the Christmas event 67% agreed, 4% disagreed and 30% didn't know.
- In terms of sustainable outcomes of the Happy Streets project some examples are:
  - Compass Support staff think the relationships that have been forged between children and older people via the work in schools and via intergenerational work are genuine and will provide a lasting legacy beyond the project. There is scope for longer-term work with schools to link in with their planning and to build the sustainability of the project, but this is difficult in a short-term project like Happy Streets
  - The project has had a particular impact in Birches Green via work with Birches Green Primary School, and then by linking in with the Community Organiser Scheme. Coffee mornings in the school are set to continue beyond the lifespan of the project
  - The Happy Streets project (and other projects) have helped to build the identity of Birches Green. Some early project work carried out in the area by Compass Support found that some residents living in Birches Green did not identify as living in Birches Green but more with Erdington. This was an early challenge as the ABiB marketing materials referred to Birches Green to help build relevance of the materials in that area, but instead, residents may have thought the material didn't relate to them. The projects have since helped build community identity and belonging in Birches Green
  - Happy Streets has led to a longer-term legacy in schools. As a result of the Happy Streets sessions:
    - Two local schools have set up 'tin bins' – children donate food which goes to the local Food Bank and other good causes (supported by Compass Support)
    - The fishing project (see case study) will continue and has plans to expand
    - The inter-generational focus of Happy Streets will continue via the local youth programme, which is organising projects between the generations. The group is currently working on a Heritage Lottery bid for a two-year project
    - There are visible relationships that have developed between younger and older people as a result of Happy Streets, which will continue beyond the project.

- The Happy Streets project was provided with a case study template by MEL Research. Three case studies have been prepared for the project to date and these are presented below. These highlight the work and impact of the project on individuals and via community events. The key learning points from these (some of which are included elsewhere in this report) are:
  - The interplay / synergy between the projects e.g. individuals get involved with Happy Streets initially, then go on to become a volunteer Community Organiser
  - Similarly, young people involved in the Fishing project have gone on to be involved in other strands (Hampers / No-one Without Campaign) – the snowball effect
  - The importance of building on the interests of individuals to encourage their involvement
  - The dynamic / flexible nature of volunteering opportunities offered within the projects, which is crucial to their success
  - The inter-generational aspects of the Happy Streets project, which should be sustainable beyond the project’s lifespan
  - The positive impact on individuals. *‘XX has had feedback from family members that he is a completely different person compared to earlier in the year and has become more positive in everything he does. XX has commented to us himself that he feels like he has a sense of person and his health is the best it has been in a very long time’.*
- Compass Support has built a lot of learning about safeguarding and GDPR training as a result of the three projects – this will inform how Compass Support deliver this sort of work with community groups in future.

### Happy Streets case studies

#### Case study 1:

##### Q1. Please highlight or circle which project this case study relates to:

Happy Streets Fishing Project.

##### Q2. Please provide brief information about the individual or group that is the focus of the case study and say how they were involved with the project:

XX is a local resident in Birches Green who engaged with us at the Happy Streets Roadshow in Pype Hayes Park on August 30<sup>th</sup>. Whilst speaking to one of the staff members he expressed a keen interest in fishing but due to his disability and not feeling safe on his own he was unable to go out on the canal. The staff member proposed the idea of setting up a project where XX taught the a group of young people to fish which would mean he could get back out and have the chance to build up a relationship with a group of local young people, in which XX was very interested.

The following evening the staff member promoted the project at a local youth session at which 6 young people immediately signed up to the project.

A taster day took place on November 1<sup>st</sup> and it was a great success with XX providing fishing lessons to 6 young people and another volunteer who he had recruited to support with the activity.

**Q3. Thinking about the impact of the project, can you provide one sentence about how the project has had an impact on the individual or group which is the focus of this case study, for each of the following outcomes: (NB: if any outcomes are not relevant please write N/A)**

**Increased community connections:**

This initiative has seen a couple of projects link up with support from the Community Organisers and local youth team. XX also promoted the project to a group of local fishermen who donated equipment to the project.

In addition to this XX takes a lead role as a Community Organiser through his supporting of a community café project. He uses the venue and resources to signpost people for support and to engage in local activities on offer.

**Increased community cohesion:**

XX has built up relationships with local young people by offering his services to lead in the intergenerational fishing project. This has been evident by seeing first-hand young people engaging in conversations with him when they see him at the centre and at other community events.

**Increased sense of belonging / sense of community:**

XX expressed he did not feel safe on the canal and he had no one to share these skills with— this was used as the catalyst to his engagement as the creation of the fishing project helped him build relationships within the community and also provided a platform to share his hobbies and skills.

**Reduced social isolation and loneliness:**

Since engaging in the project XX has built up relationships with other volunteers of whom he engages with outside of the project. XX also attends activities and events provided by Compass Support in other areas such as Castle Vale.

Through his promotion of the project XX recruited another local person who now volunteers on a weekly basis and has been open on the impact this has had on their wellbeing.

**Enabling residents to play a more active role in the local community (active citizenship):**

Since engaging with Happy Streets XX has gone on to become a Community Organiser within the Birches Green area. Three of the young people led a project in the build up to Christmas where they made and delivered Hampers for elderly residents at risk of isolation.

**Increased sense of neighbourliness:**

See b and c.

**Increased integration across Tyburn Ward:**

As well as XX and the young people engaging with the No one Without campaign which provided the hampers to vulnerable elder people across the ward in the build up to Christmas, the project led to a link with Gunter School who also embraced the project and we worked with them directly to support older residents within the Pye Hayes area.

**Improved wellbeing:**

XX has commented that he has had feedback from family members that he is a completely different person compared to earlier in the year and has become more positive in everything he does. XX has commented to us himself that he feels like he has a sense of person and his health is the best it has been in a very long time.

**Q4. What do you think it is about the project that has made a difference to the individual or group that is the focus of this case study?**

This project has enabled a local member of the community to not only take an active role and feel empowered to lead but it has also facilitated him to be able to once again take part in one of his hobbies, feel safe to do so and pass on his knowledge and skills to young people who in turn will benefit from them for the foreseeable future.

**Q5. Do you think the difference made by the project to the individual or group will be sustainable in the longer-term? If no, what would help it to be sustainable?**

Yes, this project will be able to continue beyond the Happy Streets Campaign, there is the interest and desire within the community to carry it on, the group has the equipment to continue the project and it is something that will be supported by the Youth and Health Teams moving forward.

**Q6. What worked well about the project, for the individual or group that is the focus of this case study?**

We identified a genuine passion of XX's and used this as the catalyst throughout the project meant that it was enjoyable, beneficial and in his own words 'gave him a sense of belonging'

means that both he and the young people have taken exactly what they want from it – this is also the reason it can sustain beyond the end of the campaign.

**Q7. And what didn't work so well?**

Due to the adverse weather on planned days we have only been able to run one taster session so far compared as we had to cancel a session. This is rescheduled for the New Year before the project launches as a part of the ongoing community programme.

**Q8. What main thing have you learned about the project, from this case study?**

The way that people volunteer can be as dynamic as they want it to be, with the wide variety of activities and projects in the area we can develop a volunteering initiative based solely on the sharing of skills and hobbies between the different age groups within the community. We are about to attempt the project the other way around where the young people introduce the older generation to some of their pastimes.

**Q9. Have there been any links with other projects (e.g. Community Organisers, Happy Streets, Happy Streets Environmental, Age-Friendly Tyburn) which have helped the project to have an impact on this individual or group?**

The Community Organisers have been key to the success of this project and have supported throughout.

**Case study 2:**

**Q2. Please provide brief information about the individual or group that is the focus of the case study and say how they were involved with the project:**

Happy Streets Halloween event.

**Q3. Thinking about the impact of the project, can you provide one sentence about how the project has had an impact on the individual or group which is the focus of this case study, for each of the following outcomes: (NB: if any outcomes are not relevant please write N/A)**

**Increased community connections:**

The Sanctuary is a community centre usually only visited by limited Castle Vale citizens, however some families travelled as far as Sutton Coldfield and weren't aware that The Sanctuary was even here. The event meant families from different areas were interacting and getting to learn more about the message that Happy Streets is delivering.

**Increased community cohesion:**

The atmosphere was really inviting and I believe that everyone was mixing very well and interacting with others, regardless of backgrounds or the areas where they lived.

**Increased sense of belonging / sense of community:**

Everyone felt included and loved that the children had lots of things to do, and that everyone was lovely and friendly.

**Reduced social isolation and loneliness:**

N/A

**Enabling residents to play a more active role in the local community (active citizenship):**

The Happy Streets message was being explained by our Community Organisers. Especially to those families who heard little about the project, and those who wanted to know more.

**Increased sense of neighbourliness:**

Everyone who attended the event shared ideas of being more neighbourly and showing more kindness.

**Increased integration across Tyburn Ward:**

Yes, it highlighted to citizens from other areas especially that there was a community centre actually really close to where they live.

**Improved wellbeing:**

N/A

**Q4. What do you think it is about the project that has made a difference to the individual or group that is the focus of this case study?**

The feedback at the event was to have more events where it felt like a community, and where children were engaged and interacting getting to know other children from the areas.

The parents felt relaxed and were interacting with other families.

**Q5. Do you think the difference made by the project to the individual or group will be sustainable in the longer-term? If no, what would help it to be sustainable?**

Having free events on will most definitely increase a community feel. The downsides are I believe some leaflets have been ignored and some citizens have personal views on their neighbours which can hinder the message of the project.

**Q6. What worked well about the project, for the individual or group that is the focus of this case study?**

The delivery of the event was fantastic, the event was attended by around 150 children, from 30/40 families. It was a great success for nominations for the awards evening. I think this event worked really well for being able to talk with families and promote community engagement.

**Q7. And what didn't work so well?**

We actually ran out of activities as it was such a success. We had advertised this event in several primary schools and leafleted around 300 houses, which I don't know if this reflected the success of the event, or actually could have been busier.

**Q8. What main thing have you learned about the project, from this case study?**

That there is a huge need for free community related free events.

**Q9. Have there been any links with other projects (e.g. Community Organisers, Happy Streets, Happy Streets Environmental, Age-Friendly Tyburn) which have helped the project to have an impact on this individual or group?**

The Community Organisers assisted to the success of the event. In total, 8 Community Organisers spent around 25-30 hours in total on setting up the event, assisting in the delivery and clean up.



**Case study 3:**

**Q2. Please provide brief information about the individual or group that is the focus of the case study and say how they were involved with the project:**

Happy Streets Christmas Event.

**Q3. Thinking about the impact of the project, can you provide one sentence about how the project has had an impact on the individual or group which is the focus of this case study, for each of the following outcomes: (NB: if any outcomes are not relevant please write N/A)**

**Increased community connections:**

The delivery of this event was extremely successful with many families from the targeted communities. There were a lot of children who knew each other from school which were involved in a variety of activities. This gave the parents the chance to interact with each other in a more social environment because of the location.

**Increased community cohesion/ Increased sense of belonging / sense of community:**

Although it felt very busy due to the size of the room, it had a lovely atmosphere. Families were socialising and enjoying themselves. It had the atmosphere of a Christmas party and was a free event that was thoroughly enjoyed.



**Reduced social isolation and loneliness:**

N/A

**Enabling residents to play a more active role in the local community (active citizenship):**

A lot of the parents were from the surrounding schools in the area and were encouraged by the Happy Streets project. When talking about the projects mission, a lot of the parents had acknowledged that their child had come home from school discussing Happy Streets and their learnings.

**Increased sense of neighbourliness:**

Because of the school legacy delivery, the children had given parents their pledges and understandings of the project. Following on with this event, returning to schools for the 'No One Without' project, there is high hope it has hopefully encouraged and increased more neighbourliness.

**Increased integration across Tyburn Ward:**

The families that attended were from all areas of the Tyburn Ward.

**Improved wellbeing:**

N/A

**Q4. What do you think it is about the project that has made a difference to the individual or group that is the focus of this case study?**

N/A

**Q5. Do you think the difference made by the project to the individual or group will be sustainable in the longer-term? If no, what would help it to be sustainable?**

N/A

**Q6. What worked well about the project, for the individual or group that is the focus of this case study?**

The Happy Streets Christmas event had a fantastic turnout, seeing roughly 150 people attend and enjoy an afternoon of festive atmosphere and meeting Santa. All of the families that attended were from the surrounding areas, and many were children from the local schools that were recognising myself and Lee from the Happy Streets school deliveries. Families had either had a flyer from school or heard on Facebook about the event.

**Q7. And what didn't work so well?**

We should have anticipated a maximum capacity, as it was very well attended; we had to turn people away. The date was planned ahead of the election day, so many schools were closed, therefore attendance may have been impacted.

**Q8. What main thing have you learned about the project, from this case study?**

The children who are seeing us in the schools are retaining what they have learned and their pledges made.

**Q9. Have there been any links with other projects (e.g. Community Organisers, Happy Streets, Happy Streets Environmental, Age-Friendly Tyburn) which have helped the project to have an impact on this individual or group?**

Five Community Organisers assisted with the event and had a huge impact on delivery because of its success



Figure 6: Social media and photographs relating to the legacy of the Happy Streets project



## Walking Maps project

- The key outcomes to be evaluated for the Walking Maps project are as follows:
  - Assess the overall effectiveness of delivery of the project. Specific reference to take-up of walking maps, numbers of participants involved, numbers reporting improved levels of physical activity would be useful (formative learning)
  - Assess the achievement of the Walking Maps project against its key outcomes of:
    - Increased community connections in Tyburn Ward
    - Increased community cohesion in Tyburn Ward
    - A positive change in attitudes amongst residents and communities in the area.
- We also include in this section our evaluative assessment of the impact the project has had on:
  - Reduced social isolation and loneliness
  - Enabling residents to play a more active role in the local community (active citizenship)
  - Increased integration across Tyburn Ward
  - Improved wellbeing.
- The Walking Maps project has been the smallest project of the four as it received the least funding.
- The five Walking Maps can be found in Appendix H.

- Because of this, the project adopted a light-touch approach to reporting progress to BVSC. An updated Gantt chart was returned to BVSC in June, August and September 2019. This didn't contain much detail on some of the elements (e.g. number of participants, number of maps, map distribution list, final performance of the project against the outputs and outcomes set in the tendering documentation) so this information was obtained separately by MEL Research from Sustrans to inform the evaluation. Table 6 contains the final outputs and outcomes for the project, reported against the requirements of the ITT.

**Table 6: Walking Maps final outputs and outcomes**

| Target / requirement in BVSC ITT  | Obtained   |
|---|--|
| <ul style="list-style-type: none"> <li>30 residents will be engaged and supported to produce the Walking Maps</li> <li>Type and number of volunteer support given</li> </ul>  | <ul style="list-style-type: none"> <li>More than 30 residents were engaged via 4 walks and 3 workshops.<br/>Workshops held at: <ul style="list-style-type: none"> <li>Castle Vale 11<sup>th</sup> April 2019 – 8 residents</li> <li>Pype Hayes 8<sup>th</sup> May 2019 – 7 residents</li> <li>Bromford 10<sup>th</sup> May 2019 – 2 residents, 3 staff (plus short walk)</li> </ul> </li> <li>Walks included: <ul style="list-style-type: none"> <li>Pype Hayes 29<sup>th</sup> May 2019 – 6 residents, 2 PCSOs</li> <li>Bromford short walk above, 10<sup>th</sup> May 2019</li> <li>Castle Vale 3<sup>rd</sup> July 2019 – 6 residents, 5 staff</li> </ul> </li> </ul> |
| <ul style="list-style-type: none"> <li>6 workshops will be delivered with local residents to co-produce the Walking Maps</li> <li>Type and number of volunteer support given</li> </ul>   | <ul style="list-style-type: none"> <li>4 walks took place: Castle Vale (with Compass Support), Bromford (with Bromford Hub), Pype Hayes x 2 (one walk with a group participating in AFT and one walk led by Compass Support). Testing copies of the maps and testing the walking routes</li> <li>3 workshops were delivered: Bromford, Pype Hayes, Castle Vale. These were paper-based and explored the options for co-design</li> </ul>   |
| <ul style="list-style-type: none"> <li>The number of Walking Maps produced and the neighbourhoods covered</li> <li>Walking Maps formats produced and the number of maps distributed</li> <li>How the availability of Walking Maps has been promoted and taken up, and use encouraged</li> </ul> | <ul style="list-style-type: none"> <li>5 maps were produced, one for each area required</li> <li>13,000 hard copies were printed: <ul style="list-style-type: none"> <li>Tyburn overall 5,000</li> <li>Castle Vale 2,000</li> <li>Birches Green 2,000</li> </ul> </li> </ul>   |

|   |  |
|---|--|
| <ul style="list-style-type: none"> <li>5 maps produced in print and downloadable formats (Tyburn overall, Castle Vale, Pype Hayes, Birches Green, Bromford)</li> </ul>  | <ul style="list-style-type: none"> <li>○ Pype Hayes 2,000</li> <li>○ Bromford 2,000</li> <li>Some maps were leftover</li> <li>No data available on the number of maps picked-up / taken by residents – lack of time / resource in the project to do an analysis of this</li> <li>Online maps available on BVSC website but no data available from BVSC on the number of downloads as the maps are a dropbox link</li> <li>Press release put out by Sustrans in October 2019 to promote the maps</li> </ul>                                 |
| <ul style="list-style-type: none"> <li>Of those residents who pick up a Walking Map, 10% will become engaged in more active and healthy walking lifestyles</li> <li>The number of residents engaged in more active and healthy walking lifestyles as a result of the project</li> </ul> | <ul style="list-style-type: none"> <li>Challenge – Sustrans have no way of knowing the number of maps taken or who has picked up a Walking Map, so impossible to know whether the maps have led residents to be more active. Sustrans do know via which routes the maps were distributed and the numbers distributed</li> <li>MEL Research tried to measure this via the post survey (awareness, having a map, using the map) but numbers are too low to make any definitive judgements</li> <li>Challenges of attribution here</li> </ul> |
| <ul style="list-style-type: none"> <li>The number and nature of links made between this project and other relevant ABiB initiatives, and the type of activities made possible as a result</li> <li>Minimum of 3 links to be made with other ABiB initiatives</li> </ul>                 | <ul style="list-style-type: none"> <li>4 positive links were made with other ABiB initiatives: Age Friendly Tyburn, Tyburn Hub, Community Organisers, Happy Streets Environmental project</li> </ul>   |
| <ul style="list-style-type: none"> <li>Sustrans to gather feedback from partners towards the end of the project</li> </ul>  | <ul style="list-style-type: none"> <li>Because of the available resource this did not happen</li> </ul>  |

**Table 7: Map distribution list – which maps were distributed in each of the four areas**

| Castle Vale   | Pype Hayes   | Birches Green  | Bromford  |
|---|--|--|---|
| The Sanctuary: <ul style="list-style-type: none"> <li>1000 CV maps for the fun day</li> </ul> | St Mary's Church: <ul style="list-style-type: none"> <li>50 PH maps</li> <li>50 Tyburn maps</li> </ul> | Approx. 1200 distributed including some door-to-door | Bromford Hub took all 2000 Bromford maps and 800 Tyburn maps to distribute themselves to:<br>Ambridge House |

|   |   |  |                               |
|---|---|--|-------------------------------|
| <ul style="list-style-type: none"> <li>• 1300 PH maps which were door-dropped</li> <li>• 1200 BG maps</li> <li>• 800 Tyburn maps</li> </ul>   |   |  | St Wilfred's Community Centre |
| <p>Spitfire House:</p> <ul style="list-style-type: none"> <li>• 50 CV maps</li> <li>• 50 Tyburn maps</li> </ul> <p>Over 50s Club:</p> <ul style="list-style-type: none"> <li>• Took 25 of each map – CV, PH, BG and Tyburn</li> </ul> | <p>Tyburn Square Community Centre:</p> <ul style="list-style-type: none"> <li>• 100 PH maps</li> <li>• 100 Tyburn maps</li> </ul> |  |                               |
| <p>Castle Vale library:</p> <ul style="list-style-type: none"> <li>• 25 CV maps</li> <li>• 25 Tyburn maps</li> </ul>  | <p>John Taylor Hospice:</p> <ul style="list-style-type: none"> <li>• 100 PH maps</li> <li>• 100 Tyburn maps</li> </ul>            |  |                               |
| <p>Upcycle Birmingham:</p> <ul style="list-style-type: none"> <li>• 25 CV maps</li> <li>• 25 Tyburn maps</li> </ul>   | <p>Local councillor:</p> <ul style="list-style-type: none"> <li>• 50 PH maps</li> <li>• 50 Tyburn maps</li> </ul>                 |  |                               |
| <p>Community Organisers:</p> <ul style="list-style-type: none"> <li>• 200 CV maps</li> <li>• 50 Tyburn maps</li> </ul>  |   |  |                               |
| <p>Community Environmental Trust:</p> <ul style="list-style-type: none"> <li>• 150 CV maps</li> <li>• 50 Tyburn maps</li> </ul>   |   |  |                               |
| <p>Eden Court Medical Centre:</p> <ul style="list-style-type: none"> <li>• 50 CV maps</li> <li>• 50 PH maps</li> <li>• 50 Tyburn maps</li> </ul>  |   |  |                               |
| <p>Castle Vale Primary Care Centre:</p> <ul style="list-style-type: none"> <li>• 50 CV maps</li> <li>• 50 PH maps</li> <li>• 50 Tyburn maps</li> </ul>  |   |  |                               |
| <p>Castle Vale Children's Centre:</p> <ul style="list-style-type: none"> <li>• 300 CV maps</li> <li>• 150 PH maps</li> <li>• 100 BG maps</li> </ul>   |   |  |                               |

|  |  |  |  |
|--|--|--|--|
| <ul style="list-style-type: none"> <li>• 100 Tyburn maps</li> </ul>                                |  |  |  |
| Castle Vale street closure: <ul style="list-style-type: none"> <li>• 25 maps handed out</li> </ul> |  |  |  |

- In addition, 300 Tyburn maps went into goody bags for the Happy Streets launch event and for the BVSC conference. PCSOs were given 50 maps for Castle Vale, Pype Hayes, Birches Green and 100 Tyburn maps.
- Sustrans were left with:
  - 50 Castle Vale maps
  - 500 Birches Green maps (due to a lack of community venues to distribute them. Door dropping with Compass Support continued once the project was finished)
  - 75 Pype Hayes maps
  - 2250 Tyburn maps (a second round of distribution was planned once the project was finished).
- Our evaluative reflections on the **take-up of Walking Maps and numbers of participants involved** include:
  - The project has exceeded its output targets for the number of workshops and walks delivered, and the number of residents engaged. The project has delivered what was required in terms of co-produced map design within the resource and time available. As noted elsewhere, Sustrans are also delivering the Age Friendly Tyburn project and there were overlaps with the Walking Maps project, which enabled it to be delivered within the resource and time available.
  - Maps have been distributed across the areas using a range of methods including door dropping and via community organisations. The map distribution list highlights that there is more detail on maps distributed within Castle Vale than in other areas. Bromford Hub agreed to deliver the maps in Bromford, but the challenge is knowing whether these were delivered and how many (and to whom).
  - A key challenge for the project is there is no way of knowing the number of maps taken by residents from community venues.
  - MEL Research tried to measure this via the post survey (awareness, having a map, using the map) but the numbers of respondents who are aware of the Walking Maps project are too low to make any judgements about the impact of the Walking Maps. The post survey reveals that wider knowledge of the Walking Maps project amongst the residents we interviewed in the survey is low, at 5% amongst the over 50 cohort and 4% among the under 50 cohort. However, interestingly, the Walking Maps project had the highest awareness levels out of the four projects. This indicates that whilst local impact has been felt for some parts of the community and for those directly involved in Walking Maps events, the Walking Maps project has not become more widely known about. It is important to remember that it was a small project. In addition, the lack of data on uptake of the maps and the limitations with promotion of the maps may well have contributed to this.
  - An even smaller number of residents we interviewed said they had been involved with or used the Walking Maps project; reported having one of the Walking Maps, or had used one of the maps to get out and about and walk in the local area.

- There appear to have been a considerable number of Walking Maps leftover at the end of the project. An action would be to try and obtain an idea of how many maps are left and where they are located, so a plan can be made to disseminate these (noting that the Walking Maps project is finished).
  - Another action would be to get the Walking Maps on Birmingham City Council's website, as this receives more traffic than the BVSC website.
  - There was scope for better promotion of the Walking Maps, once in printable and downloadable format (on the BVSC Ageing Better website), via social media and links with partners (whilst recognising the resource and time available for the project). There was scope for the maps to have a greater online presence and shared across more agencies. We note elsewhere that there were challenges of getting the maps placed on Birmingham City Council's website. One practical action is that active promotion of the Walking Maps could continue via social media and via linkages with key partner organisations. This would enable the project to have some sort of sustainable impact beyond the lifespan of the project.
  - A lesson from the project from the commissioner's perspective is to factor in data capture from the start (e.g. ensuring data on the number of downloads will be available, thinking through the implications of how to identify who has had a map and the impact of the map on their lifestyle).
  - If time had allowed, we understand that Sustrans would have gathered feedback from partners about uptake of the maps. However, there was not time / resource for this to happen. A learning point is ensuring that projects like this one, whilst small, do have sufficient funding to enable priority elements to be delivered.
- Our evaluative reflections on the wider **impact of the maps** and the numbers reporting improved levels of physical activity are:
  - Stakeholders and residents report that residents have been positive about the maps and that they have been well-received.
  - Maps show a range of local facilities which residents (if they use the maps) can go on to benefit from.
  - As we have noted, there were benefits from residents being involved in the Walking Maps project – getting to know the area, getting out and about for the walks, meeting other people. In addition, local residents who were involved had the chance to have an influence on the maps.
  - Whilst the project has done well to produce the maps and distribute them, there is a knowledge gap in terms of impact of the maps. There is no way of knowing the number of maps taken by residents from community venues, and the impact the maps have had.
  - The aim was that of those residents who pick up a Walking Map, 10% will become engaged in more active and healthy walking lifestyles. A key challenge for the project is there is no way of knowing the number of maps taken by residents from community venues. This makes it impossible to know whether the maps have encouraged residents to be more active.
  - MEL Research tried to measure this via the post survey (awareness, having a map, using the map) but the numbers of respondents who are aware of the Walking Maps project are too low to make any judgements about the impact of the Walking Maps.
- There appears to be less evidence of sustainable outcomes for the Walking Maps project, but we have noted elsewhere some practical opportunities to ensure the remaining maps are distributed and an online presence is created and promoted for the maps.



## Happy Streets Environmental project

- The key outcomes to be evaluated for the Happy Streets Environmental project are as follows:
  - Assess the overall effectiveness of delivery of the project, including clear insights regarding any perceived delivery obstacles or failures. With specific reference to the number and type of repair problems identified; successful resolutions achieved; problems or systems failures preventing resolution; sustainability of solutions – can/will they be maintained in the long-term? (formative learning)
  - Assess the achievement of the Happy Streets Environmental project against its key outcomes of:
    - A positive long-term improvement in the physical environment of the Tyburn ward, contributing to an ‘age-friendly’ neighbourhood.
- We also include in this section our evaluative assessment of the impact the project has had on:
  - Enabling older people to adopt healthier lifestyles (including reducing falls and injuries)
  - Increasing connectedness
  - Reducing social isolation.
- The HSE project has reported its progress against key outputs and outcomes monthly to BVSC. As noted earlier in this report, MEL Research added three key questions about learning to these monthly reports and this has been provided for the HSE project. We also requested in July 2019 that two other fields be added to the monthly reporting: a) any system failures that are preventing a reported issue being resolved, and b) sustainability of repairs – do any reported or resolved issues re-occur at a later date? A response from the project on these two issues was first provided in the December 2019 monthly report.
- Table 8 contains the final outputs and outcomes for the project (up to and including February 2020), reported against the requirements of the ITT.

**Table 8: Happy Streets Environmental final outputs and outcomes**

| Measure   | Cumulative total for the year |
|---|-------------------------------|
| Number of community events undertaken   | 69                            |
| Number of people consulted via community events   | 361                           |
| Number of people consulted via community engagement (anybody spoken to not via events)                      | 474                           |
| Number of streets covered this month (number of streets walked / reviewed by staff)                         | 230                           |
| Number of faults, damage or obstacles mapped and reported   | 83                            |
| Number of issues logged via Fix My Street App   | 3                             |
| Number of completed repairs recorded  | 46                            |
| Number of outstanding repairs recorded  | 25                            |
| Number of physical, environmental, disrepair complaints identified and submitted to Birmingham City Council | 81                            |

- Our evaluative reflections on the data within Table 8 are:

- Monthly reporting from Compass Support provides further detail on the community events undertaken, as noted in Table 8. Some are events which are tapped into for other projects (e.g. Happy Streets) and others are directly related to HSE. Events include local walks (some linking in with the Walking Maps project). HSE-specific Walk and Talk events, pop up activities linking in with the Community Organisers project, litter picking with Bromford Hub, estate walks in Bromford and Castle Vale with Housing Officers, attendance at Happy Streets fun days, weekly bicycle rides, and attendance at numerous community / partner meetings.
- Some limited information is provided on completed repairs within the monthly reports and within the HSE log of repairs sheet, but we noted in our February 2020 report that there is a need for clearer reporting on positive outcomes from the HSE project as it moved into its last phase of delivery. We have clarified whether further data on outcomes is available with the project – when an issue was reported, the project would generate a reference and log number and the outcome of the issue. The final outcome was determined by Birmingham City Council. It wasn't a requirement of the monthly reporting to submit the outcome of each repair, but we understand that the project has a record of each repair as part of its record keeping. A learning point for future projects is for this information to be logged in monthly reporting and be more readily available to the evaluator
- There are numerous mentions in the HSE log of repairs sheet noting 'information to be sent' but it is not possible to know whether information has subsequently been sent to report the issue and what the outcome has been. We noted in our February report that this needs to be tightened up to provide more comprehensive evidence for the project. We have clarified whether further data on outcomes is available, with the project – when an issue was reported, the project would generate a reference and log number and the outcome of the issue. The final outcome was determined by Birmingham City Council
- There are numerous 'reported' issues within the HSE log of repairs sheet but there is no follow-up information included about the outcome, so it is very difficult for the evaluator to see what happened as a result. We have clarified with the project- it wasn't a requirement of the monthly reporting to submit the outcome of each repair, but we understand that the project has a record of each repair as part of its record keeping. A learning point for future projects is for this information to be logged in monthly reporting and be more readily available to the evaluator
- The HSE project has participated in 69 community events, so should have achieved a positive level of visibility within the Tyburn area
- 361 people have been consulted via community events (we note that this is likely to include the two fun days, which were well attended)
- A further 474 people have been spoken to / engaged with via community engagement
- The HSE project has led to 83 faults, damage or obstacles being mapped and reported
- 46 out of the 83 faults (so approximately 55%) have resulted in a completed repair being recorded
- 25 out of the 83 faults (30%) have been recorded but are outstanding. We have followed up with the project about the nature of these outstanding repairs. These are either on a Birmingham City Council programme of works to be carried out at a later date, have been closed by BCC, or are awaiting further investigation by BCC
- Just 3 issues have been logged via the Fix My Street App. This is a low figure because the project needed to keep track of issues reported and the progress of these. The Fix My Street App was not suitable for this as it would not be possible to identify if reports were

as a direct result of the project. There is learning here about the use of technology in a project like this

- 81 physical, environmental or disrepair complaints have been identified and submitted to Birmingham City Council
- A lot of community and partner activities have been attended by the project. We noted in our February report that the HSE project should consider if these have merit and are worth the time, or whether some of the time could be spent on other activities e.g. tightening up the reporting and outcomes data and recruiting residents to be part of the Steering Group for when the project finishes in May 2020
- Some data is available in line with the provider ITT list of key outcomes for the project. Data for the following measures are outstanding:
  - The number of completed repairs (addressed by Birmingham City Council or other responsible authorities) documented with photographic ‘before-and-after’ evidence
  - The number (and type) of actions taken to prompt resolution including legal enforcement if necessary
  - The number of problems of disrepair where resolution has been completed and confirmed – evidence on the outcomes of reported issues needs to be tightened up.
- Our evaluative reflections on the **impact** of the HSE project include:
  - Some limited information is provided on completed repairs within the monthly reports and within the HSE log of repairs sheet, but future projects require more accessible reporting on positive outcomes to feed into any evaluation
  - 46 out of the 83 faults (55%) have resulted in a completed repair being recorded. However, no clear detail is provided on which these are. Some may have a more minor impact on quality of life, others may have a more significant impact. Having clearer data on the outcomes of these completed repairs would be very useful for future evaluations
  - There is a need for clearer reporting on positive outcomes / completed repairs from the HSE project. This is a learning point for future projects. There is a need for clearer information about the issues for which information has been sent, and the outcome, to provide more comprehensive evidence for the project
  - A learning point for future projects is for this information to be logged in monthly reporting and be more readily available to the evaluator
  - Project reporting would benefit from including some mention of repairs and faults which are likely to have a high impact on residents, and those which have a lower impact on residents. This would help inform final judgements of the impact of the project
  - Feedback from the project on challenges which are preventing the resolution of reported issues includes:
    - Issues are submitted to Birmingham City Council via their online reporting system, which uses a fixed template with pre-determined fields. These fields do not always reflect the local issues to be reported. Twenty issues have been rejected as they do not fit these categories
    - Some issues which need reporting do not fit into any of the pre-determined categories and have to be fitted into the closest category. The issue can then end up as not fitting the criteria for any works. In addition, there can be uncertainty about who owns what land. Some land in Castle Vale is not owned by Birmingham City Council or Castle Vale Community Housing. Getting a positive outcome in these cases is difficult. We have clarified with the project – both these points relate to

removing litter from small areas of land and cutting / clearing undergrowth. These small plots of land are dotted all over Castle Vale

- The template does not specify which department deals with which specific issue, meaning that an issue may be logged with the wrong department
  - Some repair issues do not have a current budget allocated to them so are not dealt with. We have clarified with the project and this issue emerged in response to some requests for road improvements
  - Requests for additional litter and dog bins can be rejected at the point of request as there are existing bins available. This doesn't take account of the need for additional bins, as the current supply is not sufficient
  - There is a lack of person-to-person communication between the HSE project and officers at Birmingham City Council, to log and track progress of works as BCC's preferred method of communication is the online logging system and email communication. Further queries have to go via the call centre, where it is logged and an email response sent out. The system is not very agile, particularly in response to the HSE project which is designed to be resident-led
  - The HSE project lead is unsure whether Birmingham City Council know about the HSE project. This means there is no flexibility in the reporting mechanism, and there is no priority given to any reported issues. This poses a considerable challenge where outcomes need to be reported by the project, and the HSE project only has a one year fixed lifespan.
- Feedback from the project on any challenges which relate to the sustainability of reported and resolved issues (do they re-occur at a later date) indicates there are challenges which mean it is likely that any resolved issues will re-occur at a later date (negatively impacting on the sustainability of the HSE project):
    - Most of the issues reported are due to wear and tear or lack of regular maintenance. Unless there are regular check-ups going forward, problems are likely to re-occur
    - Residents will need to be proactive in reporting issues going forward to BCC. Currently, the HSE project lead thinks that residents are not proactive in reporting issues (so problems are likely to re-occur)
    - The project has struggled so far to attract non-engaged residents to set up a Steering Group to continue the legacy of the project. At this point, this indicates that future sustainability of the project may well be limited.
- We conclude that there is not much evidence of sustainable outcomes for the HSE project, and based on the above findings, longer-term sustainable outcomes look relatively unlikely. Some positive outcomes have been captured within the monthly reports to BVSC and HSE repairs log including:
    - BCC repaired reported problem potholes on Tangmere Drive (reported in the August 2019 monthly report)
    - New litter and dog bins on order from BCC (reported in the October 2019 monthly report) – unclear whether these have been delivered and put into action
    - The project lead met with a BCC Parks and Open Space Officer to discuss trees, grass and hedge maintenance. As a result, all Council-owned trees in Castle Vale will be surveyed and a plan of action put in place to trim, cut or remove branches from January 2020 onwards. Many trees have been pruned, and it is most noticeable on Tangmere Drive.
    - Shrubs and grass being cut back by BCC (grass being cut is probably the most commonly mentioned repair carried out)

- Replacement of pavement slabs
  - HSE participated in a two-phase pathway clearance on Yatesbury Avenue with Sutrans
  - Knocked over bollard repaired (Dixon Close, 2/8/19)
  - Fallen branch on pavement of Farnborough Road dealt with (12/8/19)
  - Potholes on two roads in Castle Vale repaired (28/8/19)
  - Regular meetings and estate walks are carried out with the Environment Champions, in which several issues have been identified and reported to BCC (reported in January 2020 monthly report)
  - A good relationship has been built with Castle Vale Community Housing Estates Team, who now carry out additional low-level estate maintenance such as hedge cutting on streets with overgrown hedges and pathways, increased litter picking, and the disposal of small items dumped on the estate (January 2020 monthly report)
  - The February 2020 monthly report highlighted that as a result of the project, BCC has been carrying out litter picking and hedge cutting by Sainsburys along the pathway leading to Phoenix Court. The area looks cleaner, safer and more pedestrian-friendly and residents have provided positive feedback about the improvements. The project has had discussions with Castle Vale Community Housing to maintain this via regular litter picks and shrub and hedge maintenance
  - Weekly bicycle rides linked to the project are gaining participants. Numbers vary weekly from 2-4 participants. The cycling group have been successful in a funding bid for £2,000 submitted to Ageing Better to help with the purchase of equipment for the group. This is a positive example of the longer-term legacy of the project.
- At present, the only evidence available to suggest fewer falls and injuries as a result of the HSE project is anecdotal. Some repairs to pavement slabs have taken place but the evidence is too limited to enable us to conclude that this will have impacted on fewer falls and injuries.
  - The post survey reveals that wider knowledge of the HSE project amongst the residents we interviewed in the survey is low, at 2% amongst the over 50 cohort and 1% among the under 50 cohort. This indicates that the HSE project has not become more widely known about. An even smaller number of residents we interviewed said they had been involved with or used the project.

### Cross-cutting issues

- We have highlighted that it takes time for a project like this to build trust and get the Community Organiser Scheme (and ABIB brand) recognised and trusted. Local residents are likely to be at very different 'starting points' and with varied / complex confidence levels and needs, particularly given the project's focus on those residents who are isolated and lonely. It can take residents time to engage with a project like this and measuring impact needs to reflect this – it takes time to build the evidence and produce outcomes.
- A challenge when measuring progress against outcomes over time is that all of the four projects we are evaluating within the Tyburn LAP are different – the Community Organiser Scheme is more clearly about enabling, building and mobilising community capacity, as is the Happy Streets project to a lesser extent. The other two projects (Happy Streets Environmental and Walking Maps) are more about the built environment.
- The four areas selected as the focus for the Tyburn LAP all have different infrastructures, previous investment and levels of existing community activity. There are differing levels of isolation and loneliness across and within these communities. Therefore, the impact of the projects will also vary depending on the 'starting point' of the area and the very local pockets of different communities within it.

- The survey findings have indicated that awareness and use of the four projects amongst the wider Tyburn population is low. Whilst the projects have impacted on those that have been more directly involved, wider awareness and use as measured via the survey is low.
- Below we summarise the pre and post survey findings linked to the desired outcomes of the four projects, and our conclusions about outcomes from each of the four projects:
  - Increased community connections:
    - There has been a slight increase in the proportion of residents aged over 50 who speak to anyone who isn't a family member every day or almost every day (from 24% to 27%). The corresponding question for those aged under 50 shows a decrease
    - Community Organisers Project: the project has contributed to increased community connections via the work of the volunteers, the work they do with the community and the range of other projects they have been involved in (befriending, Social Prescribing, No-One Without etc). Two applications for ABiB funding have been submitted for local activities with the aim of becoming sustainable
    - Happy Streets: the project has contributed to increased community connections particularly through the work of the project in schools, the intergenerational work of the project and local events. There was positive feedback from those attending events about the impact of the project on community spirit
    - Walking Maps: the project has contributed to increased community connections to a lesser extent. It did so for people directly involved with the project but has had less known impact on wider residents living in the area
    - Happy Streets Environmental: the project has contributed to increased community connections to a lesser extent.
    - It is important to note that a cross-cutting issue is that despite best efforts, some residents do not want to engage with others and take part in activities
  - Increased community cohesion:
    - There has been an increase in the proportion of residents agreeing that people in their neighbourhood pull together to improve the neighbourhood (for under 50s an increase from 52% to 57%; for over 50s an increase from 53% to 60%)
    - Community Organisers Project: there is some evidence that the project has contributed to this. Some volunteers work outside of their 'own' areas, showing the impact of the project on their confidence and self-esteem. Volunteers have supported a range of activities across the four areas of Tyburn
    - Happy Streets: the project has contributed to increased community cohesion particularly through the work of the project in schools, the intergenerational work of the project and local events. There was positive feedback from those attending events about the impact of the project on community spirit
    - Walking Maps: the project has contributed to increased community cohesion to a lesser extent. It did so for people directly involved with the project but has had less known impact on wider residents living in the area.
  - Increased sense of belonging / sense of community:
    - There has been a decrease in proportion of residents having strong feelings of belonging to neighbourhood measure (for both the under and over 50 cohort)

- There has been a worsening on perceptions on the satisfaction with your local area as a place to live question (for both the under and over 50 cohort)
- There has been a worsening on perceptions on the satisfaction with local services and amenities question (for both the under and over 50 cohort)
- There has been a general worsening on resident perceptions of their area as a place to live. This is most notable amongst the under 50 cohort. There has been a slight increase in the proportion of respondents aged over 50 thinking the area has got better (from 11% to 13%) but there is also a bigger increase in the proportion of older residents thinking the area has got worse to live in
- Community Organisers: the project has contributed to an increased sense of community through the work of the project within the community and via the befriending project
- Happy Streets: the project has contributed to an increased sense of community through the work of the project in schools, the intergenerational work of the project, involvement in the No-One Without Campaign and local events. There was positive feedback from those attending events about the impact of the project on community spirit.
- Reduced social isolation and loneliness:
  - Mean social loneliness De Jong scores for those aged under and over 50 are significantly higher in the post survey compared to the baseline survey
  - Mean overall loneliness De Jong scores for the cohort aged over 50 is significantly higher in the post survey compared to the baseline survey
  - There has been a decline in the ICECAP-O score from the baseline to the post survey stage
  - Community Organisers Project: the project has contributed to reduced social isolation and loneliness via the work it has carried out with the local community and via other activities volunteers have been involved in (befriending, Social Prescribing, No-One Without etc)
  - Happy Streets: the project has contributed to reducing social isolation and loneliness but in a less overt way than the Community Organisers project. There was positive feedback from those attending events about the impact of the project on social isolation and loneliness
  - Walking Maps: the project has contributed to reducing social isolation and loneliness to a lesser extent. It did so for people directly involved with the Walking Maps project but has had less known impact on wider residents living in the area. We think there are fewer sustainable outcomes here
  - Happy Streets Environmental: the project has contributed to reducing social isolation and loneliness to a lesser extent.
- Enable residents to play a more active role in the local community (active citizenship):
  - There has been an increase in the proportion of residents who say it is important for them personally to feel that they can influence decisions in their local area (for under 50s an increase from 67% to 76%; for over 50s an increase from 67% to 78%)
  - There has been an increase in the proportion of residents who agree that they personally can influence decisions affecting their local area (for under 50s an increase from 37% to 43%; for over 50s an increase from 34% to 40%)

- Community Organisers Project: the project has contributed to this, most evidently via the pool of effective (and other recruited but not progressed to effective) volunteers. Volunteers have benefitted from a range of training and coaching opportunities which will contribute to a range of outcomes for those taking part
  - Walking Maps: the project contributed to active citizenship for those residents directly involved with the Walking Maps project. The project employed assets-based approaches to co-produce the maps as far as it could within the resource and time available
  - Happy Streets Environmental: the project has endeavoured to enable residents to report issues directly themselves and to engage with the project, but this has been limited.
- Increased sense of neighbourliness:
  - There has been an increase in the proportion of residents who have done any volunteer work in the past twelve months (for under 50s an increase of 7% to 17%; for over 50s an increase of 4% to 18%)
  - There has been an increase in the proportion of residents who say they intend to volunteer in the future (for under 50s an increase of 10% to 31%; for over 50s an increase of 6% to 21%)
  - There has been a decrease in proportion of residents thinking the people who live in this neighbourhood can be trusted (for both the under and over 50 cohort)
  - There been a decrease in the proportion of residents saying they meet up in person with other people 3 times a week or more for both the under and over 50 cohort
  - At the post survey stage, respondents are more likely to say they do fewer social activities compared to other people of their own age (for both the under and over 50 cohort)
  - Community Organisers: the project has contributed to this via its general work in the community and via its work on befriending
  - Happy Streets: the project has contributed to increased neighbourliness particularly through the work of the project in schools, the intergenerational work of the project, local events and various social media campaigns and activities. There was positive feedback from those attending events about the impact of the project on neighbourliness
- Improved wellbeing:
  - There has been a slight increase in the proportion of residents aged over 50 in the post survey feeling safe (outside after dark, outside during the day, home alone at night)
  - Residents aged under 50 feel less safe in the post survey then they did in the pre survey results (outside after dark, outside during the day, home alone at night)
  - There has been an overall worsening on the questions relating to attitudes towards getting older. This is evident for both the under and over 50 cohorts. For the over 50 cohort in particular, perceptions have worsened on four statements:



- As I get older, I expect to become more lonely (58% agree pre; 74% agree post)
- Old age is a time of loneliness (60% agree pre; 64% agree post)
- I don't think of myself as old (70% agree pre; 43% agree post)
- Growing older doesn't bother me (72% agree pre; 47% agree post).
- Community Organisers Project: there is evidence that the project has contributed to this. Improved mental health and wellbeing will have resulted from the work of the volunteers with isolated and lonely members of the community, and via their work on befriending and Social Prescribing. In addition, the project estimates that 45% of volunteers have gone onto employment, which will bring a range of health and wellbeing benefits
- Walking Maps: We were hoping to gather a measure of the use of the Walking Maps via the post survey to evidence a positive impact on wellbeing (to gauge how many residents had a map and had used a map to get out and about and walk in the local area). However, wider knowledge of the Walking Maps project amongst residents we interview was low (5% amongst the over 50 cohort and 4% among the under 50 cohort). An even smaller number of residents we interviewed said they had been involved with or used the project, had a map and had used a Walking Map to walk in the local area
- Happy Streets Environmental: At present, the only evidence available to suggest fewer falls and injuries as a result of the HSE project is anecdotal. Some repairs to pavement slabs have taken place but the evidence is too limited to enable us to conclude that this will have impacted on fewer falls and injuries.
- Increased integration across Tyburn:
  - There have been some positive findings about this. Some of the Community Organisers work outside their 'own' area. Happy Streets has been a cross-area campaign. The Walking Maps which have been produced include walks and access routes in between areas – what is unknown is the extent these have / will be used
  - However, there are infrastructure barriers in place which make it difficult for people to get in between the areas of Tyburn
  - Some residents remain reluctant to travel outside of their 'own' areas. There can be a 'territorial' mentality amongst some residents in local areas (who may not be very welcoming to residents from other areas), and also between neighbourhoods within an overall area.
- Positive long-term improvement in the physical environment of Tyburn ward leading to an age-friendly neighbourhood:
  - Happy Streets Environmental: Whilst some short-term improvements have taken place, we conclude there are fewer sustainable longer-term outcomes here.

#### 4. Impact on positive wider attitudinal change – positive change in attitudes amongst residents and communities in Tyburn (via pre and post survey – summative learning):

- As part of the evaluation methodology, we designed and administered a baseline survey carried out in August and September 2018 (to form a snapshot of the pre or baseline phase, at an optimum early time point in delivery of the four projects) and a post survey carried out in November and December

2020 (to capture a snapshot of the post phase, at a point where the projects were nearing or had competed delivery). This was designed to explore whether attitudes, perceptions and measures improve over time, and to use this data to inform our evaluative judgements (for instance, if any difference is seen, to what extent do we assess that the projects have contributed to this? To what extent do we assess that wider / other factors may have contributed to any differences?).

- In this section we present the pre and post findings using infographics plus a summary of the key findings.
- Appendix F contains an overview of the demographics of the sample for the baseline and post survey phase.
- In Appendix C we highlight some methodological challenges of this evaluation, including some key points about the survey. To re-cap, a summary of relevant points is:
  - We had to be pragmatic about survey timings to capture pre and post perceptions, as the projects all ran to different timescales and there was evaluation resource to administer one survey to encompass three of the four projects
  - A challenge for showing an impact on positive wider attitudinal change over time is that the population will naturally age over time, so social isolation and loneliness levels may naturally increase irrespective of what local interventions are in place. This poses challenges for our judgements about attribution and the counterfactual
  - We conducted two snapshot surveys rather than a longitudinal survey, as we thought this would capture a wider breadth of opinions. A longitudinal survey would have involved obtaining contact details at the baseline stage to revisit at the post stage, and would have yielded a smaller sample size
  - The survey has adopted a broader-brush approach to the four areas which may have missed some of the very local impact of the projects, felt within local and specific neighbourhoods
  - With these types of community projects, it is challenging to be definitive about Attribution and the Counterfactual. It is impossible to identify what impact wider political issues have had on shaping local perceptions as captured in the survey e.g. wider uncertainty and frustrations about Brexit
  - Whilst the projects are generally focused on older residents aged 50+, Happy Streets has an 'all age' appeal. This is borne out in some of the social media data. Our survey focused mainly on the views of residents aged 50+ (with a smaller sample aged under 50) so we may not have fully captured the impact of the Happy Streets project in our survey
  - As we cautioned in our first report in September 2018, the regression analysis of the pre survey data indicated that some of the main influencers of resident perceptions were not things that the four projects are explicitly focusing on. We noted that this may limit the impact the projects can have on some resident-reported survey measures. This does not mean the projects have not had an impact – just that impact as measured through the survey has not been captured.
- The survey measures where an **improvement in perceptions** is evident include:
  - There has been an increase in the proportion of residents agreeing that people in their neighbourhood pull together to improve the neighbourhood (for under 50s an increase from 52% to 57%; for over 50s an increase from 53% to 60%)
  - There has been an increase in the proportion of residents who say it is important for them personally to feel that they can influence decisions in their local area (for under 50s an increase from 67% to 76%; for over 50s an increase from 67% to 78%)

- There has been an increase in the proportion of residents who agree that they personally can influence decisions affecting their local area (for under 50s an increase from 37% to 43%; for over 50s an increase from 34% to 40%)
- There has been a slight increase in the proportion of residents aged over 50 who speak to anyone who isn't a family member every day or almost every day (from 24% to 27%). The corresponding question for those aged under 50 shows a decrease
- There has been a slight increase in the proportion of residents aged over 50 in the post survey feeling safe (outside after dark, outside during the day, home alone at night)
- There has been an increase in the proportion of residents who have done any volunteer work in the past twelve months (for under 50s an increase of 7% to 17%; for over 50s an increase of 4% to 18%)
- There has been an increase in the proportion of residents who say they intend to volunteer in the future (for under 50s an increase of 10% to 31%; for over 50s an increase of 6% to 21%).
- The survey measures where **no improvement / a worsening** in perceptions is evident include:
  - There has been a decrease in proportion of residents having strong feelings of belonging to neighbourhood measure (for both the under and over 50 cohort)
  - There has been a decrease in the proportion of residents thinking the people who live in this neighbourhood can be trusted (for both the under and over 50 cohort)
  - There has been a worsening on perceptions on the satisfaction with your local area as a place to live question (for both the under and over 50 cohort)
  - There has been a worsening on perceptions on the satisfaction with local services and amenities question (for both the under and over 50 cohort)
  - There has been a general worsening on resident perceptions of their area as a place to live. This is most notable amongst the under 50 cohort. There has been a slight increase in the proportion of respondents aged over 50 thinking the area has got better (from 11% to 13%) but there is also a bigger increase in the proportion of older residents thinking the area has got worse to live in
  - Residents aged under 50 feel less safe in the post survey than they did in the pre survey results (outside after dark, outside during the day, home alone at night)
  - There has been a decrease in the proportion of residents saying they meet up in person with other people 3 times a week or more for both the under and over 50 cohort
  - At the post survey stage, respondents are more likely to say they do fewer social activities compared to other people of their own age (for both the under and over 50 cohort)
  - There has been an overall worsening on the questions relating to attitudes towards getting older. This is evident for both the under and over 50 cohorts. For the over 50 cohort in particular, perceptions have worsened on four statements:
    - As I get older, I expect to become more lonely (58% agree pre; 74% agree post)
    - Old age is a time of loneliness (60% agree pre; 64% agree post)
    - I don't think of myself as old (70% agree pre; 43% agree post)
    - Growing older doesn't bother me (72% agree pre; 47% agree post).

# 1

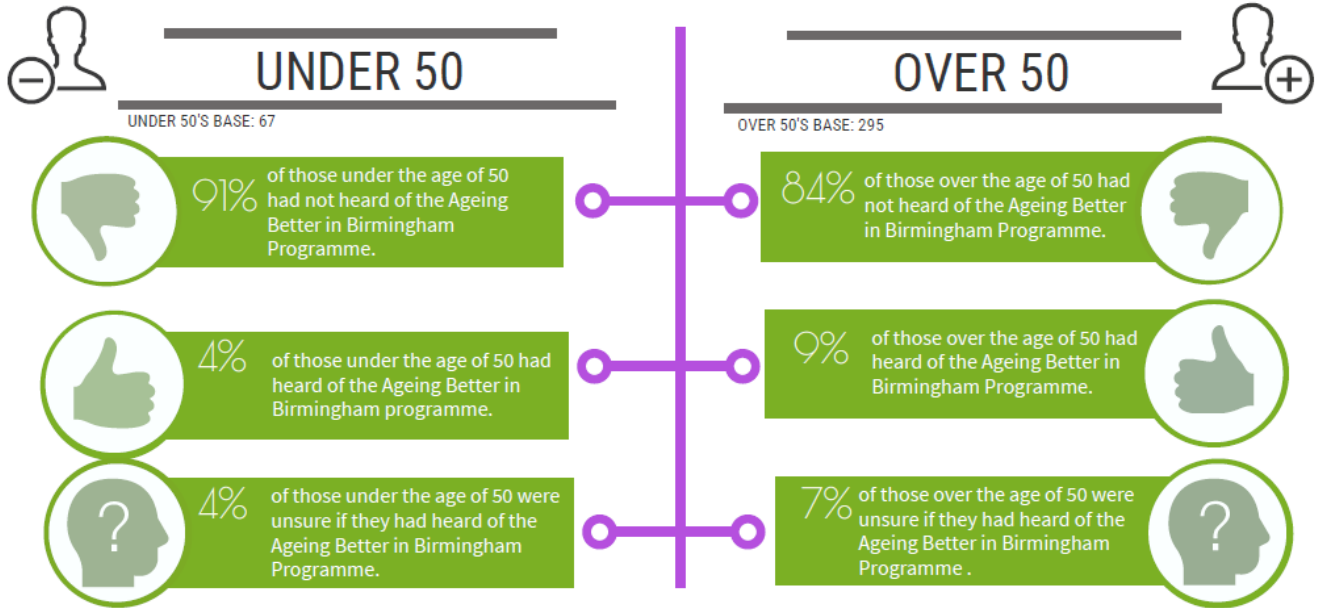
## Awareness of the Ageing Better Programme



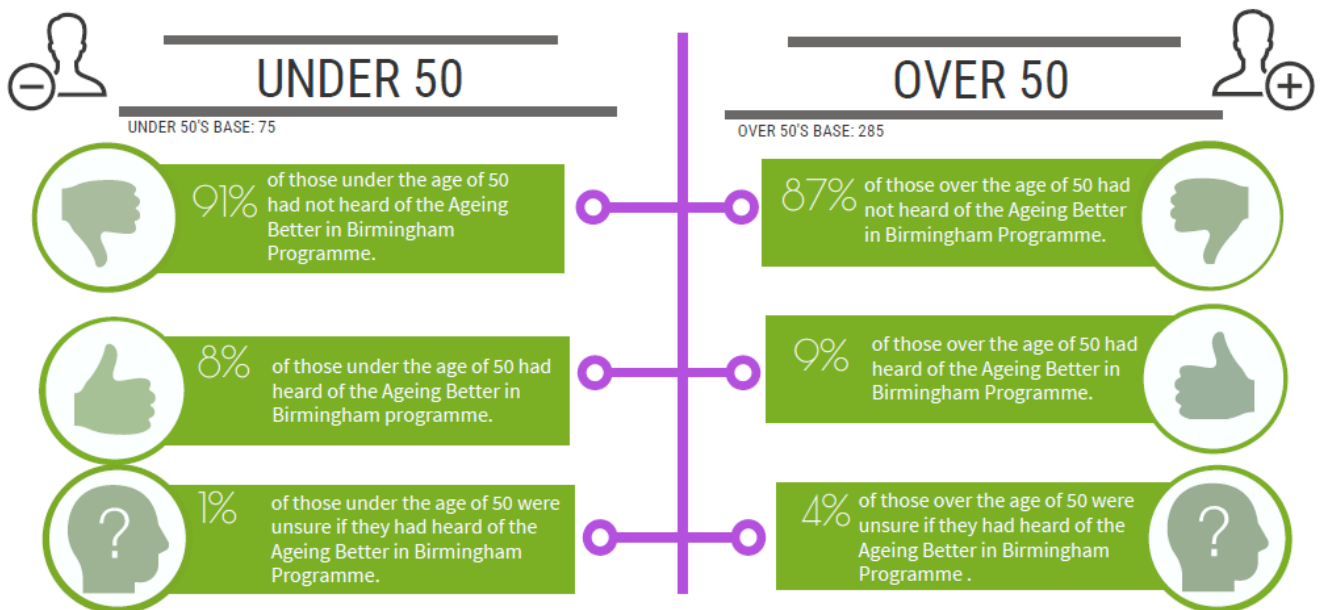
Have you heard of the Ageing Better in Birmingham Programme?



### Baseline



### End of project



# 2

## Your Local Area

How strongly do you feel you belong to your immediate neighbourhood?

### Baseline



**90%** Of those under the age of 50 feel strongly that they belong to their neighbourhood.

**89%** Of those over the age of 50 feel strongly that they belong to their neighbourhood.



**10%** Of those under the age of 50 do not feel strongly that they belong to their neighbourhood.

**11%** Of those over the age of 50 do not feel strongly that they belong to their neighbourhood.

UNDER 50'S BASE:67  
OVER 50'S BASE: 295

### End of project



**68%** Of those under the age of 50 feel strongly that they belong to their neighbourhood.

**76%** Of those over the age of 50 feel strongly that they belong to their neighbourhood.



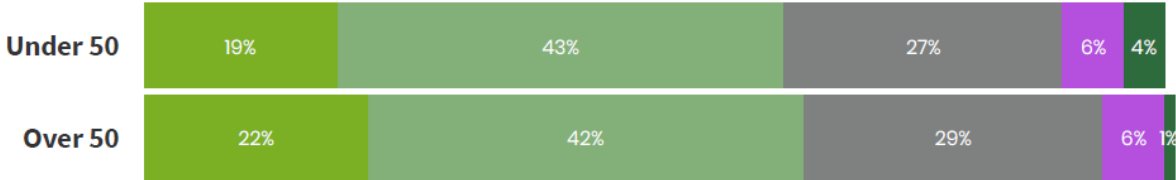
**32%** Of those under the age of 50 do not feel strongly that they belong to their neighbourhood.

**24%** Of those over the age of 50 do not feel strongly that they belong to their neighbourhood.

UNDER 50'S BASE:75  
OVER 50'S BASE: 285

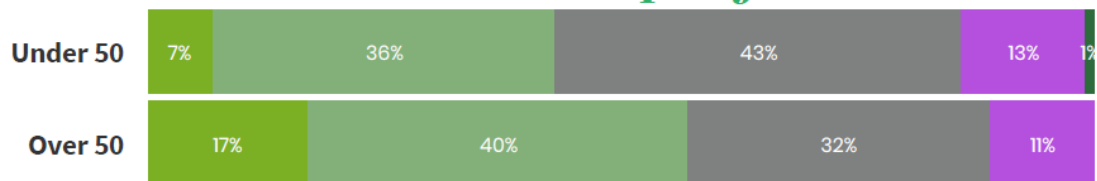
Thinking about the people who live in this neighbourhood, to what extent do you believe they can be trusted?

### Baseline



● Many people ● Some people ● A Few people ● None ● Just moved here  
UNDER 50'S BASE:67  
OVER 50'S BASE: 295

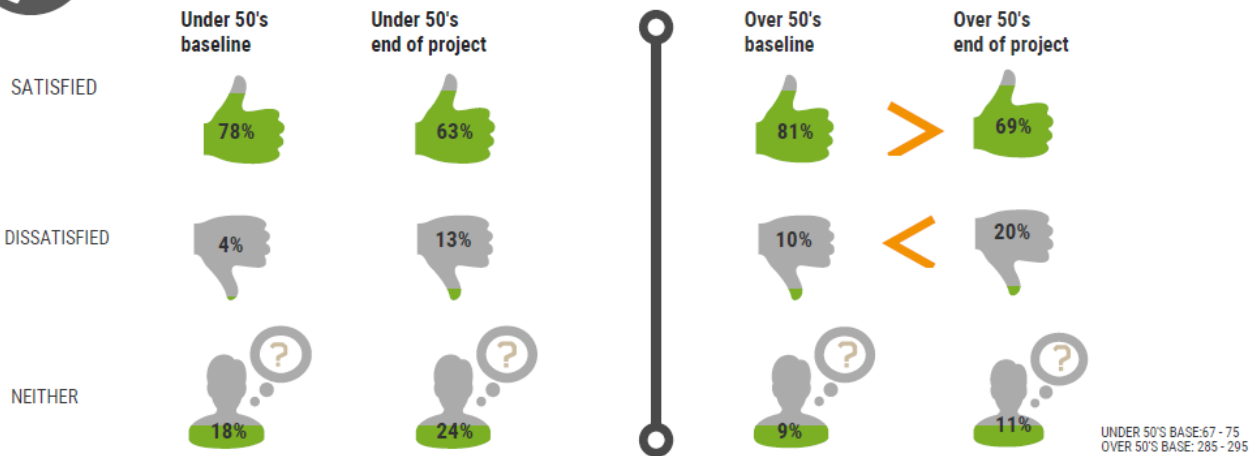
### End of project



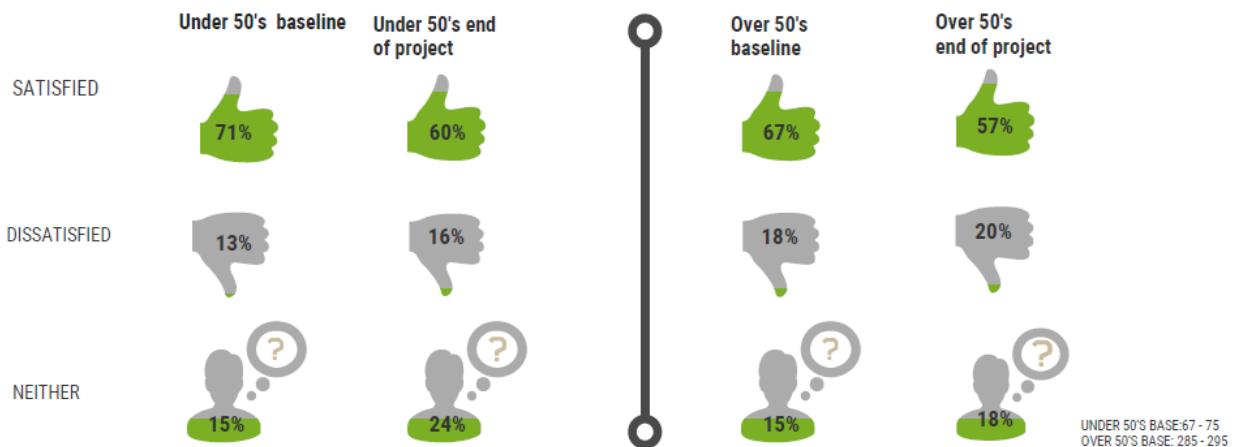
● Many people ● Some people ● A Few people ● None ● Just moved here  
UNDER 50'S BASE:75  
OVER 50'S BASE: 285



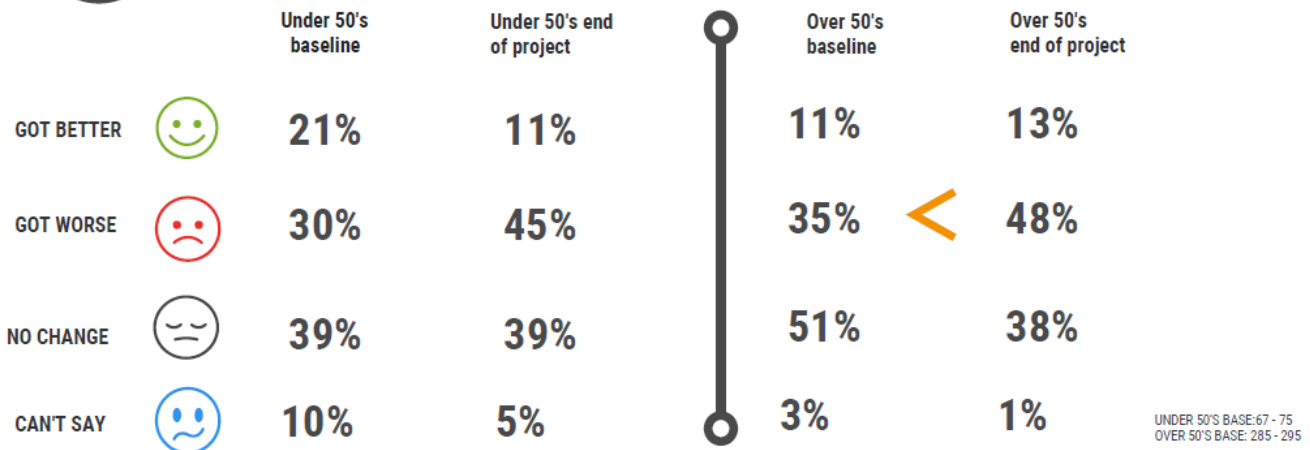
## Overall, how satisfied or dissatisfied are you with your local area as a place to live?



## Generally, how satisfied are you with the local services and amenities in your local area?

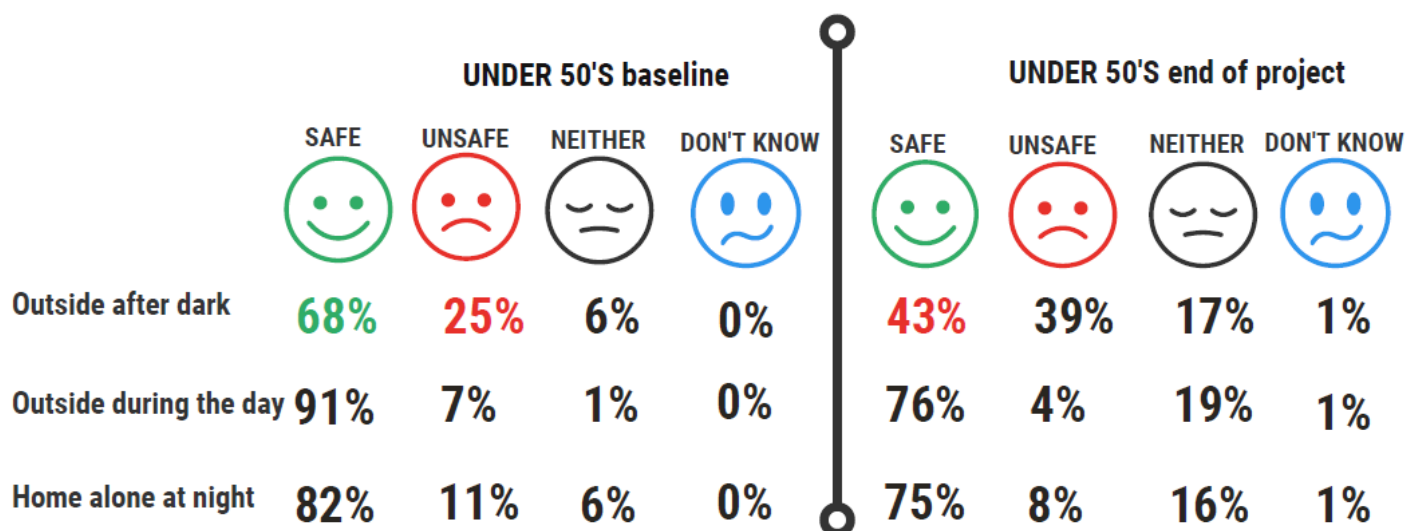


## Do you think that over the past two years your area has...?

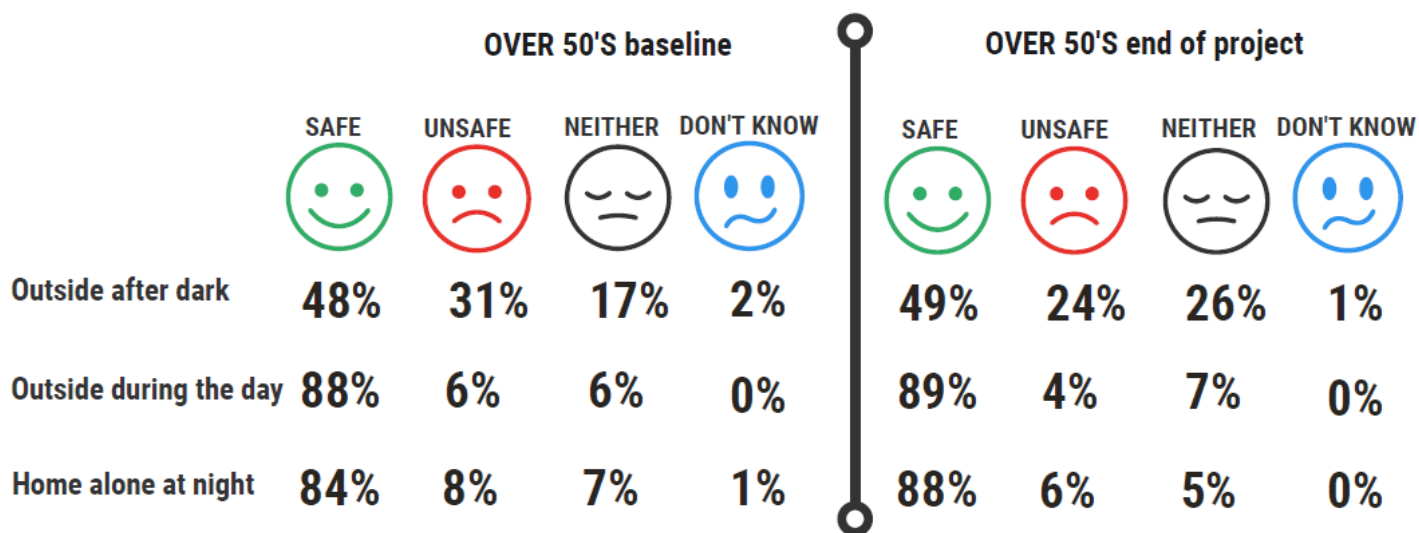




## How safe or unsafe do you feel when...?



UNDER 50'S BASE: 67 - 75



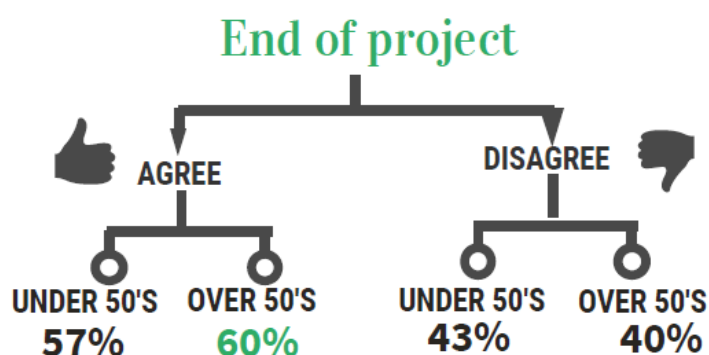
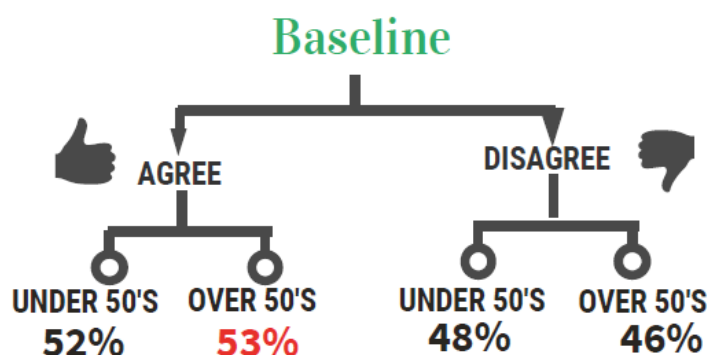
OVER 50'S BASE: 285 - 295

# 3

## Influencing Local Decisions



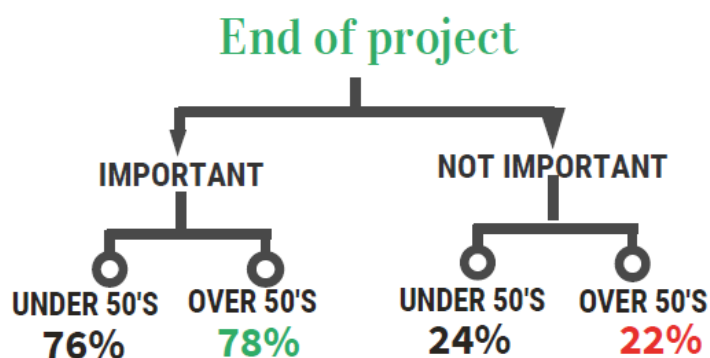
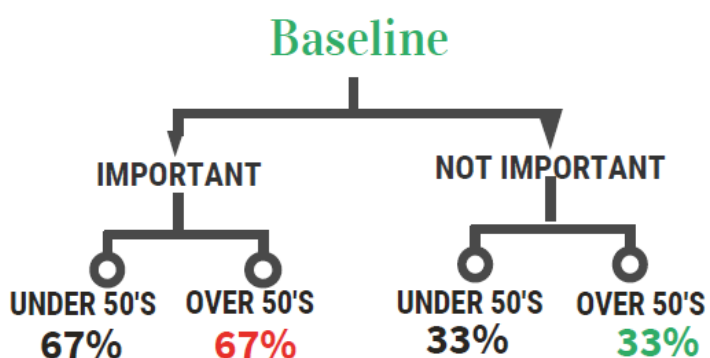
To what extent would you agree or disagree that people in your neighbourhood pull together to improve the neighbourhood?



UNDER 50'S BASE: 65 - 75  
OVER 50'S BASE: 285 - 295



How important is it for you personally to feel that you can influence decisions in your local area?



UNDER 50'S BASE: 65 - 75  
OVER 50'S BASE: 285 - 295





## To what extent do you agree or disagree that you personally can influence decisions affecting your local area?

### Baseline

#### UNDER 50'S

#### OVER 50'S



37% Of those under the age of 50 agree that they can influence decisions in their local area

34% Of those over the age of 50 agree that they can influence decisions in their local area.



50% Of those under the age of 50 disagree that they can influence decisions in their local area

60% Of those over the age of 50 disagree that they can influence decisions in their local area.



12% Of those under the age of 50 don't know if they can influence decisions in their local area.

5% Of those over the age of 50 don't know if they can influence decisions in their local area .

UNDER 50'S BASE:65  
OVER 50'S BASE: 295

### End of project

#### UNDER 50'S

#### OVER 50'S



43% Of those under the age of 50 agree that they can influence decisions in their local area

40% Of those over the age of 50 agree that they can influence decisions in their local area.



51% Of those under the age of 50 disagree that they can influence decisions in their local area

55% Of those over the age of 50 disagree that they can influence decisions in their local area.



7% Of those under the age of 50 don't know if they can influence decisions in their local area.

5% Of those over the age of 50 don't know if they can influence decisions in their local area .

UNDER 50'S BASE:75  
OVER 50'S BASE: 285

# 4

## Social Contacts



Thinking about people in your local area, how often do you speak to anyone who isn't a family member?

|   | UNDER 50'S<br>baseline | UNDER 50'S<br>end of project | OVER 50'S<br>baseline | OVER 50'S<br>end of project |
|---|------------------------|------------------------------|-----------------------|-----------------------------|
| <small>UNDER 50'S BASE: 67 - 75<br/>OVER 50'S BASE: 285 - 295</small><br>EVERYDAY OR ALMOST EVERY DAY | 49%                    | 33%                          | 24%                   | 27%                         |
| THREE OR MORE TIMES A WEEK  | 25%                    | 19%                          | 27%                   | 21%                         |
| ONCE OR TWICE A WEEK  | 15%                    | 31%                          | 34%                   | 30%                         |
| A FEW TIMES A MONTH   | 6%                     | 9%                           | 12%                   | 11%                         |
| ONCE A MONTH  | 0%                     | 5%                           | 2%                    | 8%                          |
| ONCE EVERY TWO MONTHS   | 1%                     | 0%                           | 0%                    | 1%                          |
| EVERY FEW MONTHS  | 1%                     | 0%                           | 1%                    | 1%                          |
| ONCE OR TWICE A YEAR  | 0%                     | 1%                           | 0%                    | 0%                          |
| LESS THAN ONCE A YEAR   | 1%                     | 1%                           | 0%                    | 1%                          |

UNDER 50'S BASE: 65 - 75  
OVER 50'S BASE: 285 - 295



Not counting the people you live with, how often do you do any of the following with children, family or friends?

### UNDER 50'S baseline

MEET IN PERSON PHONE EMAIL/WRITE TEXT MESSAGE



|                                | MEET IN PERSON | PHONE | EMAIL/WRITE | TEXT MESSAGE |
|--------------------------------|----------------|-------|-------------|--------------|
| 3 times a week or more         | 54%            | 61%   | 28%         | 75%          |
| 1 or 2 times a week            | 33%            | 30%   | 19%         | 15%          |
| 1 or 2 times a month           | 9%             | 1%    | 12%         | 3%           |
| Every few months               | 0%             | 3%    | 12%         | 1%           |
| 1 or 2 times a year            | 3%             | 0%    | 4%          | 0%           |
| Less than once a year or never | 1%             | 4%    | 24%         | 6%           |

### UNDER 50'S end of project

MEET IN PERSON PHONE EMAIL/WRITE TEXT MESSAGE



|                                | MEET IN PERSON | PHONE | EMAIL/WRITE | TEXT MESSAGE |
|--------------------------------|----------------|-------|-------------|--------------|
| 3 times a week or more         | 32%            | 52%   | 12%         | 59%          |
| 1 or 2 times a week            | 40%            | 23%   | 16%         | 17%          |
| 1 or 2 times a month           | 19%            | 15%   | 23%         | 9%           |
| Every few months               | 8%             | 5%    | 16%         | 8%           |
| 1 or 2 times a year            | 0%             | 1%    | 9%          | 4%           |
| Less than once a year or never | 1%             | 4%    | 24%         | 3%           |

UNDER 50'S BASE: 65 - 75

### OVER 50'S baseline

MEET IN PERSON PHONE EMAIL/WRITE TEXT MESSAGE



|                                | MEET IN PERSON | PHONE | EMAIL/WRITE | TEXT MESSAGE |
|--------------------------------|----------------|-------|-------------|--------------|
| 3 times a week or more         | 32%            | 47%   | 7%          | 27%          |
| 1 or 2 times a week            | 48%            | 35%   | 5%          | 14%          |
| 1 or 2 times a month           | 14%            | 5%    | 7%          | 5%           |
| Every few months               | 4%             | 2%    | 11%         | 2%           |
| 1 or 2 times a year            | 0%             | 1%    | 4%          | 0%           |
| Less than once a year or never | 1%             | 11%   | 66%         | 50%          |

### OVER 50'S end of project

MEET IN PERSON PHONE EMAIL/WRITE TEXT MESSAGE

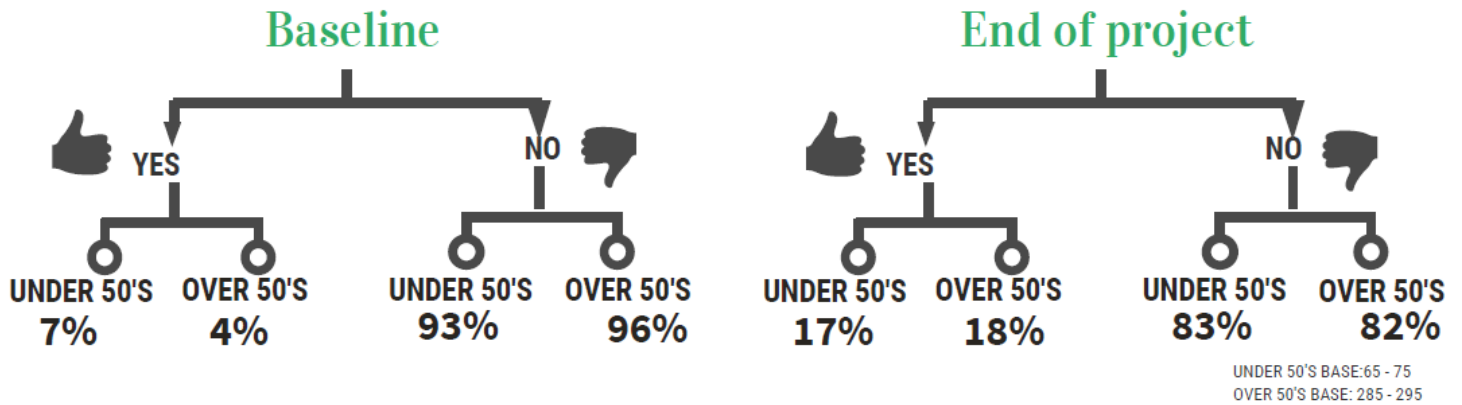


|                                | MEET IN PERSON | PHONE | EMAIL/WRITE | TEXT MESSAGE |
|--------------------------------|----------------|-------|-------------|--------------|
| 3 times a week or more         | 25%            | 33%   | 14%         | 35%          |
| 1 or 2 times a week            | 40%            | 32%   | 13%         | 21%          |
| 1 or 2 times a month           | 24%            | 17%   | 21%         | 10%          |
| Every few months               | 6%             | 11%   | 18%         | 11%          |
| 1 or 2 times a year            | 2%             | 4%    | 11%         | 8%           |
| Less than once a year or never | 2%             | 4%    | 23%         | 15%          |

OVER 50'S BASE: 285 - 295



In the past twelve months, have you done any volunteer work for any groups, clubs or organisations?



Do you intend to volunteer in the future?

**UNDER 50'S baseline**

**UNDER 50'S end of project**



**UNDER 50'S**  
10% said yes

**UNDER 50'S**  
31% said yes



**UNDER 50'S**  
79% said no

**UNDER 50'S**  
46% said no



**UNDER 50'S**  
9% said maybe

**UNDER 50'S**  
20% said maybe

UNDER 50'S BASE: 65 - 75

**OVER 50'S baseline**

**OVER 50'S end of project**



**OVER 50'S**  
6% said yes

**OVER 50'S**  
21% said yes



**OVER 50'S**  
85% said no

**OVER 50'S**  
65% said no



**OVER 50'S**  
7% said maybe

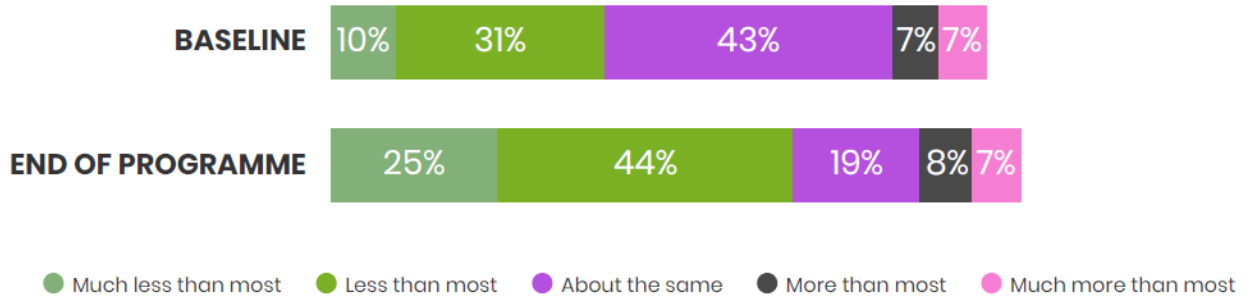
**OVER 50'S**  
16% said maybe

OVER 50'S BASE: 285 - 295



Compared to other people of your own age, how often would you say you take part in social activities?

## UNDER 50's



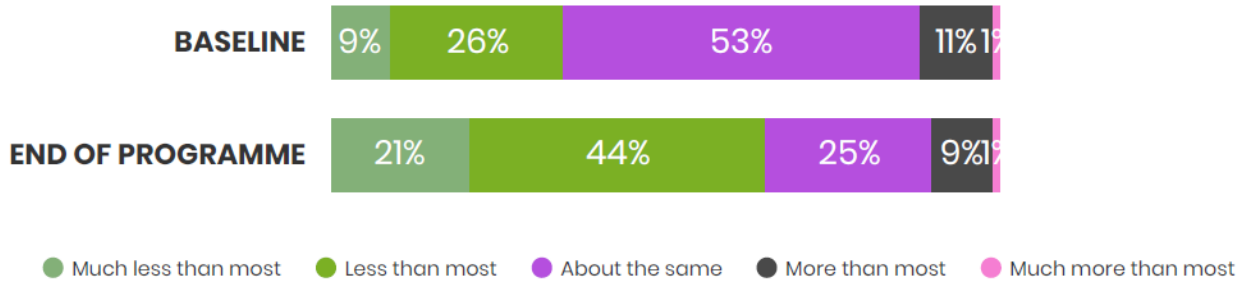
UNDER 50'S end of programme



UNDER 50'S at baseline

UNDER 50'S BASE: 65 - 75

## OVER 50's



OVER 50'S end of programme



OVER 50'S at baseline

OVER 50'S BASE: 285 - 295

# 5

## Perceptions of Getting Older









Thinking of old age and your own ageing experience, to what extent do you agree or disagree with each of the following statements?

|   | UNDER 50'S baseline |          |         | UNDER 50'S end of project |          |         |
|---|---------------------|----------|---------|---------------------------|----------|---------|
|   | AGREE               | DISAGREE | NEITHER | AGREE                     | DISAGREE | NEITHER |
|   |                     |          |         |                           |          |         |
| UNDER 50'S BASE: 67 - 75  |                     |          |         |                           |          |         |
| We can learn a lot from old people  | 88%                 | 2%       | 9%      | 84%                       | 5%       | 11%     |
| As I get older, I expect to become more lonely                                | 38%                 | 22%      | 39%     | 69%                       | 9%       | 21%     |
| Old age is a time of ill health   | 55%                 | 21%      | 24%     | 59%                       | 16%      | 25%     |
| As I grow older, I become more tolerant                                       | -                   | -        | -       | -                         | -        | -       |
| Old age is a time of loneliness   | 55%                 | 27%      | 18%     | 64%                       | 16%      | 20%     |
| As I get older I expect to be able to do things I've always done              | 58%                 | 16%      | 25%     | 37%                       | 29%      | 33%     |
| When I think of old people, I think of them as generally grumpy and miserable | 30%                 | 40%      | 30%     | 20%                       | 53%      | 27%     |
| I worry that my health will get worse as I grow older                         | 59%                 | 13%      | 27%     | 55%                       | 28%      | 17%     |
| I don't think of myself as old  | -                   | -        | -       | -                         | -        | -       |
| Old people don't get respect in society                                       | 70%                 | 20%      | 9%      | 61%                       | 21%      | 17%     |
| Retirement is a time of leisure   | 67%                 | 12%      | 21%     | 68%                       | 7%       | 25%     |
| Growing older doesn't bother me   | 64%                 | 16%      | 19%     | 37%                       | 41%      | 21%     |



Thinking of old age and your own ageing experience, to what extent do you agree or disagree with each of the following statements?

UNDER 50'S BASE:285 - 295

|   | OVER 50'S baseline   |   |  | OVER 50'S end of programme   |   |  |
|---|--|---|--|--|---|--|
|   | AGREE<br> | DISAGREE<br> | NEITHER<br> | AGREE<br> | DISAGREE<br> | NEITHER<br> |
| We can learn a lot from old people  | 89%  | 1%  | 9%   | 87%  | 4%  | 9%   |
| As I get older, I expect to become more lonely                                | 58%  | 28%   | 15%  | 74%  | 15%   | 12%  |
| Old age is a time of ill health   | 72%  | 14%   | 15%  | 67%  | 14%   | 19%  |
| As I grow older, I become more tolerant                                       | 61%  | 9%  | 30%  | 55%  | 21%   | 24%  |
| Old age is a time of loneliness   | 60%  | 28%   | 12%  | 64%  | 33%   | 21%  |
| As I get older I expect to be able to do things I've always done              | 55%  | 22%   | 23%  | 39%  | 28%   | 33%  |
| When I think of old people, I think of them as generally grumpy and miserable | 29%  | 41%   | 30%  | 20%  | 55%   | 25%  |
| I worry that my health will get worse as I grow older                         | 67%  | 17%   | 17%  | 58%  | 17%   | 25%  |
| I don't think of myself as old  | 70%  | 17%   | 13%  | 43%  | 28%   | 29%  |
| Old people don't get respect in society                                       | 75%  | 10%   | 15%  | 60%  | 14%   | 26%  |
| Retirement is a time of leisure   | 70%  | 13%   | 16%  | 67%  | 11%   | 21%  |
| Growing older doesn't bother me   | 72%  | 12%   | 16%  | 47%  | 26%   | 27%  |

### Key findings from the De Jong Giervald 6 item Loneliness Scale

We included in the baseline and post survey the De Jong Giervald Loneliness Scale, which is a validated question to measure levels of loneliness. This academically rigorous tool distinguishes between the different causes of loneliness (emotional loneliness and social loneliness) and was designed for use with older people.

The question contains three statements about emotional loneliness (when an individual misses an intimate relationship) and three about social loneliness (when someone is missing a wider social network). There is a specified methodology for the analysis of the responses to this question, and we have followed this to produce our analysis. Further detail about the analysis can be found in Appendix G.

Analysis of the data produces:

- An emotional loneliness score ranging from 0 (not emotionally lonely) to 3 (intensely emotionally lonely)
- A social loneliness score ranging from 0 (not socially lonely) to 3 (intensely socially lonely)
- An overall analysis from 0 (least lonely) to 6 (most lonely).

Key findings from our analysis of the baseline and post De Jong survey data indicate that:

- The mean social loneliness scores for the cohort aged under 50 is significantly higher in the post survey compared to the baseline survey
- The mean social loneliness scores for the cohort aged over 50 is significantly higher in the post survey compared to the baseline survey
- The mean overall loneliness scores for the cohort aged over 50 is significantly higher in the post survey compared to the baseline survey.

### Key findings from analysis of ICECAP-O data

We also included in the baseline and post survey the ICECAP-O (ICEpop CAPability measure for Older people), which is a validated measure of wellbeing and capability in older people that was designed and tested by the University of Birmingham (we have registered our use of the tool with the University and gained their approval to use it in this survey). The measure focuses on wellbeing defined in a broad sense and it incorporates the attributes of wellbeing that were found to be important to older people in the UK. ICECAP-O comprises five attributes (the lay terms are in brackets):

- Attachment (love and friendship)
- Security (thinking about the future without concern)
- Role (doing things that make you feel valued)
- Enjoyment (enjoyment and pleasure)
- Control (independence).



There is a specified methodology for the analysis of the responses to these questions, and we have followed this to produce our analysis - further detail can be found in Appendix G. Analysis of the ICECAP-O baseline data produces an overall tariff score which ranges from 0 to 1. The higher the tariff, the better an individual's wellbeing. As the ICECAP-O questions are specifically designed for older people, we have only produced an analysis of ICECAP-O data for survey respondents aged 50+.

Capabilities indices, captured through the ICECAP-O outcome measure in the baseline and post survey, were compared using ordinary least squares regression. Findings (see Table 8) indicate that there has been a decline in the ICECAP-O score from the baseline to the post survey stage.

**Table 8: Comparison of capabilities indices in respondents over 50 years of age (baseline vs. post survey)**

| ICECAP-O index                       | Mean value | Std. Err. | T     | P>t   | [95% Conf. | Interval] |
|--------------------------------------|------------|-----------|-------|-------|------------|-----------|
| <b>baseline</b>                      | 0.857      | 0.009     | 96.42 | 0.000 | 0.840      | 0.875     |
| <b>post intervention</b>             | 0.825      | 0.042     | 19.6  | 0.000 | 0.742      | 0.908     |
| <b>Difference (post vs baseline)</b> | -0.032     | 0.013     | -2.5  | 0.013 | -0.057     | -0.007    |

### Key findings from baseline survey regression analysis on ICECAP-O data

At the baseline survey stage, we carried out regression analysis to identify which variables most influence wellbeing as measured via the baseline ICECAP-O tariff, as captured by the ICECAP-O tool. Further detail about the analysis methodology can be found in Appendix G. Key findings from the baseline regression analysis indicated that:

- Variables which appear to have a prominent effect on the overall ICECAP-O wellbeing score (after controlling for 'fixed' characteristics such as age, health, gender and ethnicity) were:
  - Feeling safe outside after dark (those who felt less safe had a lower overall wellbeing score than those who felt very safe)
  - Feeling safe home alone at night (those who felt less safe had a lower overall wellbeing score than those who felt very safe)
  - Speaking to others (speaking to others less frequently was associated with a lower overall wellbeing score)
  - Participating in social events (participating less frequently was associated with a lower overall wellbeing score)
  - Feeling emptiness (experiencing a sense of emptiness was associated with a lower overall wellbeing score)

- Feeling you can rely on others (feelings of not having many people to rely on was associated with a lower overall wellbeing score)
  - Feeling you can trust others (feelings of not having many people to trust was associated with a lower overall wellbeing score)
  - Feeling rejected (was associated with a lower overall wellbeing score).
- These results are interesting as some variables emerge (in particular feeling safe outside after dark and at home alone at night) which influence the overall wellbeing of older residents, which are not a particular focus of the four projects within the Tyburn LAP. Therefore, whilst the four projects may plausibly be able to influence some of these variables (e.g. loneliness / emptiness, social contacts / speaking to others, participation in events, trusting others) there are variables which emerge in this analysis which it is less plausible the four projects will influence. Therefore, other work may be needed locally in Tyburn to have a positive influence and impact on older residents' wellbeing, aside from the four projects in focus (or put another way, there may be some limits to the impact the four projects can have in achieving a positive uplift in overall wellbeing scores over time).

## 5. To what extent do we assess the plausibility of achieved outcomes being attributable to the projects rather than to other factors – to what extent have the projects ‘made the difference’ (attribution)?

- Assessing attribution in projects like these is difficult – there is the cumulative impact of the projects as a ‘foursome’ plus the crossover / synergy between the projects (and other projects in the areas). The other factor to be borne in mind is the wider political context (e.g. around Brexit) and also national campaigns on loneliness over the last 2-3 years, which whilst positive, do make assessing attribution at local level more difficult.
- We highlight in section 3 that we conclude that the four projects have contributed to different outcomes in different ways and to differing extents:
  - Community connections: We assess that Community Organisers and Happy Streets have had a greater impact on outcomes here than Walking Maps and Happy Streets Environmental
  - Community cohesion: Happy Streets has had a greater impact here than Community Organisers and Walking Maps
  - Sense of community / belonging: Happy Streets and Community Organisers have had a greater impact here than the other projects
  - Reduced isolation / loneliness: Community Organisers project has had the greatest impact on this outcome, followed by Happy Streets where the impact is less overt. There is less impact for Walking Maps and Happy Streets Environmental
  - Active citizenship: Community Organisers has had the largest impact on active citizenship, given its focus on volunteer recruitment, training and delivery. Walking Maps did as much as it could here. Active citizenship was less impacted by the other two projects
  - Neighbourliness: Community Organisers and Happy Streets have had a greater impact here than the other two projects
  - Wellbeing: Community Organisers has had the greatest impact on wellbeing (both for the volunteers themselves and members of the community). There is less evidence for the other three projects
  - Integration across the area: Community Organisers, Happy Streets and Walking Maps have had some impact, but barriers remain.
- We conclude that there is more evidence of sustainable outcomes for the Community Organisers and Happy Streets projects than for the Walking Maps and Happy Streets Environmental projects, in particular for those participants who were directly involved in the projects.
- We conclude that it is more plausible for achieved outcomes to be attributable to the Community Organisers and Happy Streets projects (there is stronger attribution evidence here) than to the Walking Maps and Happy Streets Environmental projects.
- We note that whilst the projects have had impacts for those people directly involved in them or reached by them, wider resident knowledge and awareness of the four projects (as measured by the post survey) remains low.

## 6. To what extent do we assess that any identified outcomes would not have happened anyway (the counterfactual)?

- As we assess that there is more evidence of sustainable and attributable outcomes for the Community Organisers and Happy Streets projects, we conclude it is less likely that these outcomes would have happened if the projects had not existed.
- As we are less certain of whether sustainable and attributable outcomes have resulted for the Walking Maps and Happy Streets Environmental projects, we conclude it is more likely that outcomes could have still resulted if the projects had not existed.

## 7. Are there any unintended positive or negative outcomes of the projects?

### Community Organisers Project

#### Unintended positive outcomes

- As noted earlier, an early delivery challenge for the project was that a partner organisation lined up to lead on the training element did not take part in project delivery. This posed some early challenges but in addition, some unintended positive outcomes resulted:
  - Compass Support developed the training materials and delivered the training themselves, meaning that they have more control of the overall process and can more easily incorporate any learning from what works and key challenges from the training into subsequent sessions)
  - As the hands-on training provider, Compass Support can control the training content and bring in partners / other stakeholders to the training where relevant. In addition, Compass Support have the flexibility and capacity to deliver the training as and when required, rather than working to a pre-agreed schedule
  - Compass Support as the training provider can build a relationship of trust with the Volunteer Community Organisers and become more familiar with the respective skills, strengths and worries of the volunteers – this would be more difficult if a third party was providing the training. This enabled the volunteers to start delivering their role within the community more quickly
  - There is acknowledgement that there will be fluidity amongst the volunteer pool, and that ‘one size won’t fit all’ – some volunteers may drop out, some may not be suitable, some will go on to use their skills in different ways. Compass Support can gain an early picture of the respective skills and strengths of the volunteers from a very early point
  - Compass Support can more easily identify additional training needs than they would have been able to do if a partner was providing the training.
- We noted in our first report that another unintended positive outcome is the strong bond, trust and sense of identity which had developed between the early pool of volunteers. The volunteers did not know each other before the training. As well as providing their volunteer role out in the community, it is clear that the volunteers (who bring empathy and insight to the volunteer role from their own experiences of mental health and wellbeing challenges, isolation and loneliness) provide support to each other for the training and volunteering role, but also outside of this in everyday life, and get meaning and identity out of volunteering – it gives them something vital for themselves. Building these local connections and support network is a real added value of this type of community-based project. One of the volunteers commented, *‘We develop friendships in the group and friendships in*

*the community*'. These unintended positive outcomes were confirmed in final feedback obtained from Volunteer Community Organisers at the end of the evaluation.

- Over time, the Community Organisers have progressed to being involved in a range of unanticipated activities including the Befriending Service, Social Prescribing within Eden Court Medical Centre and the No-One Without Campaign. They have also gone on to take responsibility for a range of other activities as we highlight elsewhere in this report
- Nobody could have anticipated the Covid-19 pandemic, which had an impact on the final elements of project delivery of the Community Organisers project. However, one positive unanticipated outcome of the project (and the pandemic) was that it initially adapted its face-to-face Befriending Service to a telephone-based approach, which has evolved into a Telebuddies Service (this is different to the Carers LAP project of the same name). This was launched on 26<sup>th</sup> March and has had good levels of engagement. Telebuddies has meant that befrienders have been able to play a role in additional signposting for food parcels or prescription delivery services during lockdown
- Compass Support estimate that 45% of volunteers have gone on to paid employment which is a real positive (however, it does leave a gap within the volunteer pool which needs to be filled).

### Unintended negative outcomes

- The nature of the project means that the volunteer role is varied, fluid and unpredictable. In some instances, there may not be a clear 'right answer' about how to handle a particular situation, as each volunteer will have their own preferences, ways of responding, and different feelings about what is 'comfortable' for them. To some extent, the volunteers will have to use their own judgement in situations as they arise, and it is hard for the training to be prescriptive in these instances
- We noted in our first report that one issue we thought may need more consideration as the project continues is how the volunteers will deal with sensitive issues amongst people they come into contact with in the local community that are known to them e.g. hoarding, disclosure of a mental health issue, disclosure of addiction
- The Community Organisers are involved in the Befriending Service. An unintended negative outcome is that it can have a considerable impact on the volunteer befrienders when residents they have been supporting die. Compass Support have raised awareness on this and put support in place, but this issue has emerged as the volunteers have gone on to be involved with Befriending
- One of the main unanticipated challenges experienced by the Community Organiser (and Happy Streets) project in Birches Green was the lack of indoor community space to engage with residents.

### Happy Streets campaign

#### Unintended positive outcomes

- Compass Support staff think this project has had the most impact of the three projects they deliver – it has the feelgood factor, the branding has worked very well, and it is accessible to everybody
- The work with schools and the intergenerational elements of the project have worked well, which couldn't have been anticipated at the start. It took time to build relationships with local schools, but this is thought to have really led to positive and sustainable outcomes
- The Happy Streets project (and other projects) have helped to build the identity of Birches Green. Some early project work carried out in the area by Compass Support found that some residents living in Birches Green did not identify as living in Birches Green but more with Erdington.

### Unintended negative outcomes

- Radio adverts have been harder to engage than anticipated, due to costs and media rules and coverage
- Receiving nominations has been a challenge and the number of nominations is lower than anticipated
- One of the main unanticipated challenges experienced by the Happy Streets (and Community Organiser) project in Birches Green was the lack of indoor community space to engage with residents.

## Walking Maps project

### Unintended positive outcomes

- The project enabled residents to find out about local facilities which they didn't know about before (when out and about on the walks) and residents may go on to use for physical activity and meeting people in future
- As with the Community Organiser project, there were benefits to residents who got involved with the accompanied walks and in the workshops (meeting other people, getting out in the fresh air, taking part in a social activity, and finding out more about the local area / finding facilities and open spaces they didn't know about). Taking part in the walks and workshops has benefits for those involved, aside from the production of the Walking Maps
- The Walking Maps project built a relationship with PCSOs who went to some of the workshops and have gone on to be involved in the Age Friendly Tyburn project
- The project has led to improved / closer working relationships with other organisations e.g. Compass Support.

### Unintended negative outcomes

- Working with a more local mapping company would make the map design process easier, as it would allow for face to face discussions
- The Walking Maps project found it easier to operationalise within Castle Vale, as there is more infrastructure and more volunteer Community Organisers. It was more challenging in Bromford as Sustrans knew much less about the area. In Birches Green and Pype Hayes, the lack of infrastructure meant there were fewer community organisations to approach and work with on the project. Another challenge for Birches Green was that there are fewer community assets and there aren't many walking routes to devise and promote
- There were challenges in getting the Walking Maps placed on Birmingham City Council's website, and in the end, the maps were not shared this way which has meant their dissemination and impact may have been reduced
- The lack of evidence of take-up and impact of the Walking Maps could be noted as an unintended negative outcome of the project (there is a real opportunity to distribute and promote any leftover hard copy Walking Maps)
- Similarly, the limited promotion of the online Walking Maps could be noted as an unintended negative outcome of the project. This provides an opportunity to promote the online maps more in future.

## Happy Streets Environmental project

### Unintended positive outcomes

- As with the Community Organiser and Walking Maps project, there are likely to be benefits to residents who get involved with the walking-based activities as part of the HSE project (meeting other people, getting out in the fresh air, taking part in a social activity, and finding out more about the local area / finding facilities and open spaces they didn't know about)
- The cycling club which was a result of the HSE project has gained participants. The cycling group have been successful in a funding bid for £2,000 submitted to Ageing Better to help with the purchase of equipment for this group. This is a positive unanticipated example of the longer-term legacy of the project.
- As a result of the project, Castle Vale Community Housing has taken on new responsibility for maintaining some smaller patches of land in Castle Vale.
- The project has led to improved / closer working relationships with a range of other organisations.

### Unintended negative outcomes

- The lack of buy-in and awareness of the HSE project from Birmingham City Council is a key unintended negative outcome
- The rigid and prescriptive BCC reporting, and how this sits alongside a community-based project like HSE, is another
- Some residents being reluctant to report issues to the authorities is a negative unanticipated outcome, as is resident reluctance to engage with the project
- There can be uncertainty about who owns what land. Some land in Castle Vale is not owned by Birmingham City Council or Castle Vale Community Housing. Getting a positive outcome in these cases is difficult
- The lack of evidence of the outcomes of reported repairs and concerns is another unintended negative outcome of the project. More evidence is needed here to demonstrate the achievements of the project.

## Cross-cutting issues

### Unintended positive outcomes

- There has been considerable interplay and synergy between the four projects, which has in the main been very positive
- Without a doubt, the total of the three projects delivered by Compass Support within the LAP has been greater than the sum of its parts – the projects have delivered greater 'Return on Investment' via the synergy between the projects than they would have if a separate provider had been commissioned for each. This is also the case for the Walking Maps project and its links to Age Friendly Tyburn.

### Unintended negative outcomes

- Wider awareness amongst residents across the four areas (as measured via our post survey) remains low, as does reported use or involvement with the projects

- As Compass Support have been awarded more of the projects, there have had to be staffing changes. Whilst a positive, this has also meant there has been a settling-in period for new staff, and time needed for staff to build relationships (e.g. with the Community Organisers)
- As we have noted, all four projects are to some extent weather-dependent, which can pose unanticipated challenges to the projects.

## 8. To what extent have the projects reached the ‘right’ people (those who are lonely and isolated)?

- We conclude that:
  - The Community Organisers project has most obviously reached those who are lonely and isolated within the community, via the project’s day-to-day work out and about in the community (pop-up cafes) but also via the Social Prescribing work in the local medical practice and via its befriending work with isolated residents. Projects and activities that have emerged from the project (such as the Ugly Spud Club, Knit and Knatterers and One Sugar Please) have also reached those who are lonely and isolated
  - The Happy Streets Campaign will have reached some residents who are lonely and isolated, but in a less overt and targeted way than the Community Organisers project
  - The Walking Maps and Happy Streets Environmental projects have done less to reach lonely and isolated people
  - It is important to note that the nature of the four projects is different – the Community Organisers project is the most obvious one to reach isolated and lonely people.

## 9. To what extent have the projects displayed assets-based approaches – have citizens been empowered to take part in and influence activities to reduce social isolation?

- We conclude that this has varied across the four projects, reflecting the different ‘nature’ of the projects:
  - Community Organisers: this project has demonstrated assets-based approaches to the greatest extent of the four, with the volunteer Community Organisers empowered to take part in and influence activities to reduce social isolation both for the volunteers themselves and in the volunteers’ work with the local community. There is evidence of sustainable outcomes for this project.
  - Happy Streets: this has been more of a campaign, with less ‘direct’ and ‘enabling’ work with residents. Fewer assets-based approaches have been demonstrated, but there has been crossover between Happy Streets and the Community Organisers project, with volunteers getting involved with the Happy Streets campaign. We conclude that Happy Streets has displayed some assets-based approaches. There is evidence of sustainable outcomes for this project.
  - Walking Maps: this project displayed assets-based approaches as far as it could within Walking Maps activities (resource and time allowing) but this has been more limited than for the Community Organisers and Happy Streets because of the project’s size and scale.
  - Happy Streets Environmental: this project has attempted to adopt a more ‘community engagement’ approach and has carried out a range of engagement activities, but we conclude that there is less evidence here of assets-based approaches / citizens being empowered to take part in and influence activities to reduce social isolation.



## 10. To what extent has each project tackled the underlying causes of isolation to leave a sustainable longer-term legacy / footprint beyond the life of this particular funding stream (summative learning)?

- We conclude that there is more evidence of sustainable outcomes for the Community Organisers and Happy Streets projects than for the Walking Maps and Happy Streets Environmental projects.
- Covid-19 has impacted on the remaining delivery of the Community Organisers and Happy Streets Environmental projects. The pandemic also means that the future legacy of the projects is uncertain.
- We conclude that the Community Organisers project has done the most to tackle the underlying causes of isolation to leave a longer-term legacy beyond the life of this funding stream. The Telebuddies befriending service is continuing (this is different to the Carers LAP project of the same name) meaning that at least some of the Volunteer Community Organisers are carrying on their activity, and there is a team of Community Organisers in place who have been active on the project. We understand that funding was applied for to extend the project, but in light of Covid-19, funding applications are not being accepted at present.
- Happy Streets has produced some sustainable outcomes and has done good work to leave a longer-term legacy beyond the life of the project, particularly in terms of its work in schools and the inter-generational aspects of the project.
- We conclude that there is less evidence of sustainable outcomes for the Walking Maps and Happy Streets Environmental projects and that these have done less to tackle the underlying causes of isolation to leave a longer-term legacy.
- In our previous report we highlighted a learning point which emerged from discussion with the Age of Experience members (who went on to be involved as Volunteer Community Organisers) about the need to build-in the sustainability of funded activities. There is up to £2000 of funding available from ABIB to support Network activity for up to six months, and this final report notes that the volunteers have gone on to put forward applications for this funding (Knit and Knatterers and the Ugly Spud Lunch Club). We highlighted in our first report that further support is needed from the ABIB Programme to help make activities sustainable from the start. There has been funded activity locally which has had to cease once the funding has been spent. Having successfully got people involved and gained their trust, activities closing down disappoints the local community, can make it much more difficult to re-engage the community in future, and does not provide a good return on investment for the funding in the long-term.
- This point has emerged later in the evaluation – a key challenge of short-term funded projects like these is it takes time to build trust amongst residents to encourage them to attend an activity, and not long after, the activity can end. This raises resident expectations then disappoints them and can make it much more difficult to get residents involved in other things in future.

## 11. What are our key conclusions on areas of interplay between the four projects?

- Compass Support leads the ABIB Tyburn Hub, has gone on to be the provider of three of the four projects we have evaluated within the Tyburn LAP, and is also one of the lead organisations for the Erdington Network Neighbourhood Scheme. Without a doubt, we conclude that the total of the three projects within the LAP has been greater than the sum of its parts – the projects have delivered greater ‘Return on Investment’ via the synergy between the projects as they are led by Compass Support than they would have if a separate provider had been commissioned for each. In addition, in this report, we have noted where there has been synergy between Compass Support and Sustrans
- Some examples of positive synergy not already noted in this report include:

- Links were initially built with the school in Birches Green for Happy Streets through the Community Organisers project. This has led to the Community Organisers delivering community-led projects within the school, having a stall at their summer fair, and weekly coffee morning mornings with parents and grandparents
  - The Happy Streets project in Birches Green has had a positive knock-on effect to the Community Organiser and Happy Streets Environmental projects
  - Promoting Happy Streets has provided a useful 'way in' for discussions for the Community Organisers project – the project found that promoting 'Happy Streets' as the initial conversation was an engaging way of getting people to start connecting with the Community Organiser project more
  - The biggest engagement challenge experienced by the Happy Streets and Community Organisers projects in Birches Green was the lack of community space to engage with residents. Due to the involvement of Birches Green Primary School with Happy Streets, the school has provided a space for regular coffee mornings to create a 'bumping space' for the area which will run for the foreseeable future. This provides scope for ongoing inter-generational opportunities between the young people and older residents
  - Two volunteers who engaged through Happy Streets went on to become Community Organisers
  - There is synergy and added value between how Compass Support promote the Ageing Better Networks (via pop up activities, community centres, churches, flyers, GP surgeries) and how they promote the Community Organisers Scheme
  - Linking Ageing Better with Happy Streets has helped the development of activities with intergenerational appeal e.g. Café 600, the Ugly Spud Club
  - There was liaison between the Walking Maps project and Compass Support – Compass Support project staff distributed maps in their work door to door for Community Organisers and Happy Streets
  - On Walking Maps walks, these highlighted areas of concern for the Happy Streets Environmental project to follow up
  - Linking with Happy Streets, Sustrans and Friends of Rookery Park has helped in the planning and creating projects involving the school and has given greater access to skills, resources and funding
  - The Happy Streets Environmental project linked in with the Community Organiser pop-up cafes to promote the HSE project
  - The Community Organisers and Happy Streets Environmental projects working together in Pye Hayes helped to build the Ageing Better brand in that area
  - Resources, knowledge and learning from the Age Friendly Tyburn project informed the Walking Maps project and routes – there has been synergy with the fifth project within the LAP and not just between the four projects
  - The 'snowball' effect of the projects has also been apparent in this report, for instance Happy Streets was delivered in a local school which added 180 children to the pledge scheme. Through this, the school were signed-up for the No-one Without intergenerational project. Another example is Compass Support being approached by a local school to work in partnership on their plans for an Artmark project involving pupils and older people in the community.
- In terms of learning points relating to synergy, whilst there are a lot of positives, there have been some challenges too:

- There can be blurred edges around the projects – where one starts, another finishes. It is important to have a planned approach to avoid duplication
  - It is also important to have individuals in post who can talk about the other projects, adopting a holistic approach and meaning that knowledge can be shared about the range of projects
  - The Happy Streets Environmental project had to be aware other projects did activities on certain days e.g. Community Organisers, and either work around this or work with that project
  - Residents may well have been engaged for other projects, so the projects had to bear this in mind to avoid overloading residents.
- Project staff think a missed opportunity was that the Walking Maps and Age Friendly Tyburn projects did not have much interaction with the Ageing Better Carers City-wide project (links around carers' wellbeing, physical activity etc).

## 12. What are the key considerations for delivery (formative) and impact (summative) of the projects?

### Delivery (formative) considerations

#### Community Organisers Project

- There are learning points for other projects about the amount of resource needed to recruit, train, support, maintain and top-up the volunteer Community Organiser pool. Approximately 1 in 3 of recruited volunteers go on to become an effective volunteer.
- There is value in pursuing 'quality over quantity' in the effective volunteer pool (we note that the number of effective volunteers is lower than the target). However, this does impact on volunteer capacity (we have noted that some events have had to be cancelled due to a lack of volunteers).
- Activities need to be very local, in an area known to residents, linked to the interests of residents and volunteers, and easily accessible to encourage people to attend. We note that the two groups for which ABiB funding has been sought (Knit and Knatterers and Ugly Spud Lunch Club) are deliberately located on bus routes and close to bus stops. This is important learning for the Community Organisers project, and other similar projects.
- There are learning points for other projects based on what has worked well in the Community Organisers project, in particular the flexible nature of volunteering which aren't too 'burdensome' and fit in well with the lives of volunteers. However, a downside of this is that at some events, volunteer capacity has been an issue and some events have had to be cancelled.
- A learning point is that the project would have benefitted from a productive relationship with the local supermarkets. It has been challenging to gain permission for a pop-up stand in the large local supermarket (an issue which also emerged in the Walking Maps project), resulting in missed opportunities to speak to residents.
- A challenge for the project has been the loss and grief for project staff and for volunteers when a person the team is befriending dies. Compass Support put provision in place whilst the project was delivering, but this is an important learning point for projects of this type – to anticipate this as an issue and factor in support for the team and for volunteers.

#### Happy Streets

- Happy Streets branding has worked well, shaped around a simple and easily understandable and relate-able message. There are lessons here for other similar projects.

- Working with local schools has highlighted that working in partnership is key to building community awareness of and engagement with Ageing Better. There are lessons here for other similar projects.
- There is scope to have increased the business engagement aspects of the Happy Streets campaign.
- There is scope to have increased the number of nominations made within the campaign. A learning point which the project implemented over time is to get people to make nominations at events directly, rather than taking the form away with them
- There have been some challenges with local radio advertising for the project – the project could have benefitted from more locally targeted and active promotion.

### Walking Maps

- There was scope for better promotion of the Walking Maps, once in printable and downloadable format (on the BVSC Ageing Better website), via social media and links with partners (whilst recognising the resource and time available to deliver the project). The maps could have had a greater online presence and been shared across more agencies.
- Another learning point is rather than sticking to producing the five maps outlined in the tender documentation, more flexibility is needed to amend the project scope as delivery evolves – e.g. enabling more flexibility on the number of maps that better reflect the local areas (potentially producing one joint map for Birches Green and Pype Hayes).
- There can be challenges in balancing feedback from residents about the reality of their lived experience, and partners, with the requirements of a service specification.
- There was scope for the project to involve more residents (if resource and time had allowed). Some of the walks involved a number of Community Organisers and Compass Support staff and some of the ‘usual suspects’.
- There is scope for the project to have engaged more with more grassroots community groups, to spread knowledge about the project by word of mouth. We are aware however that resources and time were limited for the Walking Maps project.
- There is scope for the maps to be updated over time (as they are held digitally), but it would need to be agreed who would be responsible for doing this.
- Using a more locally based and more flexible mapping company would have eased the process of designing, amending and agreeing the maps, and incorporating resident feedback.
- A learning point is that the Walking Maps and Age Friendly Tyburn projects did not have much interaction with the Ageing Better Carers City-wide project (links around carers’ wellbeing, physical activity etc), which was a missed opportunity.

### Happy Streets Environmental

- With hindsight, a key learning point is that there was a need to communicate in person with Birmingham City Council at the start of the HSE project to explain the project’s remit, obtain buy-in and to explore whether there is a productive way the project and BCC could work together. Reflective feedback from the HSE project lead is that contacting the correct officers at Birmingham City Council who understand what the project is about can produce much quicker results.
- The BCC reporting system is rigid and prescriptive, and difficult to navigate for a community-based project like this one. There is learning around the nature of the reporting system used by Birmingham City Council and how this sits alongside a more organic, resident-led and fixed term project like HSE. This is something other projects need to be aware of in future.
- There is learning about resident engagement with this sort of project and how residents can be encouraged to report issues themselves.

- A few members of the Steering Group to take the project forward have been recruited. This group will need support and mentoring to take this forward now the HSE project is finished.
- There is learning from the project about the use of technology such as the Fix My Street App, and its suitability to a project like this.
- There are some broader lessons for ABiB and other projects within the project about branding. There have been some reported issues with HSE branding not being very understandable and not 'saying what it does on the tin'. As such, the HSE project is probably the least easy of the four projects for residents (and partners) to understand and relate to.
- Project feedback is that as most of the other projects were already started by the time HSE began, it felt like a bit of a bolt-on – with hindsight, it may have been better if all four projects had launched together. In addition, some of the other projects may have dominated meaning that HSE did not get the publicity or support it needed from residents

### Cross-cutting issues

- Having a realistic view of the length of time it takes to mobilise this sort of project is an important learning point, particularly when the projects have a short-term lifespan. The length of the mobilisation phase can have a real impact on what it is feasible for shorter and more time-bound projects to deliver.
- The Happy Streets campaign avoided the word 'ageing' which is thought by staff to be a positive element of the campaign and has helped people to get involved. This is interesting given the whole ABiB brand – potentially there is learning from the local evaluations to feed into the wider ABiB programme?
- All four projects are community-led and organic. A learning point is trying to build in flexibility to delivery that enables the pragmatic / response use of resources where they can have the most impact. This may differ to what was agreed in the original service delivery specification. One practical example includes producing a combined Birches Green and Pype Hayes map rather than two individual ones. Building in this flexibility can be challenging when working to a pre-defined specification and pre-defined outputs / KPIs.
- A learning point for the future scoping and planning of projects like this is the need to take greater account of what infrastructure already exists within local communities, and in which very localised and specific neighbourhoods the 'eligible' residents live. There is a need to avoid a 'one size fits all' approach. What works where varies depending on the existing infrastructure, previous levels of community investment in each area and who specifically lives in which very local neighbourhood.
- In a way, the projects have ended up working within local communities within the broad four areas where they are most needed – it has happened organically, but it does take time. This is difficult to balance alongside more prescriptive project commissioning and reporting of KPIs and outputs. It also raises challenges for the evaluation of these sorts of projects (for instance, the pre and post survey is too broad in focus and has not picked up local nuances). There is learning here for future project delivery and for future project evaluation.
- The four projects were originally conceptualised to focus on those residents aged 50+. However, the Happy Streets Campaign in particular has had much more of an all-age focus which whilst a positive, does pose some challenges for evaluation as the focus is much broader.
- A key challenge of short-term funded projects like these is it takes time to build trust amongst residents to encourage them to attend an activity, and not long after, the activity can end. This raises resident expectations then disappoints them and can make it much more difficult to get residents involved in other things in future. This is an important learning point for these types of project with a focus on community activity within isolated and lonely communities.

## Impact (summative) considerations

### Community Organisers Project

- The Community Organiser Scheme has returned a low level of CMF questionnaires (baseline and initial follow-up) meaning that localised data on outcomes is not available. The suitability of the CMF tool for this type of community-based project needs to be borne in mind for other projects and evaluations of this sort.
- The project estimates that 45% of volunteers have moved on to paid employment after being involved in the project. This is a very positive outcome but does highlight the turnover in volunteers and the need for additional recruitment over time.
- There is learning about how the project uses technology to capture and measure impacts, given that the Impact App has not delivered what was originally intended. There is also learning in more effectively managing the Impact App software supplier for this sort of project to make sure the software delivers something of value that is realistic for volunteers and residents.
- Feedback from Compass Support staff is that two years is not long enough to deliver an effective and sustainable Community Organisers Scheme – to find people, train them, keep them, build their skills and confidence, and top-up the pool as people move on or do not want to take part any longer.
- A legacy plan was prepared by Compass Support and the Ageing Better in Birmingham Programme, highlighting a number of priorities to secure the longer-term legacy of the projects. The Community Organisers project features heavily in this. We provide more detail on this in the cross-cutting section further below. In light of Covid-19, a key issue now is how to maintain the momentum built by the project once funding finishes (e.g. the pool of Community Organisers, the Ugly Spud Lunch Club, Knit and Knatterers, Befriending, indoor coffee clubs etc).

### Happy Streets

- A lesson for this and future evaluations is that the all-age focus of Happy Streets is not reflected in our survey sample, which mainly focuses on older residents aged 50+ as these are the main overarching focus of the Tyburn LAP. This may well mean that the impact of Happy Streets has not been fully captured in the survey.
- A key issue now is how to maintain the momentum built by the project once funding finishes (e.g. tin bins, intergenerational work, links with schools and in-school work, fishing project etc).

### Walking Maps

- To enable the project to have more of a sustainable impact, it would have been useful to link in with other community organisations and partners about map distribution at an earlier point in the project. This may have enabled the maps to have more of an impact. However, we note that Walking Maps was a small project with a small budget, and a short delivery timescale of six months.
- We have noted the need to think-through data capture for this sort of project at an early point – what will it be possible and what will it not be possible to evidence, particularly around take up of the maps and impact on physical activity levels. A key challenge for the project is there is no way of knowing the number of maps taken by residents from community venues. This makes it impossible to know whether the maps have encouraged residents to be more active.
- There was a need for improved promotion of the Walking Maps in printable and downloadable format, via links with other community organisations, partners and via social media. A better system was needed to ‘root’ the maps into, so they could have more of an impact.

- A practical action would be for this promotion to continue, to enable the project to have some sort of sustainable impact beyond its lifespan. Digital versions of the maps are held by Compass Support and Bromford Together, so these can be promoted and shared in future.
- A practical action would be to obtain an idea of how many maps are leftover and where they are located, so a plan can be made to disseminate these.
- Another practical action would be to get the Walking Maps uploaded onto Birmingham City Council's website, as this receives more traffic than the BVSC website.
- Active promotion of the Walking Maps could continue via social media and via linkages with key partner organisations. This would enable the project to have some sort of sustainable impact beyond the lifespan of the project.
- The project could have linked with other walking activities in the local areas to make its impact more sustainable, with the maps being promoted during those other activities in a more sustained way.
- It would have helped to have 'Walking Champions' to take the work forward beyond the lifespan of the project, and ensure the maps continue to be shared and promoted.
- Data capture to ensure there would be evidence on the number of downloaded maps would also have been helpful.

### Happy Streets Environmental

- There is a need for clearer reporting on positive outcomes from the HSE project to provide more comprehensive evidence of the project's achievements. This is particularly important because a key element of Compass Support's planned approach was to pursue outcomes of reported issues and proactively feed this back to residents so they can see the impact. It is unclear to what extent a) outcomes were achieved and, b) were being fed back to residents.
- Project reporting would benefit from including some mention of repairs and faults which are likely to have a high impact on residents, and those which have a lower impact on residents (e.g. the project could have a positive impact on relatively minor repairs which matter less to residents and less of an impact on those repairs and issues which matter more to residents). This is a learning point for future similar projects.
- If the project was starting again, a learning point is to adopt a particular focus in each of the four areas and be clearer with residents from the start about what the project can change in the local area and what it cannot.
- Data on social media coverage should be gathered in future projects, as this provides evidence of reach and impact.

### Cross-cutting issues

- The total of the three projects delivered by Compass Support within the LAP has been greater than the sum of its parts – the projects have delivered greater 'Return on Investment' via the synergy between the projects than they would have if a separate provider had been commissioned for each. This is also the case for the Walking Maps project and its links to Age Friendly Tyburn.
- Building trust within local areas via repeat visits, encouraging vulnerable residents to engage with projects, getting important partners on board (e.g. local schools) and getting the projects and wider ABIB brand recognised and trusted takes time. This can be challenging when the projects have a relatively short time span. Measuring impact also needs to reflect this – it will take time to build the evaluation evidence and for the projects to produce outcomes.

- The projects have worked well when they have been responsive and reactive to the interests of local residents, and based activities and engagement on those specific interests, in local and accessible locations. There is learning here for other projects and for ABiB more widely.
- Despite the range of activities within the projects, for some local people the barriers remain; some do not want to interact with each other or to move in between different local areas. Despite a range of groups and activities being available, and connections made, there are still barriers which prevent some people attending or integrating across Tyburn, which these four projects have been unable to overcome.
- One of the aims of the projects has been focused on enabling greater integration across Tyburn. However, infrastructure barriers remain which make it difficult for people to get between the different areas of Tyburn. In addition, some residents remain reluctant to travel outside of their 'own' areas. Our conclusion is that the four areas remain quite distinct from each other and access between the areas can be difficult on foot. We question whether the projects we are evaluating have tried to create links and integration between the areas where links aren't 'natural' (e.g. in line with how local residents live their lives) or wanted by residents?
- There is methodological learning from the baseline and post survey as an evaluation method in the context of these projects. We have noted that whilst localised awareness and impact has undoubtedly been achieved, awareness and use of the four projects remains low within the wider population. There is learning here in how to measure impact over time for very localised projects like these.
- We noted in our first report that the analysis of ICECAP-O data indicated the influence of certain variables on overall baseline wellbeing scores which it is less plausible for the four projects to influence (feeling safe outside after dark and at home alone at night). Therefore, other work may be needed locally in Tyburn to have a positive influence and impact on older residents' wellbeing over time, aside from the four projects in focus.
- Consideration must now be given to how the legacy and sustainability of the projects can be built-in so they can continue beyond the lifespan of the funded projects. The current Covid-19 pandemic has impacted on the final stages of project delivery of the Community Organisers and Happy Streets Environmental projects and is very likely to impact on legacy planning. We note that the Legacy Plan contains a few key priorities including community transport, expansion of the Community Organiser Social Prescribing sessions in GP surgeries (funding to be sought), and to continue with Community Organiser recruitment and secure funding for a permanent Community Coordinator role.
- The plan (prior to Covid-19) was for Compass Support to build the legacy from the three projects it has led into existing Compass Support activities, and link in with the Network Neighbourhood Scheme. It will be important that learning from the evaluation feeds into this. Some of the existing groups established via the Community Organiser project may go onto apply for funding as social enterprises, and Compass Support will support this via the NNS.



**Appendix A: Evaluation Framework**

**Appendix B: Map of area covered by the projects**

**Appendix C: Evaluation challenges / learning points**

**Appendix D: Baseline survey 2018**

**Appendix E: Post survey 2019**

**Appendix F: Survey demographics – baseline and post survey**

**Appendix G: Methodological detail on survey analysis**

**Appendix H: Walking Maps**

# Appendix A: Evaluation Framework

## Tyburn LAP Evaluation: Evaluation Framework

- 1. Effectiveness of overall delivery of each project – identify any delivery obstacles or failures (formative learning):**
  - a. Community Organisers Project
  - b. Happy Streets campaign
  - c. Walking Maps Project
  - d. Happy Streets Environmental Project
  
- 2. What are the key lessons learned for each project – what has worked well and what have been the challenges (formative learning):**
  - a. Community Organisers Project
  - b. Happy Streets campaign
  - c. Walking Maps Project
  - d. Happy Streets Environmental Project
  
- 3. Progress against key outcomes for Tyburn ward for older residents (summative learning) (for each project):**
  - a. Increased community connections
  - b. Increased community cohesion
  - c. Increased sense of belonging / sense of community
  - d. Reduced social isolation and loneliness
  - e. Enable residents to play a more active role in the local community (active citizenship)
  - f. Increased sense of neighbourliness
  - g. Increased integration across Tyburn Ward
  - h. Improved wellbeing  
  - a. Community Organisers Project – including CMF data for CO project
  - b. Happy Streets campaign
  - c. Walking Maps Project
  - d. Happy Streets Environmental Project
  
- 4. Impact on positive wider attitudinal change – positive change in attitudes amongst residents and communities in Tyburn (via pre and post survey – summative learning):**
  - a. Community Organisers Project – including CMF data for CO project
  - b. Happy Streets campaign
  - c. Walking Maps Project
  - d. Happy Streets Environmental Project – less for this project on this one
  
- 5. To what extent do we assess the plausibility of achieved outcomes being attributable to the projects rather than to other factors – to what extent have the projects ‘made the difference’ (attribution)?**
  
- 6. To what extent do we assess that any identified outcomes would not have happened anyway (the counterfactual)?**
  
- 7. Are there any unintended positive or negative outcomes of each project?**
  - a. Community Organisers Project
  - b. Happy Streets campaign
  - c. Walking Maps Project
  - d. Happy Streets Environmental Project

8. **To what extent do we conclude that each project has reached the ‘right’ people (those who are lonely and isolated)?**
  - a. Community Organisers Project
  - b. Happy Streets campaign
  - c. Walking Maps Project
  - d. Happy Streets Environmental Project
  
9. **To what extent do we conclude that each project has displayed assets-based approaches –have citizens been empowered to take part in and influence activities to reduce social isolation?**
  - a. Community Organisers Project
  - b. Happy Streets campaign
  - c. Walking Maps Project
  - d. Happy Streets Environmental Project
  
10. **To what extent do we conclude that each project has tackled the underlying causes of isolation to leave a sustainable longer-term legacy / footprint beyond the life of this particular funding stream (summative learning)?**
  - a. Community Organisers Project
  - b. Happy Streets campaign
  - c. Walking Maps Project
  - d. Happy Streets Environmental Project
  
11. **What are our key conclusions on areas of interplay / synergy between the four projects? And on synergy between the four projects and the fifth in the Tyburn LAP – Age Friendly Tyburn?**
  
12. **What are the key considerations for ongoing delivery (formative) and impact (summative)?**

**Plus project-specific elements to weave in:**

- a. Community Organisers Project: include CMF data for CO project
- b. Happy Streets campaign: impact on neighbourliness; reach / scale / effectiveness of different campaign elements
- c. Walking Maps Project: uptake of walking maps / number of participants / number reporting improved levels of physical activity
- d. Happy Streets Environmental Project: positive long-term improvement in physical environment / increased age-friendly environment / fewer falls and injuries / number, type, of problems identified and resolved and not resolved / sustainability of solutions.

## Appendix B: Map of area covered by the projects

The four projects we are evaluating all focus on the area covered by the map shown here. There are three main estates within Tyburn Ward: Castle Vale, Pype Hayes and Birches Green. Bromford was also included as the fourth estate even though it lies outside of the Tyburn Ward boundary. Bromford was included as it has similar attributes, housing and tenure to the other three estates.



BVSC Tyburn LAP  
map.pdf

## Appendix C: Evaluation challenges / learning points

Our main reflections on the main evaluation challenges and learning points which have arisen are:

- We have had to be flexible. The projects have had shifting deadlines and deliverables. Commissioning of three of the four projects was delayed meaning our timescales had to keep changing, and one has been extended
- We planned to carry out different elements of the evaluation across the four projects concurrently as far as possible to make best use of the available resource. Due to shifting project delivery, this was not always possible
- The four projects are very interwoven, which is positive in that there is synergy and added value but can be a challenge for an evaluation of each of the four projects in their own right, and can be a challenge for residents to identify which activity 'belongs' to which project. The street closures linked to the Age Friendly Tyburn project are a good example of this – some residents weren't sure which project the street closures related to
- We have tried to work with what data is available but also add value to this wherever possible. We have endeavoured to build a positive relationship with the project providers whilst keeping any additional requests for evidence / data to a realistic level
- Inevitably we have had to work around the providers' availability and had to wait for / chase data at times. We have to balance being pragmatic about what data is available to us and being persistent when needed
- Some data / evidence noted in the original provider proposals was not subsequently collected e.g. WEMWBs for the Community Organiser Scheme
- The nature of the projects is that they adapt and develop over time, therefore it is important to build-in regular updates with staff about any changes. However, ongoing liaison with the projects about delivery (and evidence) does take time and resource
- The nature of the projects means that they can evolve from what was included in the original proposals, which means the evaluator needs to keep up with delivery changes and any changes in what data may be collected and available
- Project staffing has also evolved over time, particularly for the Community Organisers project, as Compass Support were awarded three of the four projects we have evaluated and these came on-stream. The evaluator needs to keep informed about who does what and new staff need to find out about the evaluation and what is required. The stakeholder session in July 2019 was used as a way of providing an update on the evaluation to new Compass Support staff
- The mobilisation phase for projects impacts on when they begin deliver, and on what evidence is available. Delays in commissioning three of the projects have had a knock-on effect to what evaluation data is available and by when
- As Compass Support has delivered three of the four projects we have evaluated, there is considerable overlap in terms of stakeholder views and learning. We have amended our approach to gathering stakeholder feedback, instead running a group discussion session in July 2019 with staff drawn from the three Compass Support-delivered projects. This also meant we could collect insight on synergy between the projects, rather than approaching each member of staff in isolation
- It was a challenge at the start of the evaluation to identify the geographical area the projects were working in. There is also complexity as the Tyburn Hub covers a wider area than that

covered by the four projects, and the fifth project in the LAP (Age Friendly Tyburn) does not include Bromford (whereas the other four projects we are evaluating do)

- It is difficult to pin-down a particular pre-defined boundary for community projects like this to work in. People's lives flow in and out of areas or may not travel between areas at all. To some extent the boundaries are artificial and may not be that meaningful to residents
- We have had some very light-touch involvement with the Age-Friendly Tyburn Project to know enough about what it is delivering (e.g. attending the launch event in July 2019 and meeting the evaluator at the BVSC partners meeting in February 2019)
- There was evaluation resource available to administer one survey to encompass three of the four projects. We had to move the timescales for this, so it captured 'pre' perceptions at as good a time as we could schedule it before the projects really started delivering. Similarly, we moved the 'post' timescales so the survey could capture (as far as possible) perceptions towards the end of the lifespan of the projects. We had to be pragmatic about these timings, as the projects all ran to different timescales
- We have conducted two snapshot surveys rather than a longitudinal survey, as we thought this would capture a wider breadth of opinions. A longitudinal survey would have involved obtaining contact details at the baseline stage to revisit at the post stage, and would have yielded a smaller sample size
- A challenge for showing an impact on positive wider attitudinal change over time is that the population will naturally age over time, so social isolation and loneliness levels may increase despite the projects. This may pose challenges for our judgements about attribution and the counterfactual
- The evaluation findings indicate that there is a need for a more local focus on the neighbourhoods within the four broad areas (Castle Vale, Pype Hayes, Birches Green, Bromford) to ensure these areas include isolated / lonely older people, and on local neighbourhoods with less pre-existing infrastructure. This would mean the projects can focus on local areas where the projects are most needed. Our survey findings may well reflect this – the survey has adopted a broader-brush approach which may have missed some of the very local impact of the projects, felt within local and specific neighbourhoods
- With any community project like these, it is challenging to be definitive about Attribution and the Counterfactual. We need to remember that it is impossible to identify what impact wider political issues have had on shaping local perceptions as captured in our pre and post surveys, in particular the wider uncertainty and frustrations in the Country about Brexit
- Whilst the projects are generally focused on older residents aged 50+, Happy Streets in particular has more of an 'all age' appeal. This is borne out in some of the social media data. Our survey focused mainly on the views of residents aged 50+ (with a smaller sample aged under 50) so we may not have fully captured the impact of the Happy Streets project in our survey
- As we cautioned in our first report in September 2018, the regression analysis of the pre survey data indicated that some of the main influencers of resident perceptions were not things that the four projects are explicitly focusing on. We noted that this may limit the impact the projects can have on some resident-reported survey measures. This does not mean the projects have not had an impact – just that impact as measured through the survey has not been captured
- The final phases of delivery for the Community Organisers and Happy Streets Environmental projects were impacted by Covid-19 and the national lockdown on 23<sup>rd</sup> March 2020. This has also impacted on the final phases of the evaluation, so we have had to adapt our methodology in the final part of the evaluation to take account of this.

# Appendix D: Baseline Survey 2018



17164 Tyburn Local  
Action Plan Evaluation

# Appendix E: Post survey 2019



17164 Tyburn Local  
Action Plan Evaluati



## Appendix F: Survey demographics – baseline and post survey

|  | Baseline survey  |  | Post survey  |   |
|--|--|--|--|---|
|  | Under 50s<br>n=67  | Over 50s<br>n=295  | Under 50s<br>n=75  | Over 50s<br>n=285   |
| Age  | Under 20: 7%<br>20-29: 25%<br>30-39: 31%<br>40-49: 36%   | 50-59: 38%<br>60-69: 24%<br>70-79: 20%<br>80+: 18%   | Under 20: 3%<br>20-29: 23%<br>30-39: 32%<br>40-49: 43%   | 50-59: 43%<br>60-69: 25%<br>70-79: 19%<br>80+: 14%  |
| Gender   | Male: 39%<br>Female: 61%   | Male: 53%<br>Female: 47%   | Male: 44%<br>Female: 56%   | Male: 47%<br>Female: 53%  |
| Ethnicity  | White: 66%<br>Mixed: 10%<br>Asian / Asian British: 15%<br>Black / Black British: 4%<br>Other group: 3%           | White: 88%<br>Mixed: 1%<br>Asian / Asian British: 0<br>Black / Black British: 7%<br>Other group: 0                 | White: 61%<br>Mixed: 11%<br>Asian / Asian British: 16%<br>Black / Black British: 12%<br>Other group: 0           | White: 81%<br>Mixed: 1%<br>Asian / Asian British: 8%<br>Black / Black British: 9%<br>Other group: 0                 |
| Who do you live with   | Alone: 6%<br>Spouse/partner: 15%<br>With family: 75%<br>Other: 4%  | Alone: 36%<br>Spouse/partner: 37%<br>With family: 23%<br>Other: 1%   | Alone: 19%<br>Spouse/partner: 13%<br>With family: 68%<br>Other: 0  | Alone: 34%<br>Spouse/partner: 24%<br>With family: 40%<br>Other: 1%  |
| Marital status   | Single, never married: 43%<br>Married / domestic partnership: 49%<br>Widowed: 0<br>Divorced: 3%<br>Separated: 4% | Single, never married: 13%<br>Married / domestic partnership: 51%<br>Widowed: 23%<br>Divorced: 8%<br>Separated: 2% | Single, never married: 55%<br>Married / domestic partnership: 41%<br>Widowed: 0<br>Divorced: 1%<br>Separated: 3% | Single, never married: 19%<br>Married / domestic partnership: 44%<br>Widowed: 20%<br>Divorced: 11%<br>Separated: 4% |
| Do you have any caring responsibilities  | Yes: 16%<br>No: 84%  | Yes: 8%<br>No: 92%   | Yes: 24%<br>No: 76%  | Yes: 11%<br>No: 89%   |
| Length of time lived in neighbourhood  | Under 5 years: 39%<br>6-10 years: 32%<br>11-20 years: 14%<br>20 years plus: 16%                                  | Under 5 years: 10%<br>6-10 years: 16%<br>11-20 years: 22%<br>20 years plus: 51%                                    | Under 5 years: 45%<br>6-10 years: 19%<br>11-20 years: 24%<br>20 years plus: 12%                                  | Under 5 years: 11%<br>6-10 years: 16%<br>11-20 years: 32%<br>20 years plus: 41%                                     |
| How is your health in general  | Very good: 45%<br>Good: 36%<br>Fair: 12%<br>Bad: 6%<br>Very bad: 1%  | Very good: 9%<br>Good: 37%<br>Fair: 38%<br>Bad: 12%<br>Very bad: 3%  | Very good: 17%<br>Good: 53%<br>Fair: 21%<br>Bad: 7%<br>Very bad: 1%  | Very good: 8%<br>Good: 48%<br>Fair: 34%<br>Bad: 9%<br>Very bad: 1%  |
| Do you have any physical or mental health conditions lasting or expected to last 12 months or more | Yes: 18%<br>No: 82%  | Yes: 37%<br>No: 63%  | Yes: 25%<br>No: 75%  | Yes: 40%<br>No: 60%   |
| Does your condition or illness reduce your ability to carry out day to day activities              | n=12<br>Yes a lot: 33%<br>Yes a little: 58%<br>No: 8%  | n=109<br>Yes a lot: 57%<br>Yes a little: 39%<br>No: 4%   | n=19<br>Yes a lot: 37%<br>Yes a little: 58%<br>No: 5%  | n=114<br>Yes a lot: 44%<br>Yes a little: 42%<br>No: 14%   |

# Appendix G: Methodological detail on survey analysis

## De Jong Giervald 6 item Loneliness Scale

To score the answers to the scale, the neutral and positive answers are scored as 1 on the negatively worded items. On the positively worded items, neutral and negative answers are scored as 1. This produces an emotional loneliness score, ranging from 0 (not emotionally lonely) to 3 (intensely emotionally lonely), and a social loneliness score also ranging from 0 (not socially lonely) to 3 (intensely socially lonely). This gives a possible range of scores from 0 (least lonely) to 6 (most lonely).

## ICECAP-O

ICECAP-O (ICEpop CAPability measure for Older people) data responses for the five individual questions are translated into a total overall score called a 'tariff' which ranges from 0 to 1. The higher the tariff, the better an individual's wellbeing.

## Analysis techniques used for the De Jong Giervald 6 item Loneliness Scale and ICECAP-O

A distribution is normal when most values gather in the middle of the range and the rest taper-off symmetrically toward either extreme. This was not the case for the overall wellbeing score measured with the ICECAP-O, and the loneliness scores measured with the De Jong scale. Therefore, in order to explore the impact that different attitudes, beliefs and characteristics have on overall wellbeing scores and the loneliness scores, non-parametric tests were used (the Kruskal-Wallis H Test and Mann-Whitney Test). The Mann-Whitney Test is a rank-based test that was used to determine if there are statistically significant differences in the wellbeing / the loneliness score between people who are over 50 years of age and those who are under 50 years of age for example. Because this test can be used only if we look at the differences between two groups, the Kruskal-Wallis H Test was used to determine the differences between three or more groups. The Kruskal-Wallis H Test is also a rank-based test that was used to determine if there are statistically significant differences in the wellbeing / the loneliness score between people with different marital status for example.

## Regression analysis of ICECAP-O data

At the baseline stage, we carried out regression analysis to identify which variables most influence wellbeing as measured via the ICECAP-O tariff, as captured by the ICECAP-O tool. A statistical model was developed to explore the impact of different attitudes, beliefs and characteristics (i.e. the explanatory variables) on the overall wellbeing score (i.e. ICECAP-O tariff) produced by a widely used, validated instrument for the general population (ICECAP-O - the outcome variable).

Explanatory variables for the model were selected through an iterative approach. First, variables which were considered to have a plausible relationship with individuals' wellbeing were selected and shortlisted for further analyses. Variables which were considered to have weaker or no effect on the individual's current wellbeing status (e.g. intention to volunteer future) as well as variables which overlapped with, or were captured by, a more informative variable (e.g. 'do you suffer from any conditions' overlapped with and was largely covered by 'how is your health in general?'). Next, the degree of correlation between each 'shortlisted' variable and the outcome variable was considered, in order to rule out variables that did not appear to be related to the overall wellbeing score, and different model configurations were considered by using goodness of fit tests for nested models.

A model is a set of beliefs ('feeling safe') and characteristics ('not having a disability') which are considered to have a plausible relationship with the outcome variable ('better individual wellbeing'). A nested model is, in a way, more general. For example a nested model could be the belief of feeling safe and the characteristic of being generally healthy. For it to be a nested model, being generally healthy should overlap with not having a disability. A goodness of fit test analyses how well the model (the set of beliefs and characteristics) explains the scores of the outcome variable (ICECAP-O wellbeing score).

# Appendix H: Walking Maps



Tyburn A3 final .pdf



Castle Vale  
Final.pdf



Birches Green Final  
(1).pdf



Pype Hayes  
Final.pdf



Bromford and Firs  
Final.pdf



m.e.l  
research

