

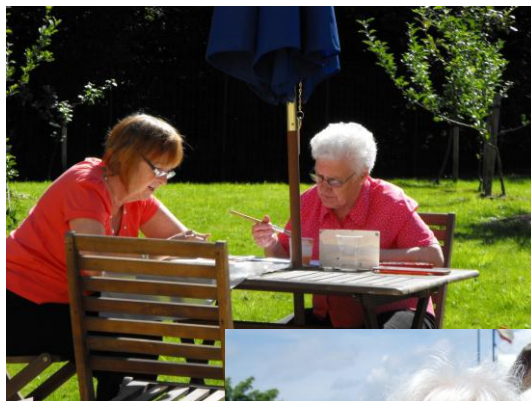


**Creative Solutions to Isolation & Loneliness**

## **Social Return on Investment Evaluation**

Report for Impact Arts  
August 2011







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# Executive Summary

## Introduction

This study focuses on the impact of the Craft Café; a pilot programme from Impact Arts that seeks to reduce the isolation and loneliness experienced by older people, to enable them to make positive lifestyle changes associated with ageing and, ultimately, to bring about a better quality of life.

The evidence contained in the report is based on a Social Return on Investment (SROI) analysis, an accepted method of measuring the social and environmental impact of activities, projects, and programmes and of placing a monetary value on them. The focus of this SROI analysis is on the impact of the Craft Café during 2010/11.

## The context

All available data points to a rapidly ageing population in Scotland; a trend that is set to continue. As the number of older people in the country increases, more are living alone, on low incomes, and socially isolated. Social isolation and loneliness are consistently associated with reduced health and wellbeing among older people.

There is also emerging evidence that demonstrates the positive relationship between active engagement in the arts by older people and the maintenance of their physical, mental, and social well-being.

At the same time there is growing evidence to show that extra spending on services that promote the health, well-being and independence in older people can prevent or delay the need for higher intensity (and more expensive) care. Prevention in this context is clearly better than cure.

## The Craft Café

The Craft Café was conceived by Impact Arts as a safe, social and creative environment where older people can learn new skills, renew social networks, and reconnect with their communities.

Activities are intended to foster the intrinsic joys of creativity, artistic expression, and learning. From this older people experience greater confidence, self-esteem, interest in life, often feeling more engaged and more involved. This in turn gives people the confidence to see and do things differently and leads to raised expectations, inspiration, and motivation to make important lifestyle changes.

The Craft Café programme is currently being piloted in the Castlemilk and Govan areas of Glasgow in partnership with Cassiltoun and Elderpark Housing Associations. In these areas of multiple deprivation there is a high percentage of older tenants living alone and facing exclusion from social and cultural life.



Since first opening its doors in 2009, with support from the Scottish Government's Wider Role funding programme, the Craft Café pilots have engaged with over 100 people aged between 50 and 90 years old. During 2010/11, a total of 72 older people attended the Craft Café (43 attending in Govan and 29 in Castlemilk).

## The Outcomes of the Craft Café Programme

The study shows that the Craft Café pilots have given rise to a number of important positive outcomes.

### For the older people that participate

- \* Through the activities participants feel stimulated and inspired, leading to a sense of self-worth and fulfilment
- \* Participants make new friends, form better and stronger relationships, and are therefore less lonely
- \* Regular attendance brings mental stimulation, a more positive outlook, and reduced levels of anxiety and depression
- \* Over time participants become more confident, more independent, more active in their community, leading to a better quality of life
- \* Participants start to take more regular and more vigorous exercise as a result of attending
- \* Participants take greater notice of their health and reduce harmful behaviours (e.g. smoking, drinking, and poor diet)

### For the family members of participants

- \* The new interests and motivation of the older person leads to more conversation and a better relationship for family members
- \* The companionship and interests provided through the Craft Café means that family members worry less about their loved one
- \* The group support offered by the Craft Café means that the older person requires less attention by the family
- \* The creative output of the older person leads to increased appreciation and interest in art among family members

### For partner Housing Associations

- \* The publicity gained from the programme and association with Impact Arts leads to improved Housing Association profile and reputation
- \* A more settled, satisfied, and involved group of older tenants enables the Housing Association to provide a more efficient service
- \* The catalyst of the Craft Café leads to a more vibrant programme of activities for older people and greater demand for tenancies





- \* The stimulation, interaction and wellbeing derived by older people enables them to sustain an unassisted tenancy for longer

### For the National Health Service

- \* The therapeutic value of attendance of the Craft Café brings about a reduction in the symptoms of anxiety and depression
- \* The companionship and positive outlook brought about means that participants reduce or stop smoking completely
- \* The improved physical and mental health of Craft Café participants leads to a reduced frequency of GP attendance

### The Social Return on Investment

The SROI analysis shows that the Craft Café programme has been highly effective and created social value for each of its main stakeholder groups.

The analysis presented shows that the programme requires £1,170 of investment (direct and in-kind) per older person per year. This in turn creates a social value of £7,155 direct to each older person that attends during that year.

The analysis shows that overall the Craft Café pilots have created between £4.86 and £9.57 of social value for every pound of investment. Based on rigorous research and best assumptions, the report estimates a Social Return on Investment of £8.27 : £1.

Impact Arts is now at the point of considering ways to further develop and roll-out the Craft Café concept more widely across Scotland.

The SROI evaluation report concludes that any scaled-up programme by Impact Arts would provide an excellent opportunity for an appropriate 'investor' seeking to achieve a positive social rather than financial return. In particular the programme provides an opportunity for:

- \* Housing Associations who wish to forge a stronger relationship with older tenants while improving their quality of life and enabling them to live longer and independently within their own home
- \* The NHS which holds an interest in the securing the benefits of low-level and preventative support to older people and the associated downstream benefits on health service spending
- \* Other investors who hold an interest in improving the circumstances for vulnerable and isolated older people living in some of Scotland's most deprived communities.



# 1. Introduction

This evaluation report examines the difference made and social value created by the Craft Café programme.

This study focuses on the impact of the Craft Café; a pilot programme from Impact Arts that seeks to reduce the isolation and loneliness experienced by older people, to enable them to make positive lifestyle changes associated with ageing and, ultimately, to bring about a better quality of life.

The evidence contained in the report is based on Social Return on Investment (SROI), an accepted method of measuring the social and environmental impact of activities, projects, and programmes and of placing a monetary value on them.

In conducting this SROI analysis we have followed the principles as developed by the SROI Network, and endorsed by the Scottish Government. These are:

- \* involvement of stakeholders;
- \* a focus on understanding what changes;
- \* valuing the things that matter;
- \* including only things that are material;
- \* avoiding over-claiming;
- \* transparency; and
- \* verification of the result.

This SROI-evaluation has been produced following the SROI Network's guidance and adheres to the SROI principles. In particular, in preparing the analysis we have adopted conservative assumptions wherever possible to avoid over-claiming and sought to be transparent in any assumptions made.

The SROI analysis has been prepared by the Social Value Lab in collaboration with Impact Arts.



## 2. About Impact Arts

Impact Arts was established in 1994 as a dynamic arts organisation with a mission to change people's life through the arts.

Impact Arts uses visual arts, music, drama, dance and technology to work in local communities with people of all ages. It uses the arts as a tool for change – improving the environment, helping someone get back into work, or simply improving quality of life.

As well as the Craft Café programme for older people, Impact Arts has designed and delivered a range of highly successful flagship programmes including Creative Pathways, Fab Pad, Gallery 37, and Home (Furniture).



Interior Decorating  
for Young Tenants



Young Designers Bringing  
New Life To Old



Enterprise & Employability:  
Furniture Design & Recycling



Transforming Landscapes Together



Personal Development &  
Employability for 16-19 Year Olds



Summer-Time Arts Activities  
for 14-18 Year Olds

Impact Arts is now one of Scotland's most successful social enterprises and operates with teams in Glasgow, Edinburgh, The Borders and Ayrshire. It balances innovation and creative approaches with excellent delivery, sound management and a strong ethos of collaboration and partnership.





## 3. The Context

This Section provides the backdrop to this study and examines the rationale for the development of the Craft Café.

### An aging population

As is now widely appreciated, Scotland's population has been ageing as a result of higher life expectancy and lower fertility rates<sup>1</sup>.

With an ageing population there will be a continuing shift in the pattern of disease towards long-term conditions, and growing numbers of older people with multiple conditions and complex needs<sup>2</sup>.

These demographic changes and associated shifts in the pattern of ill-health will increase the demands on the health and care system.

The effects of loneliness and depression are particularly significant. Research has shown that up to 16% of older people in the UK are lonely and that there is a strong association between loneliness and depression with an associated detrimental effect to physical health, affecting blood pressure levels, sleep, the immune system and cognition; the strength of social networks is of particular significance in this respect<sup>3</sup>.

#### Older People in Scotland

- \* There are 5.2 million people in Scotland and just over one million aged 65 and over. The proportion of older people will increase 21% by 2016, and 62% by 2031.
- \* Two in five people in Scotland live with a long-term condition. Many of these are older people.
- \* Around one-in-ten people aged 75 and over in Scotland have a depressive disorder, of which more than 30% have severe depression. The Royal College of Psychiatrists estimates that 85% of older people with depression receive no help at all from the NHS.
- \* Care is provided to approximately 90,000 older people now in Scotland – services will be required for a further 23,000 people by 2016.
- \* By 2031 there will be more very old people in Scotland and a proportionately smaller tax-paying population. This will create an additional 25% demand for health and social care services.
- \* Around £4.5 billion was spent in Scotland on health and social care for people aged over 65 in 2006/2007. This will rise to £7.5 billion by 2031.

Source: The British Geriatrics Society

<sup>1</sup> General Register Office for Scotland, Projected Population of Scotland, October 2009

<sup>2</sup> The British Geriatrics Society (BGS), Health Numbers: A Statistical View of the Health of Older People in Scotland, March 2011

<sup>3</sup> O'Lunaigh C, Lawlor BA. Loneliness and the health of older people. *International Journal of Geriatric Psychiatry* 23: 1213–1221, 2008



## Ensuring health and independence

The Scottish Government is committed to working to enable older Scots to live healthy, active and independent lives<sup>4</sup>.

An important policy driver is to ensure that older people have the opportunity to live independent lives. This recognises that independence enhances wellbeing and adds greatly to the quality of life.

Good physical and mental health, quality of life and the ability to live independently are closely linked. There have been great improvements in the health of older people, and many conditions can now be treated which would previously have led to death or chronic illness.

Although health problems generally increase with age, disease and disability are not inevitable consequences of growing older. Many older people remain healthy and continue to make a major contribution to society.

### Results of the POPP pilots

Results of the national evaluation suggest:

- ★ The reduction in hospital emergency bed days resulted in considerable savings, to the extent that for every extra £1 spent on the POPP services, there was a £1.20 additional benefit in savings on emergency bed days.
- ★ Overnight hospital stays were reduced by 47% and use of Accident & Emergency departments by 29%. Reductions were also seen in physiotherapy/occupational therapy and clinic or outpatient appointments with a total cost reduction of £2,166 per person.
- ★ Visits to A&E departments fell by 60%, hospital overnight stays were reduced by 48%, phone calls to GPs fell by 28%, visits to practice nurses reduced by 25% and GP appointments reduced by 10%.

Source: Department of Health

### Prevention rather than cure

There is growing acknowledgement that prevention is generally cheaper than cure, which means that interventions that tackle social problems early can deliver financial savings to the tax payer in addition to a better society<sup>5</sup>.

The importance of prevention and promoting the social inclusion of older people is therefore widely accepted. In this respect there has been much progress in developing preventative spending programmes that have a proven track record in reducing costs for the public purse.

As an example, the Partnership for Older People Projects (POPP) funded by the Department of Health in twenty-nine local authorities provided a range of low level and

preventative services (e.g. lunch clubs). These demonstrated substantial results in promoting older people's health, well-being and independence and in preventing or delaying their need for higher intensity or institutional care<sup>6</sup>.

<sup>4</sup> Scottish Government, *All Our Futures: Planning for a Scotland with an Ageing Population: Volume One*, Mar 2007

<sup>5</sup> Scottish Parliament, *Finance Committee Report on preventative spending*, SP Paper 555, 2011 (Session 3)



There is also evidence from studies by the Joseph Rowntree Foundation and the Policy Exchange that extra spending on a range of services to promote health, well-being and independence in older people results in additional benefit in preventing or delaying the need for higher intensity (and more expensive) care.

### Benefits of participating in the arts

The relationship between active engagement in the arts and the maintenance of the physical, mental, and social well-being of older people is increasingly well understood.

Although some pieces of evidence are less rigorous than others, there is a considerable evidence base, from both the UK and internationally. For example, a review of the medical literature for Arts Council England cites nearly 400 papers showing the beneficial impact of the arts on a wide range of health outcomes<sup>7</sup>.

Research produced by the Scottish Arts Council<sup>8</sup> suggests that the benefits for older people with particular health problems, like dementia or stroke patients have also been substantial and that the arts are very often the “key” to unlocking memory, arresting depression and anxiety, and improving communication.

The international Creativity and Aging Study was the first formal study, using an experimental design with a control group, to examine the influence of participatory arts on the general health, mental health and social activities of older people. This study has shown dramatic effects and suggests that older people have untapped stores of creativity and an almost limitless capacity for intellectual growth<sup>9</sup>.

#### Results of the Study of Creativity and Ageing

Interim findings from the study show that older people who had access to participatory arts programmes for a period of 2 years:

- \* experienced significantly better health than a control group, whose older members were not participating in the arts;
- \* had less doctor visits in a year and had diminished use of medication;
- \* were healthier and more independent after a year, than people of the same level of health who didn't take part; and
- \* scored significantly better on the Geriatric Depression Scale and Loneliness Scale than the control Group.

Source: Centre for Creative Aging

<sup>6</sup> Personal Social Services Research Unit, *The National Evaluation of Partnerships for Older People Projects*, Department of Health, 2010

<sup>7</sup> Staricoff, D. *Arts in health: a review of the medical literature*, Arts Council, September 2004

<sup>8</sup> Scottish Arts Council, *Research into Lifelong Learning, the Arts and Older People*, 2002

<sup>9</sup> Cohen, G. *Creativity and Aging: The Impact of Professionally Conducted Cultural Programs on Older Adults*, Centre for Creative Aging 200



## 4. About the Craft Café

This Section provides an overview of the Craft Café programme; a creative solution by Impact Arts to the isolation and loneliness experienced by older people.

As the number of older people increases, more are living alone, on low incomes, and socially isolated. Social isolation and loneliness are consistently associated with reduced health and wellbeing among older people.

The Craft Café was conceived by **Impact Arts** as a way to support older people to reduce isolation and loneliness, to make positive lifestyle changes associated with ageing, and to achieve a better quality of life. Ultimately it is intended to enable older people to live independently for longer in their community.

The programme offers a safe, social and creative environment where older people can learn new skills, renew social networks, and reconnect with their communities.

Craft Café is open from 10am to 4pm, 3 days per week and offers a range of creative activities supported by a professional artist.

The Craft Café programme is currently being piloted in the Castlemilk and Govan areas of Glasgow. In these areas of multiple deprivation, the need was identified by Cassiltoun and Elderpark Housing Associations to support a high percentage of older tenants living alone and facing exclusion from social and cultural life in the community.



At the Craft Café participants learn new art and craft skills (such as silk painting, photography, ceramics, drawing/painting, and textiles) and are given the space and encouragement to build on existing skills.

Craft Café members attend for free and are encouraged to take the lead on their own learning with a constant supply of materials and access to expertise. The activities are participatory, creative, challenging, self-determined, and responsive to individual needs.



Activities are intended to foster the intrinsic joys of creativity, artistic expression, and learning. From this older people experience greater confidence, self-esteem, interest in life, often feeling more engaged and more involved. This in turn gives people the confidence to see and do things differently and leads to raised expectations, inspiration, and motivation to make important lifestyle changes.

The Craft Café therefore hopes to bring about transformative changes in personal relationships, participation in community life, and lifestyle. It is anticipated that these bring about a range of positive, interlinked outcomes relating to health and well-being.

The programme has been supported largely through grant funding from the Scottish Government's Wider Role programme, secured through local Housing Associations. A full breakdown of the financial and in-kind contributions to the programme is provided in Section 6.

Since first opening its doors in 2009 the Craft Café pilots in Govan and Castlemilk have engaged with over 100 people aged between 50 and 90 years old. During 2010/11, a total of 72 older people attended the Craft Café (43 attending in Govan and 29 in Castlemilk).



## 5. Scope and Stakeholders

This Section defines the scope and boundaries of the study, examines the Theory of Change for the Craft Café programme, and describes the main stakeholders to the programme.

### Scope of the analysis

The purpose of this SROI evaluation is to understand the value created by the Craft Café programme.

The Craft Café has now been piloted in the Castlemilk and Govan areas of Glasgow and Impact Arts considers it essential to produce an evaluative SROI analysis to capture the total value created by programme.

Impact Arts intends to use this SROI report to:

- \* understand better the way that the Craft Café achieves positive change in the lives of older people;
- \* demonstrate the impact of the programme to the Scottish Government, partner housing associations, and other stakeholders that have supported it;
- \* identify possible improvements to the programme both in the way that it is delivered and in the evidence routinely gathered as part of this; and
- \* convince new investors of the benefits of the programme and their likely Social Return from investing in the roll-out of the programme.

The SROI evaluation evidence produced is based on the impact of the Craft Café pilot programmes in Govan and Castlemilk during the **financial year 2010/11**.

### Stakeholder groups

This SROI analysis explores the changes to stakeholders as a result of the Craft Café programme. Stakeholders are the people, organisations, or entities that experience change, whether positive or negative, as a result of the activity that is being analysed.

The first step has been to identify all of the stakeholder groups that are material, or relevant, to the scope of this analysis and to decide whether to include them in the analysis. Table 5.1 shows all identified stakeholders and the reason for inclusion in, or exclusion from, this study.

#### Materiality

SROI, like financial accounting, only considers outcomes that are material to the stakeholder and to the scope of the project. Any analysis must therefore focus on those impacts that are relevant and significant. If this is not achieved the process of understanding and reporting will spend time and energy on issues that are not relevant or significant. For this SROI report we have determined what information and evidence is significant and relevant for inclusion, in order to give a true and fair picture of the programme.





**Table 5.1: Inclusion of Stakeholder Groups in the Analysis**

Stakeholder	Included	Reason
Older people that participate	Yes	Older people are the main beneficiaries of the programme
Family members of participants	Yes	The relatives of Craft Café participants are expected to experience a material impact
Referral agencies to the programme	No	No material impact is expected to those organisations that refer older people to the programme
Sessional programme tutors	No	Sessional tutors are employed to support the programme and any personal benefits are incidental
Creative assistant	No	A Creative Assistant (formerly unemployed) was employed to support the programme, but personal benefits incidental
Partner housing associations	Yes	Housing Associations are significant partners and beneficiaries of the project
The National Health Service	Yes	The NHS is expected to benefit by virtue of the support provided by the Craft Café to older people
Impact Arts	No	Impact Arts has been excluded given the purpose of this SROI to examine the impact of this IA programme
Scottish Government	No	Scottish Government through the Wider Role supports the programme although benefits arising are localised

We have therefore identified four material stakeholder groups for inclusion in the analysis and excluded others.

It is worth highlighting in more detail the reasons for exclusion in three cases:

- \* **The tutors.** As part of the research we conducted in-depth interviews with both programme tutors, who as a result of their role in the programme reported an improved understanding of the effects of aging, developed considerable new skills, and in one case made a number of life changes as a result. However, we have excluded the impacts on these tutors from the analysis by virtue of their paid role in delivering the programme.
- \* **Referral agencies.** An attempt was made to contact all of those agencies that had referred older people to the programme. In one case there were a number of benefits from proximity and an ongoing relationship with the older people attending one of the Craft Cafés. However, this was the exception and it was difficult to demonstrate any wider impact on referral agencies who often simply signpost or pass on clients to the Craft Café.
- \* **Impact Arts.** It is clear that Impact Arts has benefited in a range of ways from the programme, in terms of organisational learning and capacity, a new service offering, and a variety of spin off opportunities. However, we have excluded the benefits to Impact Arts given that the purpose of this SROI analysis is to understand the impact of the programme on others.



## Theory of Change

The Theory of Change identifies the planned and expected changes brought about in the main stakeholders to the programme. This establishes the rationale for intervention by Impact Arts and the chain of outcomes that were expected to be triggered for beneficiaries and other stakeholders.

We have developed a Theory of Change for each of the main stakeholders included as material in our analysis. In each case the Theory of Change has been developed on the basis of original grant funding submissions relating to the programme and the experience of Impact Arts staff over the course of the programme.

### Craft Café Participants

At the design phase of the programme it was expected that older people would benefit from improved companionship and a range of new interests and hobbies. This was expected to result in mental stimulation, renewed confidence, a creative identity, greater independence and greater participation in community life. As a result, the programme was expected to address the isolation and loneliness experienced by older people, and in doing so to bring about improved physical and mental wellbeing.

### Family Members

In developing the programme it was recognised that there were likely to be some benefits for the relatives of the older people that attended. By virtue of their ongoing contact with the older person, it was expected that family members would benefit from improved relationships with their aging relative; reduced worry about their loved one; and a reduction in the burden of care.

### Housing Associations

Local Housing Associations were partners in the design of the Craft Cafés and were expected to play an ongoing role throughout. It was expected that during the delivery of the programme their relationship with older people would extend and deepen. As a result it was anticipated that they would benefit from improved engagement with, and be in a position to develop a better quality of service to, older tenants; and would over time experience increased demand for, and sustainability of, tenancies by older people.

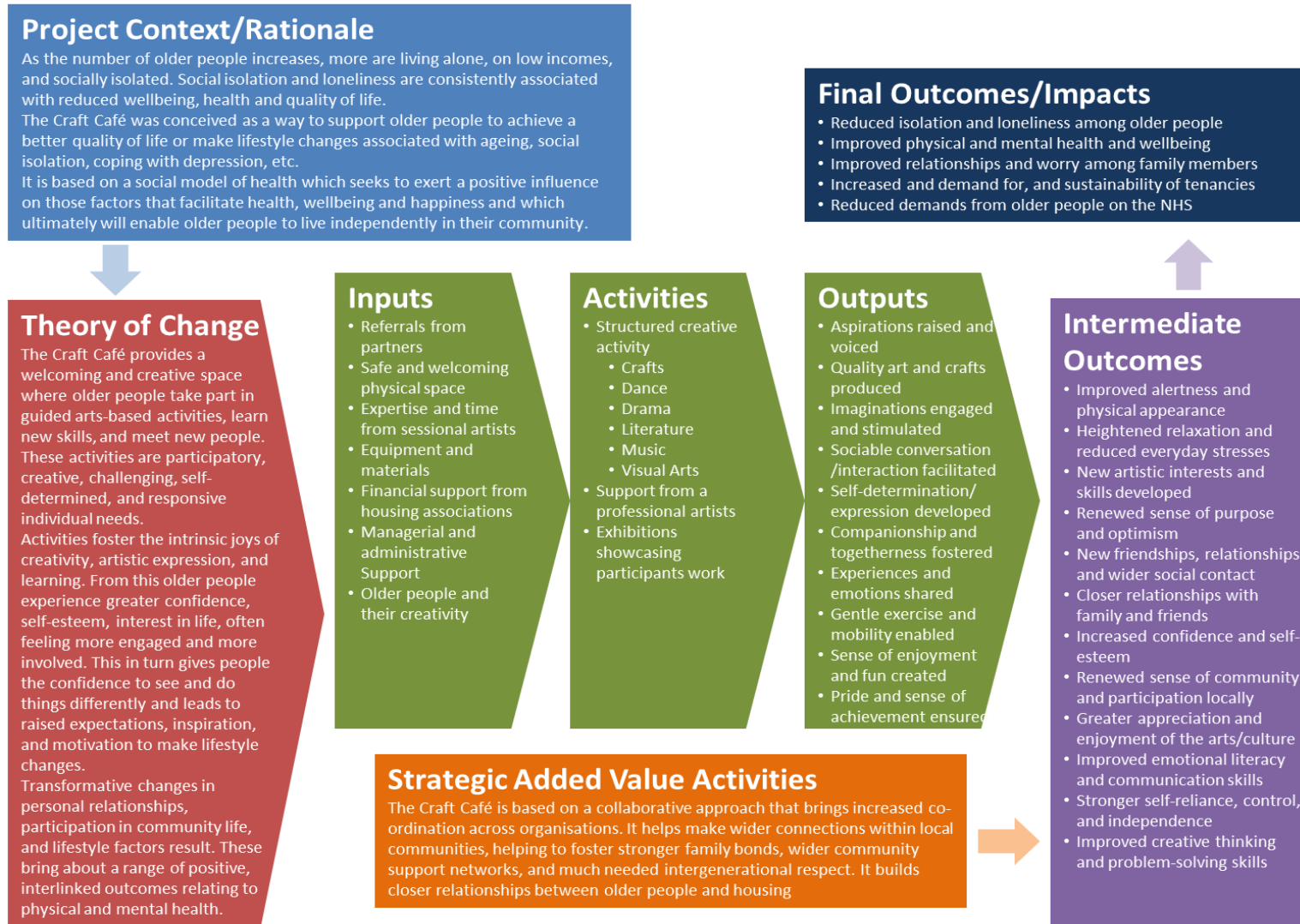
### The NHS

It was recognised during the design of the programme that substantial benefits were likely to arise in relation to the health and wellbeing of older people; as such the NHS was identified as an important, if indirect, stakeholder. It was anticipated that over time as older became less isolated and more active (with improving health) that the demands placed on NHS services would decline.

The Theory of Change upon which the programme is based is illustrated in Figure 5.1.



Figure 5.1: Theory of Change





## Stakeholder engagement

The SROI analysis explores the changes to stakeholders as a result of the Craft Café programme.

We have tested this Theory of Change through the process of consultation to determine the value created for each stakeholder group. Table 5.2 describes the scope of the consultation that was possible within the time and resources available to this study.

**Table 5.2: Scope and Method of Stakeholder Engagement**

Stakeholder	Total Stakeholders	Method and Scope of Engagement
<b>Older people that participate<sup>10</sup></b>	72	One-to-one interviews were conducted with 19 participants (11 in Castlemilk, 8 in Govan) <sup>11</sup>
<b>Family members of participants<sup>12</sup></b>	72	Questionnaires were completed by 9 relatives of the older people <sup>13</sup>
<b>Partner Housing Associations</b>	2	One-to-one interviews were conducted with 3 representatives from each Housing Association
<b>The National Health Service</b>	-	No interviews were possible with medical professionals

It should be noted that while the NHS was expected to benefit from the work of the Craft Café, that no consultation was possible with representatives of the NHS. It was difficult to identify with certainty which individuals within the NHS were well placed to comment knowledgeably on the efficacy of the programme and that patient confidentiality would make it difficult for NHS staff to discuss the impact of the programme. An invitation was extended to the GPs that had ongoing contact with a number of Craft Café participants, although they chose not to take part in the evaluation.

<sup>10</sup> During 2010/11 a total of 72 older people participated in the Craft Café programme, this included 29 in Castlemilk and 43 in Govan.

<sup>11</sup> We conducted 19 SROI interviews in July 2011 with the older people that participated in the Craft Café programme. This followed on from baseline SROI interviews with 20 participants in 2010. A total of 7 individuals were interviewed on both occasions allowing us to track outcomes for these individuals more accurately.

<sup>12</sup> It is not possible to identify with precision the number of meaningful relationships with family members that the older person held. For the purpose of the analysis, a conservative estimate of one family member per participant has been assumed.

<sup>13</sup> Feedback was received from family members of older participants from the Castlemilk Craft Café only, as it was deemed inappropriate to conduct this consultation with family members in Govan at a time when changes were occurring in the programme and its future was uncertain.



## 6. Programme Inputs

This Section describes and values the input of the various stakeholders to the Craft Café programme.

The inputs to the programme have been valued for each of the main stakeholder groups as follows.

### Wider Role Fund input

The Craft Café programme has been supported by the Wider Role Fund from the Scottish Government; this secured through partner Housing Associations.

The Wider Role Fund is available to support registered social landlords (RSLs) to undertake projects in their local communities, with a focus on activities that deliver early interventions for vulnerable individuals, families and disadvantaged communities.

Grant funding was received for 2010/11 totalling £69,017 to help deliver the pilot Craft Café programmes in Castlemilk (£35,597) and Govan (£33,420).

### Housing Associations Input

The two partner Housing Associations – Cassiltoun and Elderpark – have contributed important ‘in kind’ to the programme. Key contributions included:

- \* The free use of space three days per week in a local community centre for the Govan Craft Café. This input was valued at a market rent of £621 per month, based on the cost of comparable accommodation provided. The total value of this in-kind contribution for 2010/11 was put at £7,452.
- \* The management time provided by wider role staff in both Housing Associations, which was estimated to account for around one-day of staff time per month. This included project management, financial administration, and grant monitoring. This was valued at 7 Hours per month per Housing Association based on a Grade 6 post, with the total in-kind contribution for 2010/11 put at £2,750.

The total value of the in-kind support of the Housing Associations has been valued at £10,202 for the year under analysis 2010/11.

### Impact Arts input

Impact Arts itself has also provided an important in-kind input to the Craft Café through investing its own time in the management and development of the programme.

A total of 20 days of project management support was provided by Impact Arts in 2010/11; this was above and beyond the level of input commissioned by partner Housing Associations. For the purposes of this SROI analysis, Project Management time has been valued at £250 per day based on the chargeable Day Rate for Impact Arts staff and



representing the opportunity cost to the organisation of working on the programme rather than on other paid commissions.

The total value of in-kind support from Impact Arts to the Craft Café programme during 2010/11 was put at £5,000<sup>14</sup>.

### Older People and their families input

Older people and their families have put their time and effort into the programme (either directly or indirectly), although we have not attached a monetary value to this.

All attendees that have participated in the programme were economically inactive. Therefore we have not placed a monetary value to their time.

There was no direct input of time and effort to the programme by the relatives of the older people that attended. Their time and effort has been minimal and was limited to contact with their loved one, which does not justify a monetary valuation.

### NHS input

There have been no direct or indirect contributions to the programme from the NHS, or the services that form part of it.

### Overall input

For the purpose of our SROI analysis, the total inputs to the Craft Café programme have been valued at £84,219. This includes all direct financial and in-kind contributions from identified stakeholders. A full breakdown of inputs is provided in Table 6.1.

Table 6.1: Breakdown on Inputs 2010/11

Craft Café Location	Financial Contribution	In-kind Contribution	Total Contribution	Unit Cost
Castlemilk	£35,597	£3,875	£39,472	£1,361
Govan	£33,420	£11,327	£44,747	£1,041
<b>Total</b>	<b>£69,017</b>	<b>£15,202</b>	<b>£84,219</b>	<b>£1,170</b>

The level of input required varied somewhat by location, with 53% of input required to support the pilot programme in Govan and 47% in Castlemilk. This reflects the larger scale of programme in the Govan area (there were 43 participants in Govan during 2010/11 compared to 29 in Castlemilk).

The unit cost of delivering the Craft Café programme in Castlemilk and Govan were broadly similar. The average unit cost, including all direct financial and in-kind contributions, was estimated as £1,170 per participant per year.

<sup>14</sup> For this SROI report we have excluded the cost for the SROI evaluation because this was not part of the delivery cost of the programme.





## 7. Outcomes and Evidence

This Section describes the identified outcomes of the Craft Café, the indicators for achieving the outcomes, the quantity and duration of the outcomes, and the financial proxies identified to measure them.

### Outcomes

From our analysis of baseline and evaluative stakeholder interviews, a range of outcomes have emerged. The output of the Craft Café programme, and the associated outcomes identified through the stakeholder consultations, are shown in Table 7.1.

Table 7.1: Stakeholder Outputs and Outcomes

Stakeholder	Output	Outcomes
<b>Older people that participate</b>	Attendance at the Craft Café 3 days per week	<ul style="list-style-type: none"> <li>• Through the activities participants feel stimulated and inspired, leading to a sense of self-worth and fulfilment</li> <li>• Participants make new friends, form better and stronger relationships, and are therefore less lonely</li> <li>• Regular attendance brings mental stimulation, a more positive outlook, and reduced levels of anxiety and depression</li> <li>• Over time participants become more confident, more independent, more active in their community, leading to a better quality of life</li> <li>• Participants start to take more regular and more vigorous exercise from attending</li> <li>• Participants take greater notice of their health and reduce harmful behaviours (e.g. smoking, drinking, and poor diet)</li> <li>• In order to attend the Craft Café, participants reduce their level of community and voluntary activity to make more time for themselves</li> </ul>
<b>Family members of participants</b>	Older people within 72 families supported through arts activities and group support	<ul style="list-style-type: none"> <li>• The new interests and motivation of the older person leads to more conversation and a better relationship for family members</li> <li>• The companionship and interests provided through the Craft Café means that family members worry less about their loved one</li> <li>• The group support offered by the Craft Café means that the older person requires less attention by the family</li> <li>• The creative output of the older person leads to increased appreciation and interest in art among family members</li> </ul>
<b>Partner Housing Associations</b>	Craft Café delivered in two areas to 72 local tenants and residents	<ul style="list-style-type: none"> <li>• The publicity gained from the programme and association with Impact Arts leads to improved Housing Association profile and reputation</li> <li>• A more settled, satisfied, and involved group of older tenants enables the Housing Association to provide a more efficient service</li> <li>• The catalyst of the Craft Café leads to a more vibrant programme of activities for older people and greater demand for tenancies</li> <li>• The stimulation, interaction and wellbeing derived by older people enables them to sustain an unassisted tenancy for longer</li> </ul>
<b>The National Health Service</b>	72 older people provided with low-level, preventative support.	<ul style="list-style-type: none"> <li>• The therapeutic value of attendance of the Craft Café brings about a reduction in the symptoms of anxiety and depression</li> <li>• The companionship and positive outlook brought about means that participants reduce or stop smoking completely</li> <li>• The improved physical and mental health of Craft Café participants leads to a reduced frequency of GP attendance</li> </ul>



Many of the outcomes reported by the stakeholders in the consultation were intended by the programme and part of our Theory of Change. However, we also found a number of unintended positive and negative changes and have highlighted these as such (see below).

Likewise, interventions seldom only have positive changes and as a result, most of the time negative outcomes also occur.

While the Craft Café has been uniformly reported as a positive and beneficial experience we have probed for and reported on negative outcomes where they have occurred in order to avoid over claiming.

### **Materiality of outcomes**

The outcomes reported represent those that we believe to be material. Some of the outcomes that were mentioned were very specific to the personal situation of just one stakeholder and have therefore not been included in this evaluation to avoid over-claiming.

### **Unintended Outcomes**

Many of the outcomes reported by the stakeholders in the consultation were intended by the programme and part of our Theory of Change. However, we also found a number of unintended changes:

#### **Older people that participate**

- ★ Participants start to take more regular and more vigorous exercise from attending
- ★ Participants take greater notice of their health and reduce harmful behaviours (e.g. smoking, drinking, and poor diet)
- ★ In order to attend the Craft Café, participants reduce their level of community and voluntary activity to make more time for themselves

#### **Family members of participants**

- ★ The creative output of the older person leads to increased appreciation and interest in art among family members

#### **Partner Housing Associations**

- ★ The catalyst of the Craft Café leads to a more vibrant programme of activities for older people and greater demand for tenancies

#### **The National Health Service**

- ★ The companionship and positive outlook brought about means that participants reduce or stop smoking completely

In the following pages we describe in further detail the reported outcomes arising, both positive and negative, and intended and unintended.



## Outcomes for each stakeholder group

The consultation that was conducted gave rise to a rich source of evidence on the changes being brought about for each stakeholder group by the Craft Café programme. The following discusses this evidence further for each main stakeholder group.

### Craft Café Participants

The older people that participated experienced a range of transformational changes as a result of the Craft Café Programme.

#### Outcome 1: Through the activities participants feel stimulated and inspired, leading to a sense of self-worth and fulfilment

Older people took great inspiration from their participation in the Craft Café and were fulfilled by it. They reported feeling mentally stimulated, feeling more inspired by their surroundings, beginning to look at things differently, and tapping into inner resources of creativity that they didn't know existed. As a result they reported feeling more 'alive', more 'valued' and they felt creatively and personally fulfilled. Some equated this to the sense of fulfilment that they had experienced while playing a meaningful role in employment prior to their retirement.

*"I look at my surroundings more; especially the colours of the sky, trees and plants"*

*Craft Café participant*

#### Outcome 2: Participants make new friends, form better and stronger relationships, and are therefore less lonely

Participation in the Craft Café was shown to fundamentally tackle the isolation and loneliness that many of the older people had been experiencing. All highlighted the rewarding companionship that the Craft Café offered and pointed to important new friendships that had emerged. For many, the opportunity to take part in engaging new activities had a positive effect on existing relationships – for one the opportunity of more time away from the home had led to a better relationship with a spouse, while for others changed perspectives and new interests had led to improved relationships with children and grandchildren. Importantly all were spending less time at home on their own and more time with others.

*"I'm a bit more outgoing; I used to keep myself to myself"*

*Craft Café participant*

#### Outcome 3: Regular attendance brings mental stimulation, a more positive outlook, and reduced levels of anxiety and depression

Attendance at the Craft Café had a 'lifting' effect for all of the older people interviewed. Many talked about feeling mentally stimulated and keeping their brain active as important results. The Craft Café provided a sense of purpose and most greatly looked forward to attending, with

*"I feel absolutely brilliant. It lifts my depression, cheers me up and I look forward to it so much"*

*Craft Café participant*



one suggesting that she felt that 'something was missing' on the days that she did not attend. Many of the participants recalled the therapeutic effects of participation, whereby the discipline of creating artwork would bring about a calming effect on them, and make them feel less uptight, better about themselves, and with a brighter outlook on life. A number reported significant positive effects on their mental wellbeing and on clinically diagnosed anxiety and depression; for some this led to a reduction in the level of medication required.

#### Outcome 4: Over time participants become more confident, more independent, and more active in their community, leading to a better quality of life

For most of the older people their participation in the Craft Café set them on a more positive course in life. The older people interviewed all recounted new experienced and new skills of one type or another that they had developed through the Craft Café; this was reported to have fostered increased confidence and an appetite to try more. For most this translated into a more active life outside of the Craft Café with some taking up church based activities, or joining in with a range of other activities in the community available to older people. This contributed to a sense that many had a 'richer' and greatly improved quality of life as a result.

*"I feel that my independence is back and stronger than ever"*

*Craft Café participant*

#### Outcome 5: Participants start to take more regular and more vigorous exercise from attending

Many of the older people pointed to improved physical as well as mental wellbeing as a result of attendance. The direct consequence of joining the Craft Café for most was that they were outside of their home more frequently and for longer durations. Most lived a short distance from the Craft Café and walked to and from it. Some reported a better understanding of their physical limitations and a willingness to push their boundaries. Outside of the days attending the Craft Café most reported getting out more, for example, shopping, on day trips, etc. which again increased levels of physical activity.

*"I walk to the class now, which is an extra half hour walk twice a week"*

*Craft Café participant*

#### Outcome 6: Participants take greater notice of their health and reduce harmful behaviours (e.g. smoking, drinking, and poor diet)

Most participants had made some form of change in their lifestyles as a direct result of attending the Craft Café, and many had addressed various harmful behaviours. The 'new lease of life', confidence, and feeling of self-worth that they developed appeared to trigger a period of critical self-reflection, resulting in action to improve health and wellbeing. In the most extreme cases, the participation in the Craft Café was reported to have brought about vital changes for those that had previously struggled to tackle issues such as obesity and

*"I'm eating less because I'm not as bored and feeling better about myself ... it's therapy without it feeling like therapy"*

*Craft Café participant*



alcoholism. This left many leading a healthier lifestyle, one that was likely to counteract the health problems associated with ageing rather than exacerbate them.

### Negative Outcome

#### Outcome 7: In order to attend the Craft Café, participants reduce their level of community and voluntary activity to make more time for themselves

Older people were found to take part in the Craft Café for a variety of reasons. These ranged from isolation and hopelessness to the desire to live a more active and fulfilling life in retirement, to the desire to have more time and space for themselves. In two of the 19 cases examined participants suggested that their participation was a retreat from an already overly active life in the community and had reported an associated reduction in their level of participation in volunteering in order to attend – this was considered a negative outcome of the programme.

*“I gave up some voluntary work, which was taking over my life. So I made the conscious decision to take time out for me and attend the Craft Café”.*

*Craft Café participant*

### Family Members

The family members of the older people participating in the programme reported a number of main changes for themselves.

#### Outcome 1: The new interests and motivation of the older person leads to more conversation and a better relationship for family members

The Craft Café brought important changes in the relationships between the older people and their family members (their spouse, children and grandchildren). In most cases relationships were already reasonably strong but in two-thirds of cases it appeared to strengthen and deepen somewhat as a result of the loved one's attendance at the Craft Café. Family members found the older person more motivated, with new interests, with more enthusiasm, and more positively engaging with the wider family. Older people themselves pointed to changes in the way that they looked at

*“It has given him a new interest ... It gives us more to talk about and we love seeing his lovely art work”*

*Family member*



life and their family, and in some cases reported a more open, patient, and positive attitude to them. The new interests developed provided new and richer sources of conversation and a point of engagement for both.

### Outcome 2: The companionship and interests provided through the Craft Café means that family members worry less about their loved one

The Craft Café provided family members with a vital source of peace of mind. In today's society more and more children are beginning to worry about what the future holds as their parents enter their later years, resulting in what experts are calling Elderly Parent Responsibility Stress Syndrome (EPRSS). The family members consulted indicated that since attending the Craft Café their parent or grandparent appeared more purposeful, more independent, safer, and less isolated; this provided a great source of comfort for relatives. Indeed, almost all family members consulted indicated that they now worried less about their loved one as a result of their attendance at the Craft Café.

*"It means he is not sitting by himself all the time, so he's not on his own and it's less worrying for us"*  
Family member

### Outcome 3: The group support offered by the Craft Café means that the older person requires less attention by the family

The Craft Café has provided a supportive environment that reduces the burden of care and attention on families. As parents get older it is typical for children to take on a growing burden of care; this was particularly evident in the case for the Craft Café participants that were older, more frail, more isolated, and in danger of becoming housebound. Family members pointed to the newfound companionship and peer support offered within the Craft Café and the more active life that their loved one was leading as a result. In almost all cases family members indicated that less of their time and attention was called for.

*"When I was in visiting my granddad I saw the enjoyment in the pensioners ... It gives them a hobby and there is also a support for them personally"*  
Family member

### Outcome 4: The creative output of the older person leads to increased appreciation and interest in art among family members

The Craft Café appeared in many cases to lead to a wider appreciation of, and interest in, the arts among family members. The older people attending the Craft Café typically developed a new passion for arts and crafts of various forms; a newfound passion that they were keen to share with others. This meant that children and grandchildren would hear about new art forms and techniques and would receive a variety of gifts created by their loved one (e.g. paintings, ornaments, etc.). In many cases this interest rubbed off, with family members reported a growing interest and appreciation of art.

*"I'm now more involved with my grandchild, we have painting afternoons".*  
Family member





## Housing Associations

The two Housing Associations – Elderpark and Cassiltoun – reported a number of main changes for their organisations as a result of the Craft Café programme.

### Outcome 1: The publicity gained from the programme and association with Impact Arts leads to improved Housing Association profile and reputation

The Craft Café was a relatively high profile initiative for both of the Housing Associations and helped to build their reputation for playing a wider role in regeneration. In both cases the Craft Café had been a new initiative; ‘the right project at the right time’. Over time their role in the Craft Café has been used in a wide variety of case studies, annual reports, newsletters, features and articles. It had been one tool that had been used by the Housing Associations to make their case for further investment in community development and regeneration activity locally. It has therefore helped to consolidate or build the profile of the Housing Associations and their reputation among tenants, peers, partners and funders.

*“It adds to the reputation of the Housing Association ... we’ve used the Craft Café project in funding bids, articles, and in campaigning”*  
Housing Association staff member

### Outcome 2: A more settled, satisfied, and involved group of older tenants enables the Housing Association to provide a more efficient service

The programme fostered an improved relationship with older tenants and enabled the Housing Association to deliver a better service. The Housing Associations indicated that staff were in more regular contact with older tenants, that this interaction enabled them to pick up and resolve issues quickly, and that the needs and issues of older people were now much more firmly ‘on the radar’. The ability to respond efficiently to the needs of older people was critical. One Housing Officer pointed out the importance of the Craft Café in settling into a new tenancy, in addressing the frequency of seemingly minor or unnecessary call outs, and in relieving the extra demands that this placed on staff time. This created time that could now be spent on delivering more responsive, more efficient, and higher quality services to older people.

*“Older people often struggle to settle ... we now find they have less problems, have formed a better relationship with staff, and are less demanding on staff time.”*  
Housing Association staff member

### Outcome 3: The catalyst of the Craft Café leads to a more vibrant programme of activities for older people and greater demand for tenancies

In each case the Craft Café had become an instrumental part in the offering of Housing Associations to older tenants and was one way of increasing the level of demand for tenancies. The programme has become an important and increasingly well-known and highly valued source of support for older people in the community. The Craft Café is

*“In one case, one of our new tenants had heard about the Craft Café from a relative that lived locally and had applied for a tenancy with us. They moved from another part of the city which was unusual.”*  
Housing Association staff member



regarded by Housing Associations as a useful resource and referral option for staff and was also capable of being used as a selling tool to prospective tenants. The Housing Associations also pointed to the importance of the Craft Café in counteracting the negative perceptions of the multiply deprived communities in which they operated. As a result evidence was starting to emerge in at least one case where proximity to the Craft Café was an influencing factor in the choice of tenancy.

#### Outcome 4: The stimulation, interaction and wellbeing derived by older people enables them to sustain an unassisted tenancy for longer

For Housing Associations an important outcome was the possibility of enabling tenants to live longer in their home and community. Housing Associations are aware of the aging population in Scotland the increasing demands that this is placing on housing and related services. The Craft Café was regarded as important in keeping older tenants, active, happy, and healthy. Over the long-term the value of the programme was perceived by Housing Association as having an important role to play: in avoiding the escalating costs of aids and adaptations that are required to enable the aging tenants to remain in their home for longer; the eventual cost of transferring them to alternative Housing Association accommodation as their circumstances and needs change; and then the cost of voids when older people need to leave their homes and move into residential care.

*“We believe that if people are healthier that they will live longer and sustain their tenancy.”*

*Housing Association staff member*

#### The NHS

Although the NHS does not directly invest in the Craft Café programme, it does receive some important benefits. We have identified only those outcomes that are immediate and directly attributable. We have not, for example, sought to estimate the impact on hospital admissions due to reduced falls or on the long-term care of older people as it will take time to track and verify this type of evidence.

#### Outcome 1: The therapeutic value of attendance of the Craft Café brings about a reduction in the symptoms of anxiety and depression

The Craft Café was found to have important therapeutic effect on the older people and in many cases aided their treatment for anxiety and depression. Many of the older people have experienced a range of common mental health problems including general anxiety and depression. Upon joining, two in every five older people were taking prescribed medication for some form of mental health issue. Just under half of the older people interviewed reported pronounced improvements in their symptoms of anxiety and depression, and in a small number of reported a reduction in the use of anti-depressants.

*“It keeps my depression away ...*

*I’m on less Citalopram [anti-depressants], and have no need for social workers now.*

*Craft Café participant*



## Outcome 2: The companionship and positive outlook brought about means that participants reduce or stop smoking completely

One of the most immediate and visible health effects of the Craft Café has been on smoking cessation. Prior to joining the programme almost 30% of attendees smoked – this is higher than the one in five older people (aged 65-74) in Scotland that smoke and perhaps reflects the fact that the prevalence of smoking is greater among those on lower income and those resident in areas of multiple deprivation<sup>15</sup>. As part of their experience of the programme participants have highlighted a range of benefits relating to outlook, self-worth, and positive behaviour change. In those cases that we were able to track, our consultations suggest that almost one in four of all participants stopped smoking or cut back substantially.

*“I cut down on smoking and drinking ... and saved a few pounds from smoking less”*

*Craft Café participant*

## Outcome 3: The improved physical and mental health of Craft Café participants leads to a reduced frequency of GP attendance

The Craft Café has had important knock-one effects for GP services. On first attending the Craft Café most older people reported a variety of ailments from arthritis, to angina, to manic depression. Most were receiving a variety of prescription medication, most attended the GP on a regular basis (sometimes monthly), and some were receiving support from other NHS services (e.g. Physiotherapy, Psychiatric Services, etc.). The older people interviewed generally reported an improved perception of their own health. In the cases we were able to track, we found on average 4 less annual GP appointments while attending than in the year before attending.

*“With support from my friends at the Craft Café I’m drinking less, visiting the GP less, and not getting hospitalised anymore because of alcohol”.*

*Craft Café participant*

### Outcome indicators

As far as possible it is important to put in place a system capable of objectively verifying that outcomes have occurred.

Table 7.2 shows how the identified outcomes might be confirmed through appropriate indicators, and the sources of these indicators.

<sup>15</sup> Scottish Government, Scottish Health Survey 2009



**Table 7.2: Outcome Indicators**

Stakeholder	Outcomes	Indicators	Source
<b>Older people that participate</b>	<ul style="list-style-type: none"> <li>Through the activities participants feel stimulated and inspired, leading to a sense of self-worth and fulfilment</li> </ul>	<ul style="list-style-type: none"> <li>No. of pieces of art work produced; No. of new art/craft skills attempted; No. pursuing arts/crafts as a hobby at home; No. reporting creative fulfilment.</li> </ul>	<ul style="list-style-type: none"> <li>Baseline and tracking interviews with participants; ongoing Tutor feedback; interviews with family.</li> </ul>
	<ul style="list-style-type: none"> <li>Participants make new friends, form better and stronger relationships, and are therefore less lonely</li> </ul>	<ul style="list-style-type: none"> <li>No. of new friendships; No. reporting improved relationships; No. reporting reduced loneliness.</li> </ul>	<ul style="list-style-type: none"> <li>Baseline and tracking interviews with participants; ongoing Tutor feedback; interviews with family.</li> </ul>
	<ul style="list-style-type: none"> <li>Regular attendance brings mental stimulation, a more positive outlook, and reduced levels of anxiety and depression</li> </ul>	<ul style="list-style-type: none"> <li>No. reporting feeling less down, depressed or hopeless; No. reporting improved concentration; No. reporting reduced use of anti-depressants.</li> </ul>	<ul style="list-style-type: none"> <li>Baseline and tracking interviews with participants; ongoing Tutor feedback; interviews with family.</li> </ul>
	<ul style="list-style-type: none"> <li>Over time participants become more confident, more independent, more active in their community, leading to a better quality of life</li> </ul>	<ul style="list-style-type: none"> <li>No. reporting improved confidence; No. of new life experiences reported; No. of new groups/activities joined; No. reporting improved quality of life.</li> </ul>	<ul style="list-style-type: none"> <li>Baseline and tracking interviews with participants; ongoing Tutor feedback; interviews with family.</li> </ul>
	<ul style="list-style-type: none"> <li>Participants start to take more regular and more vigorous exercise from attending</li> </ul>	<ul style="list-style-type: none"> <li>No. walking to the Craft Café; No. physically active on a daily basis; No. reporting at least 150 minutes of moderate intensity physical activity per week.</li> </ul>	<ul style="list-style-type: none"> <li>Baseline and tracking interviews with participants; ongoing Tutor feedback; interviews with family.</li> </ul>
	<ul style="list-style-type: none"> <li>Participants take greater notice of their health and reduce harmful behaviours (e.g. smoking, drinking, and poor diet)</li> </ul>	<ul style="list-style-type: none"> <li>No. of units of alcohol consumed; No. reporting changes in diet; No. of cigarettes consumed per day; No. of GP visits; No. of hospital admissions.</li> </ul>	<ul style="list-style-type: none"> <li>Baseline and tracking interviews with participants; ongoing Tutor feedback; interviews with family.</li> </ul>
	<ul style="list-style-type: none"> <li>In order to attend the Craft Café, participants reduce their level of community and voluntary activity to make more time for themselves</li> </ul>	<ul style="list-style-type: none"> <li>No. of group/club memberships; No. of community activities attended; No. of volunteer hours committed.</li> </ul>	<ul style="list-style-type: none"> <li>Baseline and tracking interviews with participants; ongoing Tutor feedback; interviews with family.</li> </ul>
<b>Family members of participants</b>	<ul style="list-style-type: none"> <li>The new interests and motivation of the older person leads to more conversation and a better relationship for family members</li> </ul>	<ul style="list-style-type: none"> <li>No. of new topics of conversation entered into with the older person; No. reporting an improved relationship with the older person.</li> </ul>	<ul style="list-style-type: none"> <li>Interviews with family members</li> </ul>
	<ul style="list-style-type: none"> <li>The companionship and interests provided through the Craft Café means that family members worry less about their loved one</li> </ul>	<ul style="list-style-type: none"> <li>No. of instances of worry or concern for the older person in an average week; No. reporting a more positive outlook about the older person's prospects.</li> </ul>	<ul style="list-style-type: none"> <li>Interviews with family members</li> </ul>
	<ul style="list-style-type: none"> <li>The group support offered by the Craft Café means that the older person requires less attention by the family</li> </ul>	<ul style="list-style-type: none"> <li>No. of hours of care support devoted to the older person; No. of emergency visits made to the older persons home.</li> </ul>	<ul style="list-style-type: none"> <li>Interviews with family members</li> </ul>
	<ul style="list-style-type: none"> <li>The creative output of the older person leads to increased appreciation and interest in art among family</li> </ul>	<ul style="list-style-type: none"> <li>No. of art/craft related gifts from the older person; No. of conversations about arts and crafts; No. reporting an</li> </ul>	<ul style="list-style-type: none"> <li>Interviews with family members</li> </ul>



	members	increased interest/appreciation of art.	
<b>Partner Housing associations</b>	<ul style="list-style-type: none"> <li>The publicity gained from the programme and association with Impact Arts leads to improved Housing Association profile and reputation</li> </ul>	<ul style="list-style-type: none"> <li>No. of features in media; % positive feedback from tenants; No. of new partnership activities arising.</li> </ul>	<ul style="list-style-type: none"> <li>Media tracking information; tenants satisfaction survey; interviews with HA staff.</li> </ul>
	<ul style="list-style-type: none"> <li>A more settled, satisfied, and involved group of older tenants enables the Housing Association to provide a more efficient service</li> </ul>	<ul style="list-style-type: none"> <li>No. of call outs by older tenants; Response times to enquiries by older people; No. of staff reporting improved awareness of older peoples needs.</li> </ul>	<ul style="list-style-type: none"> <li>HA monitoring data; tenants satisfaction survey; interviews with HA staff.</li> </ul>
	<ul style="list-style-type: none"> <li>The catalyst of the Craft Café leads to a more vibrant programme of activities for older people and greater demand for tenancies</li> </ul>	<ul style="list-style-type: none"> <li>No. of new activities available to older people; No. of older tenants aware of the Craft Café; No. of older people on waiting lists for tenancy.</li> </ul>	<ul style="list-style-type: none"> <li>HA performance information; tenants satisfaction survey; interviews with HA staff.</li> </ul>
	<ul style="list-style-type: none"> <li>The stimulation, interaction and wellbeing derived by older people enables them to sustain an unassisted tenancy for longer</li> </ul>	<ul style="list-style-type: none"> <li>No. of older tenants; No. of voids in tenancy left by older people going into residential care; No. of older people requiring aids and adaptation.</li> </ul>	<ul style="list-style-type: none"> <li>HA performance information; interviews with HA staff.</li> </ul>
<b>The National Health Service</b>	<ul style="list-style-type: none"> <li>The therapeutic value of attendance of the Craft Café brings about a reduction in the symptoms of anxiety and depression</li> </ul>	<ul style="list-style-type: none"> <li>No. of older people reporting anxiety and depression; No. of older people treated for anxiety and depression.</li> </ul>	<ul style="list-style-type: none"> <li>Patient records; interviews with health professionals; interviews with Craft Café participants.</li> </ul>
	<ul style="list-style-type: none"> <li>The companionship and positive outlook brought about means that participants reduce or stop smoking completely</li> </ul>	<ul style="list-style-type: none"> <li>No. of older people that have stopped smoking; No. of older people reducing nicotin intake.</li> </ul>	<ul style="list-style-type: none"> <li>Interviews with Craft Café participants.</li> </ul>
	<ul style="list-style-type: none"> <li>The improved physical and mental health of Craft Café participants leads to a reduced frequency of GP attendance</li> </ul>	<ul style="list-style-type: none"> <li>No. of GP visits in a 12 month period.</li> </ul>	<ul style="list-style-type: none"> <li>Patient records; interviews with health professionals; interviews with Craft Café participants.</li> </ul>

We have identified at least one subjective indicator for every outcome and tried to back that up with an objective one. This should not be viewed as two indicators, but as a subjective and objective part of the indicator to avoid double counting.

The next step in the SROI-evaluation is to establish for how many of the people in each stakeholder group experience the outcome (quantity) and for how long the outcomes are likely to last (duration).

### Quantity of outcomes

We have analysed the consultation responses from each of the main stakeholder groups and have calculated the frequency with which each outcome was reported. This has provided us with overall percentages of occurrence for each of the identified outcomes. We have then multiplied these percentages with the total number of stakeholders and rounded the result to the nearest one digit.

Table 7.3 shows the quantity of the outcomes.



**Table 7.3: Quantity of Outcomes**

Stakeholder	Outcomes	Quantity
Older people that participate	• Through the activities participants feel stimulated and inspired, leading to a sense of self-worth and fulfilment	72
	• Participants make new friends, form better and stronger relationships, and are therefore less lonely	72
	• Regular attendance brings mental stimulation, a more positive outlook, and reduced levels of anxiety and depression	68
	• Over time participants become more confident, more independent, more active in their community, leading to a better quality of life	64
	• Participants start to take more regular and more vigorous exercise from attending	64
	• Participants take greater notice of their health and reduce harmful behaviours (e.g. smoking, drinking, and poor diet)	30
	• In order to attend the Craft Café, participants reduce their level of community and voluntary activity to make more time for themselves	8
Family members of participants	• The new interests and motivation of the older person leads to more conversation and a better relationship for family members	48
	• The companionship and interests provided through the Craft Café means that family members worry less about their loved one	64
	• The group support offered by the Craft Café means that the older person requires less attention by the family	64
	• The creative output of the older person leads to increased appreciation and interest in art among family members	32
Partner Housing associations	• The publicity gained from the programme and association with Impact Arts leads to improved Housing Association profile and reputation	2
	• A more settled, satisfied, and involved group of older tenants enables the Housing Association to provide a more efficient service	2
	• The catalyst of the Craft Café leads to a more vibrant programme of activities for older people and greater demand for tenancies	2
	• The stimulation, interaction and wellbeing derived by older people enables them to sustain an unassisted tenancy for longer	2
The National Health Service	• The therapeutic value of attendance of the Craft Café brings about a reduction in the symptoms of anxiety and depression	37
	• The companionship and positive outlook brought about means that participants reduce or stop smoking completely	19
	• The improved physical and mental health of Craft Café participants leads to a reduced frequency of GP attendance	33

### Duration of outcomes

Some outcomes have the potential to last for the rest of someone's life (e.g. confidence, skills, etc.) while others will last only for the duration over which activity occurs. We have not been able to identify any research carried out on comparable projects to establish the duration of the outcomes. Therefore we have made assumptions based on the stakeholder consultation and the experience of the Impact Arts team.

For the purpose of this study the outcomes have been considered for a maximum of three years. After three years it is more difficult to credibly link the outcomes with earlier attendance in the Craft Café programme. We also recognise that the health and independence of older people can quickly deteriorate, and that we must be conservative in our assumptions. Table 7.4 shows the estimated duration of outcomes and the underlying assumptions.





**Table 7.4: Duration of Outcomes**

Stakeholder	Outcomes	Duration (years)	Assumption
<b>Older people that participate</b>	• Through the activities participants feel stimulated and inspired, leading to a sense of self-worth and fulfilment	1	• While the stimulus is potentially lasting we have valued for 1 year to avoid over-claiming
	• Participants make new friends, form better and stronger relationships, and are therefore less lonely	3	• New relationships forged in older age are likely to be lasting
	• Regular attendance brings mental stimulation, a more positive outlook, and reduced levels of anxiety and depression	2	• The more positive outlook and life changes are likely to persist beyond the year of participation
	• Over time participants become more confident, more independent, more active in their community, leading to a better quality of life	3	• The independence of spirit and more active lifestyle pattern is likely to have lasting effects
	• Participants start to take more regular and more vigorous exercise from attending	1	• Exercise came largely through walking linked to participation
	• Participants take greater notice of their health and reduce harmful behaviours (e.g. smoking, drinking, and poor diet)	3	• Quite fundamental lifestyle changes occurred which are likely to persist
	• In order to attend the Craft Café, participants reduce their level of community and voluntary activity to make more time for themselves	1	• This outcome lasts as long as participation in the programme (assumed to be one year)
	<b>Family members of participants</b>	• The new interests and motivation of the older person leads to more conversation and a better relationship for family members	2
• The companionship and interests provided through the Craft Café means that family members worry less about their loved one		3	• The Craft Café has equipped participants to lead a more independent lifestyle long-term
• The group support offered by the Craft Café means that the older person requires less attention by the family		1	• The daily routine created by the Craft Café creates short term respite for family members
• The creative output of the older person leads to increased appreciation and interest in art among family members		2	• The interests and hobbies developed are likely to persist beyond immediate participation
<b>Partner Housing associations</b>		• The publicity gained from the programme and association with Impact Arts leads to improved Housing Association profile and reputation	1
	• A more settled, satisfied, and involved group of older tenants enables the Housing Association to provide a more efficient service	3	• The changes in HA practices and engagement with older people is likely to be lasting
	• The catalyst of the Craft Café leads to a more vibrant programme of activities for older people and greater demand for tenancies	2	• The Craft Café has stimulated further activity with older people that is likely to persist
	• The stimulation, interaction and wellbeing derived by older people enables them to sustain an unassisted tenancy for longer	2	• The independence fostered is significant, but countered by the effects of aging on older people
	<b>The National Health Service</b>	• The therapeutic value of attendance of the Craft Café brings about a reduction in the symptoms of anxiety and depression	1
• The companionship and positive outlook brought about means that participants reduce or stop smoking completely		1	
• The improved physical and mental health of Craft Café participants leads to a reduced frequency of GP attendance		1	



## Financial Proxies

SROI analysis makes use of financial proxies to establish the value of the identified outcomes. Usually price is used as a proxy for the value of products and services, when there is an associated market. Most of the outcomes reported by the stakeholders cannot be traded at an open market or are intangible. For these we have identified the closest comparable value of a product/service with a market price.

**Table 4.5** shows the description of the financial proxy for each identified outcome and the source of this proxy. The source of the proxy can be found in the full Impact Map provided in Appendix A of this report.

**Table 7.5: Financial Proxies Used**

Stakeholder	Outcomes	Financial proxy	Value
Older people that participate	<ul style="list-style-type: none"> <li>Through the activities participants feel stimulated and inspired, leading to a sense of self-worth and fulfilment</li> </ul>	<ul style="list-style-type: none"> <li>A meaningful job working 5 hours per week</li> </ul>	£2,563.60
	<ul style="list-style-type: none"> <li>Participants make new friends, form better and stronger relationships, and are therefore less lonely</li> </ul>	<ul style="list-style-type: none"> <li>The average spending on recreational and cultural services for older people</li> </ul>	£769.60
	<ul style="list-style-type: none"> <li>Regular attendance brings mental stimulation, a more positive outlook, and reduced levels of anxiety and depression</li> </ul>	<ul style="list-style-type: none"> <li>Weekly stress counselling sessions</li> </ul>	£2,080.00
	<ul style="list-style-type: none"> <li>Over time participants become more confident, more independent, more active in their community, leading to a better quality of life</li> </ul>	<ul style="list-style-type: none"> <li>Quality of Life Index indicator for community life</li> </ul>	£1,037.34
	<ul style="list-style-type: none"> <li>Participants start to take more regular and more vigorous exercise from attending</li> </ul>	<ul style="list-style-type: none"> <li>A guided healthy walk in the city three days per week</li> </ul>	£1,092.00
	<ul style="list-style-type: none"> <li>Participants take greater notice of their health and reduce harmful behaviours (e.g. smoking, drinking, and poor diet)</li> </ul>	<ul style="list-style-type: none"> <li>12 sessions of behaviour change therapy</li> </ul>	£540.00
	<ul style="list-style-type: none"> <li>In order to attend the Craft Café, participants reduce their level of community and voluntary activity to make more time for themselves</li> </ul>	<ul style="list-style-type: none"> <li>Half day of volunteer time per week</li> </ul>	-£2,540.20
Family members of participants	<ul style="list-style-type: none"> <li>The new interests and motivation of the older person leads to more conversation and a better relationship for family members</li> </ul>	<ul style="list-style-type: none"> <li>Family Relationship Counselling</li> </ul>	£510.00
	<ul style="list-style-type: none"> <li>The companionship and interests provided through the Craft Café means that family members worry less about their loved one</li> </ul>	<ul style="list-style-type: none"> <li>Counselling for Elderly Parent Responsibility Stress Syndrome (EPRSS).</li> </ul>	£480.00
	<ul style="list-style-type: none"> <li>The group support offered by the Craft Café means that the older person requires less attention by the family</li> </ul>	<ul style="list-style-type: none"> <li>The time saved on additional visits to the older person</li> </ul>	£300.00
	<ul style="list-style-type: none"> <li>The creative output of the older person leads to increased appreciation and interest in art among family members</li> </ul>	<ul style="list-style-type: none"> <li>Attendance at an art appreciation class</li> </ul>	£38.00
Partner Housing associations	<ul style="list-style-type: none"> <li>The publicity gained from the programme and association with Impact Arts leads to improved Housing Association profile and reputation</li> </ul>	<ul style="list-style-type: none"> <li>A one page advertorial in a Glasgow newspaper</li> </ul>	£9,980.00
	<ul style="list-style-type: none"> <li>A more settled, satisfied, and involved</li> </ul>	<ul style="list-style-type: none"> <li>2 hours of personalised housing</li> </ul>	£2,357.01



	group of older tenants enables the Housing Association to provide a more efficient service	officer time per older person	
	<ul style="list-style-type: none"> <li>The catalyst of the Craft Café leads to a more vibrant programme of activities for older people and greater demand for tenancies</li> </ul>	<ul style="list-style-type: none"> <li>A 5% reduction in average RSL rental income lost through voids</li> </ul>	£897.03
	<ul style="list-style-type: none"> <li>The stimulation, interaction and wellbeing derived by older people enables them to sustain an unassisted tenancy for longer</li> </ul>	<ul style="list-style-type: none"> <li>Cost of providing basic aids and adaptations in an older persons home</li> </ul>	£4,824.00
<b>The National Health Service</b>	<ul style="list-style-type: none"> <li>The therapeutic value of attendance of the Craft Café brings about a reduction in the symptoms of anxiety and depression</li> </ul>	<ul style="list-style-type: none"> <li>The cost of treating someone with depression</li> </ul>	£2,085.00
	<ul style="list-style-type: none"> <li>The companionship and positive outlook brought about means that participants reduce or stop smoking completely</li> </ul>	<ul style="list-style-type: none"> <li>The cost of smoking cessation treatment</li> </ul>	£557.00
	<ul style="list-style-type: none"> <li>The improved physical and mental health of Craft Café participants leads to a reduced frequency of GP attendance</li> </ul>	<ul style="list-style-type: none"> <li>The cost of attending a GP</li> </ul>	£128.00

### The Value Game

We recognise that a range of valuation techniques exist and that the process of selecting value proxies can be relatively subjective. For older people – the stakeholder group for whom the social value of the programme is likely to be most significant – we attempted to bring greater objectivity to the valuation process. Through participating in an interactive arts-based Value Game, older people attending the Craft Café in Castlemilk helped to identify proxies that were considered relevant and of an appropriate scale. This process was important in ensuring rigour within our SROI analysis.



## 8. Programme Impact

This Section examines the impact of the programme with reference to the other factors that influence it.

In our SROI analysis we are interested in the ultimate impact of the programme. In order to provide credibility and avoid over-claiming, the impact of the Craft Café has been determined with reference to the effects of attribution, displacement, deadweight, and drop-off.

The following pages examine the influence of these factors on eventual impact.

### Estimating Impact

- Attribution – the part of the outcome that can be attributed to activities
- Displacement – what activities or services are displaced by the activities
- Deadweight – how much of the outcome would have happened anyway
- Drop-off – the decline in the outcome over time.

### Attribution

In many cases the changes that are seen to occur are not due to one single activity, but rather the result of more than one service and/or persons working together. To avoid over-claiming we have used attribution analysis to estimate how much other people or activities are perceived to have contributed to the identified outcome.

The level of attribution in the analysis is taken as a percentage and deducted from the total impact. Table 8.1 shows the attribution of others to the identified outcomes.

Table 8.1: Attribution Levels

Stakeholder	Outcomes	Attribution	Rationale
Older people that participate	<ul style="list-style-type: none"> <li>• Through the activities participants feel stimulated and inspired, leading to a sense of self-worth and fulfilment</li> <li>• Participants make new friends, form better and stronger relationships, and are therefore less lonely</li> <li>• Regular attendance brings mental stimulation, a more positive outlook, and reduced levels of anxiety and depression</li> <li>• Over time participants become more confident, more independent, more active in their community, leading to a better quality of life</li> <li>• Participants start to take more regular and more vigorous exercise from attending</li> <li>• Participants take greater notice of their health and reduce harmful behaviours (e.g. smoking, drinking, and poor diet)</li> <li>• In order to attend the Craft Café, participants reduce their level of community and voluntary activity to make more time for themselves</li> </ul>	19%	<ul style="list-style-type: none"> <li>• Attribution was explored in interviews with older people. We identified a range of other services that were reported to have contributed to the outcomes experienced for individuals. In most cases the take up of alternative services was limited and intensity of support from other sources relatively minor compared to engagement in the Craft Café. The likelihood and scale of attribution was assessed at an individual level and averaged across the sample of older people to produce a more robust figure<sup>16</sup></li> </ul>

<sup>16</sup> Other contributory support provided to older people included the Pensioners Action Centre, Psychiatric services, Carr Gomm Scotland, Carers Network, ATOMIC Group, GP/Nurse, Church and other classes.



<b>Family members of participants</b>	<ul style="list-style-type: none"> <li>• The new interests and motivation of the older person leads to more conversation and a better relationship for family members</li> <li>• The companionship and interests provided through the Craft Café means that family members worry less about their loved one</li> <li>• The group support offered by the Craft Café means that the older person requires less attention by the family</li> <li>• The creative output of the older person leads to increased appreciation and interest in art among family members</li> </ul>	5%	<ul style="list-style-type: none"> <li>• Attribution was explored in the feedback from family members. While none identified other contributing factors, influences, or services we have opted for an attribution level of 5% to guard against the possibility of over-claiming. This recognises that there might have been other unseen influences not reported by family members.</li> </ul>
<b>Partner Housing associations</b>	<ul style="list-style-type: none"> <li>• The publicity gained from the programme and association with Impact Arts leads to improved Housing Association profile and reputation</li> <li>• A more settled, satisfied, and involved group of older tenants enables the Housing Association to provide a more efficient service</li> <li>• The catalyst of the Craft Café leads to a more vibrant programme of activities for older people and greater demand for tenancies</li> <li>• The stimulation, interaction and wellbeing derived by older people enables them to sustain an unassisted tenancy for longer</li> </ul>	15%	<ul style="list-style-type: none"> <li>• Attribution was explored in interviews with the Housing Association staff. The percentage derived is based on the contributory influences and services available locally and their perceived influence on the stated outcomes. The attribution level presented is the average across the two participating Housing Associations.</li> </ul>
<b>The National Health Service</b>	<ul style="list-style-type: none"> <li>• The therapeutic value of attendance of the Craft Café brings about a reduction in the symptoms of anxiety and depression</li> <li>• The companionship and positive outlook brought about means that participants reduce or stop smoking completely</li> <li>• The improved physical and mental health of Craft Café participants leads to a reduced frequency of GP attendance</li> </ul>	18%	<ul style="list-style-type: none"> <li>• We were unable to interview NHS staff able to comment on attribution. The percentage used is derived from an analysis of the alternative services and supports reported by each older people and their judgement of likely contribution to the outcomes.</li> </ul>

## Displacement

Displacement is an assessment of how much of the outcomes from the Craft Café have displaced other outcomes that are likely to have arisen in the absence of the programme.

There is no evidence for this that justifies an inclusion of displacement in the impact map, although we have tested for the influence of displacement in our sensitivity analysis (See Section 10). There are no comparable programmes operating in either area in which Craft Café participants were involved, provision generally for older people is reportedly limited (particularly in the Elderpark area), and the older people that attended did not generally give up other activities to participate (where this occurred it was identified and accounted for as a negative outcome).

## Deadweight

Deadweight is a measure to describe the amount of outcome that would have happened anyway, even if the activity had not taken place. For this report we have defined the deadweight as what would have happened if the Craft Café had not been available to older people in Castlemilk and Govan. Table 8.2 shows the deadweight of the outcomes identified.



**Table 8.2: Deadweight Assessment**

Stakeholder	Outcomes	Deadweight	Rationale
<b>Older people that participate</b>	<ul style="list-style-type: none"> <li>• Through the activities participants feel stimulated and inspired, leading to a sense of self-worth and fulfilment</li> <li>• Participants make new friends, form better and stronger relationships, and are therefore less lonely</li> <li>• Regular attendance brings mental stimulation, a more positive outlook, and reduced levels of anxiety and depression</li> <li>• Over time participants become more confident, more independent, more active in their community, leading to a better quality of life</li> <li>• Participants start to take more regular and more vigorous exercise from attending</li> <li>• Participants take greater notice of their health and reduce harmful behaviours (e.g. smoking, drinking, and poor diet)</li> <li>• In order to attend the Craft Café, participants reduce their level of community and voluntary activity to make more time for themselves</li> </ul>	17%	<ul style="list-style-type: none"> <li>• Deadweight was explored in interviews with older people. We explored the alternatives, the likelihood of outcomes arising in the absence of Craft Café, and how their life would change. The likelihood and scale of deadweight was assessed at an individual level and averaged across the sample of older people to produce a more robust figure.</li> </ul>
<b>Family members of participants</b>	<ul style="list-style-type: none"> <li>• The new interests and motivation of the older person leads to more conversation and a better relationship for family members</li> <li>• The companionship and interests provided through the Craft Café means that family members worry less about their loved one</li> <li>• The group support offered by the Craft Café means that the older person requires less attention by the family</li> <li>• The creative output of the older person leads to increased appreciation and interest in art among family members</li> </ul>	5%	<ul style="list-style-type: none"> <li>• Deadweight was explored in feedback from family members. In describing the likely situation for their family in the absence of the programme, no evidence of deadweight was identified. We have opted, however, to include a deadweight figure of 5% to guard against the possibly of over-claiming and to reflect our small sample size.</li> </ul>
<b>Partner Housing associations</b>	<ul style="list-style-type: none"> <li>• The publicity gained from the programme and association with Impact Arts leads to improved Housing Association profile and reputation</li> <li>• A more settled, satisfied, and involved group of older tenants enables the Housing Association to provide a more efficient service</li> <li>• The catalyst of the Craft Café leads to a more vibrant programme of activities for older people and greater demand for tenancies</li> <li>• The stimulation, interaction and wellbeing derived by older people enables them to sustain an unassisted tenancy for longer</li> </ul>	13%	<ul style="list-style-type: none"> <li>• Deadweight was explored in interviews with the Housing Association staff. The percentage derived is based on the likelihood of HAs engaging meaningfully with older tenants, changing practices, and achieving the stated outcomes in the absence of the Craft Café. The deadweight level presented is the average across the two participating Housing Associations.</li> </ul>
<b>The National Health Service</b>	<ul style="list-style-type: none"> <li>• The therapeutic value of attendance of the Craft Café brings about a reduction in the symptoms of anxiety and depression</li> <li>• The companionship and positive outlook brought about means that participants reduce or stop smoking completely</li> <li>• The improved physical and mental health of Craft Café participants leads to a reduced frequency of GP attendance</li> </ul>	15%	<ul style="list-style-type: none"> <li>• We were unable to interview NHS staff able to comment on deadweight. The percentage used is derived from an analysis of the feedback from older people on their changed health behaviours and outcomes as a result of the Craft Café, with references to NHS alternatives.</li> </ul>





## Impact

The impact of the Craft Café programme has been estimated by calculating the quantity of outcomes multiplied by the value of the financial proxy, minus attribution and deadweight.

Table 8.3, over, shows the impact for the first year for the identified outcomes.

### Materiality of Impact

In our analysis we have found no outcomes where attribution, deadweight or a combination of these two has led to an impact that is not material.



**Table 8.3: Year One Impact**

Stakeholder	Outcomes	Quantity	Value Proxy	Attribution	Deadweight	Impact
<b>Older people that participate</b>	• Through the activities participants feel stimulated and inspired, leading to a sense of self-worth and fulfilment	72	£2,563.60	19%	17%	£124,092.60
	• Participants make new friends, form better and stronger relationships, and are therefore less lonely	72	£769.60	19%	17%	£37,252.95
	• Regular attendance brings mental stimulation, a more positive outlook, and reduced levels of anxiety and depression	68	£2,080.00	19%	17%	£95,384.51
	• Over time participants become more confident, more independent, more active in their community, leading to a better quality of life	64	£1,037.34	19%	17%	£44,927.31
	• Participants start to take more regular and more vigorous exercise from attending	64	£1,092.00	19%	17%	£47,294.82
	• Participants take greater notice of their health and reduce harmful behaviours (e.g. smoking, drinking, and poor diet)	30	£540.00	19%	17%	£11,005.90
	• In order to attend the Craft Café, participants reduce their level of community and voluntary activity to make more time for themselves	8	-£2,540.20	19%	17%	-£12,943.15
<b>Family members of participants</b>	• The new interests and motivation of the older person leads to more conversation and a better relationship for family members	48	£510.00	5%	5%	£22,093.20
	• The companionship and interests provided through the Craft Café means that family members worry less about their loved one	64	£480.00	5%	5%	£27,724.80
	• The group support offered by the Craft Café means that the older person requires less attention by the family	64	£300.00	5%	5%	£17,328.00
	• The creative output of the older person leads to increased appreciation and interest in art among family members	32	£38.00	5%	5%	£1,097.44
<b>Partner Housing associations</b>	• The publicity gained from the programme and association with Impact Arts leads to improved Housing Association profile and reputation	2	£9,980.00	15%	13%	£14,760.42
	• A more settled, satisfied, and involved group of older tenants enables the Housing Association to provide a more efficient service	2	£2,357.01	15%	13%	£3,486.02
	• The catalyst of the Craft Café leads to a more vibrant programme of activities for older people and greater demand for tenancies	2	£897.03	15%	13%	£1,326.70
	• The stimulation, interaction and wellbeing derived by older people enables them to sustain an unassisted tenancy for longer	2	£4,824.00	15%	13%	£7,134.70
<b>The National Health Service</b>	• The therapeutic value of attendance of the Craft Café brings about a reduction in the symptoms of anxiety and depression	37	£2,085.00	18%	15%	£53,770.07
	• The companionship and positive outlook brought about means that participants reduce or stop smoking completely	19	£557.00	18%	15%	£7,376.35
	• The improved physical and mental health of Craft Café participants leads to a reduced frequency of GP attendance	33	£128.00	18%	15%	£2,944.13

## Drop-Off

For outcomes that last longer than one year, it is likely that the effect of the outcome will diminish over time. The outcome will be influenced by other factors and it will be less attributable to that activity.

To adjust for the effects of drop-off, it is important to reduce outcomes accordingly. We calculate drop-off by deducting a straight percentage from the outcome each year.

We do not have research data available to establish the drop-off rate. Therefore we have assumed a drop off percentage of 33% for this SROI analysis, which is based on the experience of the Impact Arts team in delivering the programme to older people. This drop-off rate is based on the assumption that it is difficult to link outcomes after three years to the programme and that after year one the effect of the programme is likely to steadily erode.

## 9. Social Return on Investment

In this Section we outline the overall Social Return on Investment produced by the Craft Café Programme.

The Social Return on Investment (SROI) Value is expressed as a ratio of return and is derived from dividing the value of the impact by the value of the Investment.

Before the calculation is made, however, the Impact Value is adjusted to reflect the Present Value (PV) of the projected outcome values. This is to reflect the present day value of benefits projected into the future.

Discounting is applied to those values that have been projected for longer than 1 year. The interest rate used to discount the value of future benefits in this case is 3.5% as determined in the Government Green Book<sup>17</sup>.

In the account that has been created for this forecast SROI the total Impact calculation is as follows:

$$\text{SROI} = \frac{\text{Total Present Value}}{\text{Total Inputs}}$$

In our calculations<sup>18</sup> of the impacts we have established the total of all impacts of the project at £730,359. This represents the total value created by the Craft Café Programme.

The Total Present Value for the project, at a discount rate of 3.5%, is £696,569. This represents the total value created by the programme whereby the earning capacity of the amounts in the future is discounted.

The Net Present Value, the Total Present Value minus the total of all investments (£84,219) is £612,350. This amount represents the total extra value created by the Craft Café Programme.

This gives an SROI ratio of £696,569 / £84,219 = **£8.27 : £1**. This means for every pound of investment in the Craft Café Programme, £8.27 of social value is created.

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<sup>17</sup> Sets out the recommended discount rate for public funds

<sup>18</sup> All amounts are rounded to pounds

## 10. Sensitivity Analysis and Verification

This Section sets out our analysis of the sensitivity of results to key changes in our underlying assumptions and outlines the process by which we verified the results with important stakeholder groups.

The results presented in this report are based on variables and assumptions according to available evidence, including qualitative data on the experience of stakeholders. This calls for further analysis and validation to ensure that the results are robust.

### Sensitivity analysis

Sensitivity analysis is used to test variables and assumptions given that there are areas of the base case that could be derived from imperfect evidence. Table 10.1 shows which areas were chosen as those with the most potential to affect the results.

Table 10.1: Sensitivity analysis

Item of Analysis	Base Case	New Case	SROI
<b>Outcomes for older people</b>	Reported outcomes for older people	Only 50% of reported outcomes achieved	£5.34 : £1
<b>Outcomes for older people</b>	Outcome 1: Proxy relates to 5 hrs employment per week	Outcome 1: Proxy relates to 2 hrs employment per week	£7.42 : £1
<b>Outcomes for older people</b>	Outcome 3: Proxy relates to weekly stress counselling	Outcome 3: Proxy relates to monthly stress counselling	£6.88 : £1
<b>Outcomes for family members</b>	Outcomes achieved based on family feedback	Only 50% of reported outcomes achieved	£7.62 : £1
<b>Outcomes for family members</b>	Outcomes achieved for 1 family member	Outcomes achieved for 2 family members	£9.57 : £1
<b>Outcomes for Housing Associations</b>	Outcomes achieved based on feedback	Only 50% of reported outcomes achieved	£8.06 : £1
<b>Outcomes for the National Health Service</b>	Outcomes achieved based on family feedback	Only 50% of reported outcomes achieved	£7.90 : £1
<b>Duration</b>	Reported outcomes last between 1 and 3 years	No outcome lasts for more than one year	£5.81 : £1
<b>Attribution</b>	Depending on outcome ranging from 5% to 19%	50% attribution for all outcomes	£4.97 : £1
<b>Deadweight</b>	Depending on outcome ranging from 5% to 17%	50% deadweight for all outcomes	£4.86 : £1
<b>Displacement</b>	No displacement identified as relevant	25% displacement occurs for all outcomes	£6.20 : £1

The sensitivity analysis shows that if the already conservative values used in the analysis are reduced even further, the Social Return on the programme is unlikely to fall below £4.86 : £1. This value would be reached if we were to increase our assumptions regarding programme deadweight to a level of 50%.

On the other hand if we were to obtain more reliable data – particularly in relation to the number of family members benefiting – then the Social Return from the programme would possibly increase somewhat. Our current assumption is that each older person has one significant family member that has potential to derive benefit – if this assumption was to increase from one to two, then the SROI Ratio would increase to £9.57 : £1.

### **Verification of results**

To verify the results of our evaluation we have fed back the results to the older people that attend the Craft Café and discussed the results with our partner Housing Associations. These stakeholders confirmed the outcomes once again and agreed with the impact and valuation outlined in this report. This gave us confidence that our SROI report is both accurate and credible.



# 11. Conclusion

This Section presents an analysis of the social value created by the programme and outlines our conclusions from the study

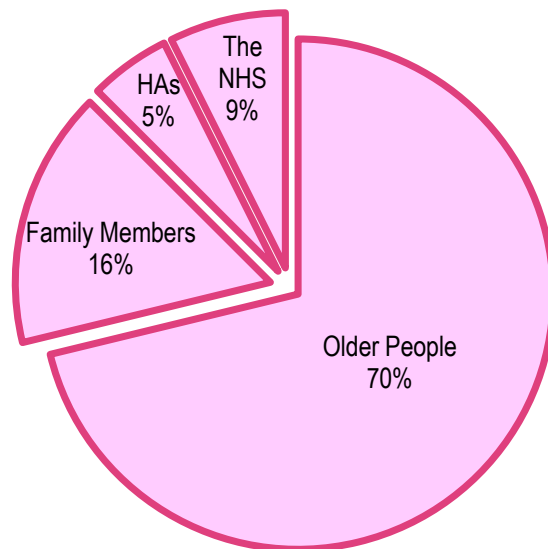
The Craft Café was conceived by Impact Arts as a way to support older people to reduce isolation and loneliness, to make positive lifestyle changes associated with ageing, and therefore to achieve a better health and a better quality of life.

Our SROI analysis has demonstrated the extent to which the programme has been highly effective and brought about substantial positive changes.

Overall this SROI analysis has shown that the Craft Café pilot programme has created a substantial social value of between £4.86 and £9.57 for every pound of investment. Based on rigorous research and best assumptions, our estimate of Social Return on Investment is £8.27 : £1.

The programme has created social value for a range of main stakeholder groups, primarily the older people that attend the Craft Café (and receive almost three-quarters of the social value created by the programme). A breakdown is provided in Figure 11.1.

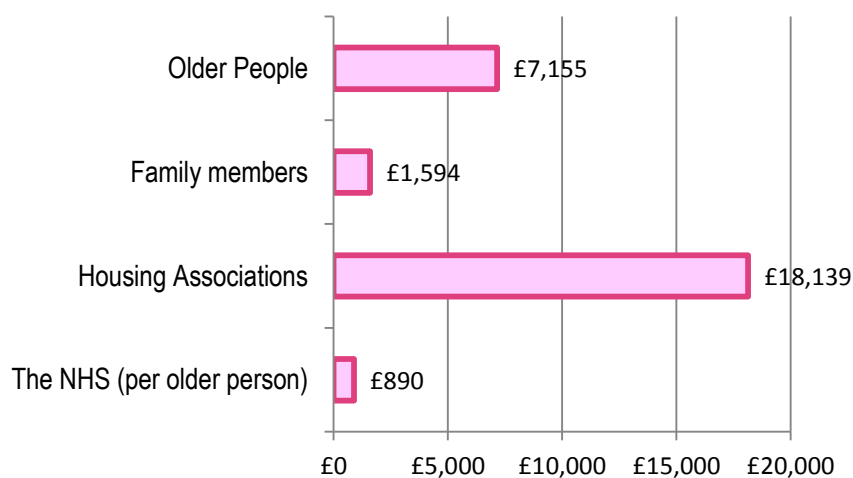
Figure 11.1: Social Value Creation for Craft Café Stakeholders



The evidence indicates that programme requires £1,170 of investment (direct and in-kind) per older person per year and creates a social value of £7,155 direct to each older person that attends during that year.

Figure 11.2 provides a breakdown of the value created per stakeholder, showing the value both to individual older people but also to partner Housing Associations and to other stakeholder groups.

Figure 11.2: Social Value Created Per Individual Stakeholder



Impact Arts is now at the point of considering ways to further develop and roll-out the Craft Café concept more widely across Scotland.

Our overall assessment is that any scaled-up programme by Impact Arts would seem to provide an excellent opportunity for an appropriate ‘investor’ seeking to achieve a positive social rather than financial return. In particular the programme provides an excellent opportunity for:

- \* Housing Associations who wish to forge a stronger relationship with older tenants while improving their quality of life and enabling them to live longer and independently within their own home
- \* The NHS in its many forms, which holds an interest in the securing the benefits of low-level and preventative support to older people and the associated downstream benefits on health service spending
- \* Other investors with an interest in improving the circumstances for vulnerable and isolated older people living in some of Scotland’s most deprived communities

## Appendix: Impact Map

Stakeholder	Stakeholders' Objectives	Inputs	What they invest (value £)	Outputs	Description Outcomes	Outcome Indicator	Source	Quantity	Duration
The older people that participate	Older people to benefit from: improved companionship; new interests and hobbies; mental stimulation; creative identity and fulfillment; renewed confidence; sense of self-worth; greater independence; reduced loneliness and isolation; and improved physical and mental wellbeing.	Time and effort involved in attending	£0.00	Attendance at the Craft Café 3 days per week	Through the activities participants feel stimulated and inspired, leading to a sense of self-worth and fulfillment	No. of pieces of art work produced; No. of new art/craft skills attempted; No. pursuing arts/crafts as a hobby at home; No. reporting creative fulfillment.	Baseline and tracking interviews with participants; ongoing Tutor feedback; interviews with family.	72	1
					Participants make new friends, form better and stronger relationships, and are therefore less lonely	No. of new friendships; No. reporting improved relationships; No. reporting reduced loneliness.	Baseline and tracking interviews with participants; ongoing Tutor feedback; interviews with family.	72	3
					Regular attendance brings mental stimulation, a more positive outlook, and reduced levels of anxiety and depression	No. reporting feeling less down, depressed or hopeless; No. reporting improved concentration; No. reporting reduced use of anti-depressants.	Baseline and tracking interviews with participants; ongoing Tutor feedback; interviews with family.	68	2
					Over time participants become more confident, more independent, more active in their community, leading to a better quality of life	No. reporting improved confidence; No. of new life experiences reported; No. of new groups/activities joined; No. reporting improved quality of life.	Baseline and tracking interviews with participants; ongoing Tutor feedback; interviews with family.	64	3
					Participants start to take more regular and more vigorous exercise from attending	No. walking to the Craft Café; No. physically active on a daily basis; No. reporting at least 150 mins of moderate intensity physical activity per week.	Baseline and tracking interviews with participants; ongoing Tutor feedback; interviews with family.	64	1
					Participants take greater notice of their health and reduce harmful behaviours (e.g. smoking, drinking, and poor diet)	No. of units of alcohol consumed; No. reporting changes in diet; No. of cigarettes consumed per day; No. of GP visits; No. of hospital admissions.	Baseline and tracking interviews with participants; ongoing Tutor feedback; interviews with family.	30	3
					In order to attend the Craft Café, participants reduce their level of community and voluntary activity to make more time for themselves	No. of group/club memberships; No. of community activities attended; No. of volunteer hours committed.	Baseline and tracking interviews with participants; ongoing Tutor feedback; interviews with family.	8	1
Family members	Family members to benefit from: improved relationships with their aging relative; reduced worry about their loved one; and a reduction in the burden of care.	Time and effort in caring for an ageing family member	£0.00	Older people within 72 families supported through arts activities and group support	The new interests and motivation of the older person leads to more conversation and a better relationship for family members	No. of new topics of conversation entered into with the older person; No. reporting an improved relationship with the older person.	Interviews with family members	48	2
					The companionship and interests provided through the Craft Café means that family members worry less about their loved one	No. of instances of worry or concern for the older person in an average week; No. reporting a more positive outlook about the older person's prospects.	Interviews with family members	64	3
					The group support offered by the Craft Café means that the older person requires less attention by the family	No. of hours of care support devoted to the older person; No. of emergency visits made to the older person's home.	Interviews with family members	64	1
					The creative output of the older person leads to increased appreciation and interest in art among family members	No. of art/craft related gifts from the older person; No. of conversations about arts and crafts; No. reporting an increased interest/appreciation of art.	Interviews with family members	32	2
Local Housing Associations	Local Housing Associations to benefit from: improved engagement with, and a better quality of service to, older tenants; and increased demand for, and sustainability of, tenancies by older people.	In-kind promotion and project management support through the 'Wider Role' Officers	£0.00	Craft Café delivered in two areas to 72 local tenants and residents	The publicity gained from the programme and association with Impact Arts leads to improved Housing Association profile and reputation	No. of features in media; % positive feedback from tenants; No. of new partnership activities arising.	Media tracking information; tenants satisfaction survey; interviews with HA staff.	2	1
					A more settled, satisfied, and involved group of older tenants enables the Housing Association to provide a more efficient service	No. of call outs by older tenants; Response times to enquiries by older people; No. of staff reporting improved awareness of older peoples needs.	HA monitoring data; tenants satisfaction survey; interviews with HA staff.	2	3
					The catalyst of the Craft Café leads to a more vibrant programme of activities for older people and greater demand for tenancies	No. of new activities available to older people; No. of older tenants aware of the Craft Café; No. of older people on waiting lists for tenancy.	HA performance information; tenants satisfaction survey; interviews with HA staff.	2	2
					The stimulation, interaction and wellbeing derived by older people enables them to sustain an unassisted tenancy for longer	No. of older tenants; No. of voids in tenancy left by older people going into residential care; No. of older people requiring aids and adaptation.	HA performance information; interviews with HA staff.	2	2
The National Health Service	The NHS to benefit from improved health and wellbeing of older people and less demand on related services	No direct investment	£10,202.00	72 older people provided with low-level, preventative support.	The therapeutic value of attendance of the Craft Café brings about a reduction in the symptoms of anxiety and depression	No. of older people reporting anxiety and depression; No. of older people treated for anxiety and depression.	Patient records; interviews with health professionals; interviews with Craft Café participants.	37	1
					The companionship and positive outlook brought about means that participants reduce or stop smoking completely	No. of older people that have stopped smoking; No. of older people reducing nicotine intake.	Interviews with Craft Café participants.	19	1
					The improved physical and mental health of Craft Café participants leads to a reduced frequency of GP attendance	No. of GP visits in a 12 month period.	Patient records; interviews with health professionals; interviews with Craft Café participants.	33	1
Impact Arts	Improved outcomes for older people	In-kind contribution	£5,000.00	72 older people supported	Not material, main outcomes achieved through older people that participate in the Craft Café				
Wider Role Fund	Support to vulnerable individuals and communities	Grant funding	£69,017.00	72 older people supported	Not material, main outcomes achieved through older people that participate in the Craft Café				

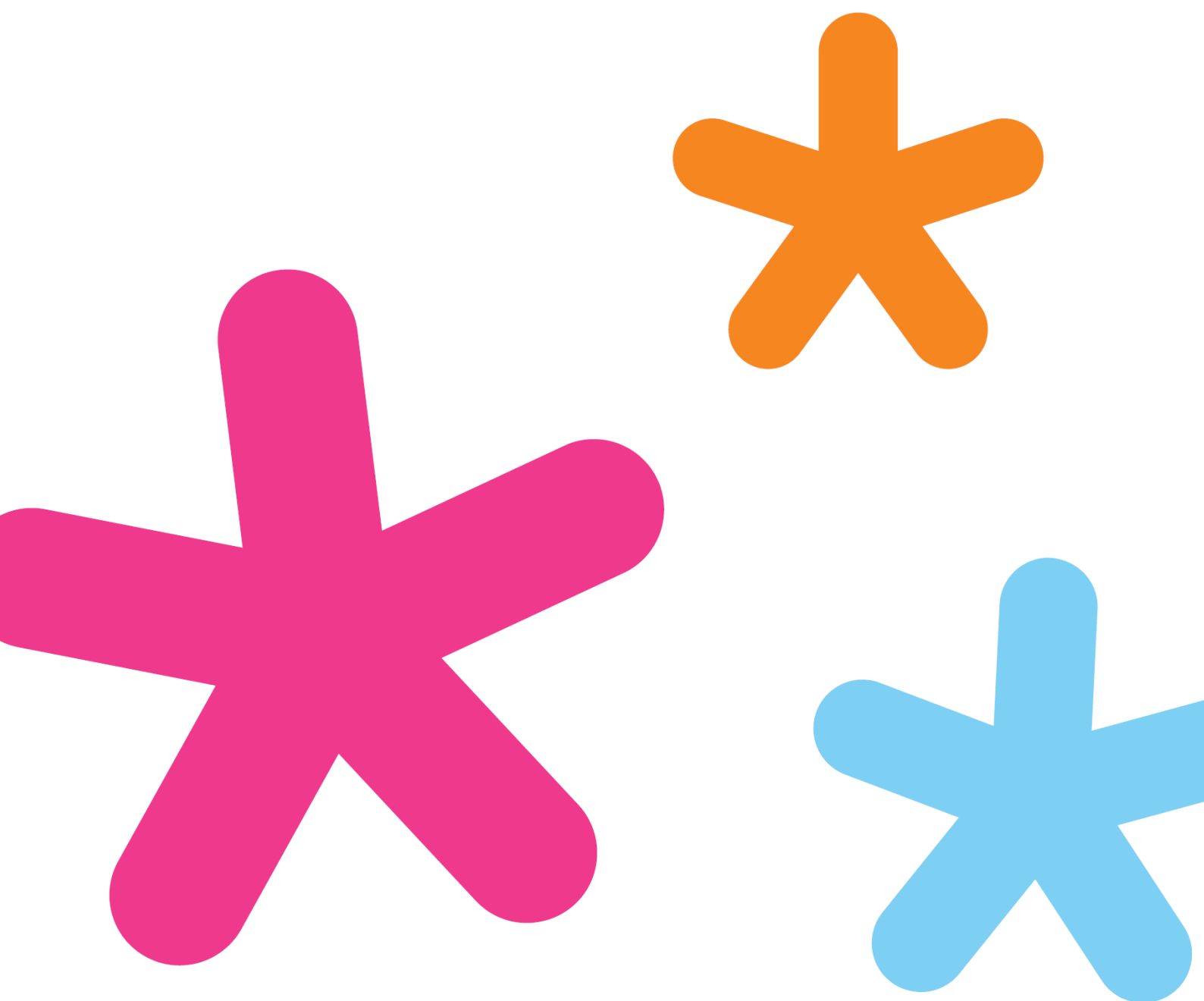
Total

£84,219

Financial Proxy Description	Value	Source	Attribution %	Displacement %	Deadweight %	Drop off %	Impact	Year 1	Year 2	Year 3	Year 4	Year 5
A meaningful job working 5 hours per week	£2,563.60	Based on media annual gross earnings for a part-time job: Annual survey of hours and earnings 2010, Table 6.6a Hourly pay - Excluding overtime For employees aged 60+	19%	0%	17%	0%	£124,092.60	£124,092.60	£0.00	£0.00	£0.00	£0.00
The average spending on recreational and cultural services for older people	£769.60	Family Spending: A report on the 2009 Living Cost and Food Survey, 2010 Edition, Table A13 (Age 65-74 years)	19%	0%	17%	33%	£37,252.95	£37,252.95	£24,969.48	£16,722.85	£0.00	£0.00
Weekly stress counselling sessions	£2,080.00	Based on one counselling session per week for 52 weeks <a href="http://www.person-centred-counselling.com/counselling-fees.html">http://www.person-centred-counselling.com/counselling-fees.html</a>	19%	0%	17%	33%	£95,384.51	£95,384.51	£63,907.62	£0.00	£0.00	£0.00
Quality of Life Index indicator for community life	£1,037.34	QoL Index: <a href="http://www.economist.com/media/pdf/QUALITY_OF_LIFE.pdf">http://www.economist.com/media/pdf/QUALITY_OF_LIFE.pdf</a> Median weekly wages: <a href="http://www.statistics.gov.uk/cci/nugget.asp?id=285">http://www.statistics.gov.uk/cci/nugget.asp?id=285</a> Trade Union membership: <a href="http://www.unison.org.uk/membership/costs.asp">http://www.unison.org.uk/membership/costs.asp</a>    church donations:	19%	0%	17%	33%	£44,927.31	£44,927.31	£30,101.30	£20,167.87	£0.00	£0.00
A guided healthy walk in the city three days per week	£1,092.00	Glasgow Life: <a href="http://www.glasgowlife.org.uk/sport/outdoor-activities/outdoor%20prog%202011%20web%20version.pdf">http://www.glasgowlife.org.uk/sport/outdoor-activities/outdoor%20prog%202011%20web%20version.pdf</a>	19%	0%	17%	0%	£47,294.82	£47,294.82	£0.00	£0.00	£0.00	£0.00
12 sessions of behaviour change therapy	£540.00	<a href="http://www.hypnotherapyglasgow.com/pdip1.nsf/suppages/3597?openDocument&amp;part=8">http://www.hypnotherapyglasgow.com/pdip1.nsf/suppages/3597?openDocument&amp;part=8</a>	19%	0%	17%	33%	£11,005.90	£11,005.90	£7,373.96	£4,940.55	£0.00	£0.00
Half a day of volunteer time per week	-£2,540.20	Based on a half day per week of volunteer time at media annual gross earnings for a full-time job: Annual survey of hours and earnings 2010 Statistical Bulletin, <a href="http://www.statistics.gov.uk/pdfdir/ashet210.pdf">http://www.statistics.gov.uk/pdfdir/ashet210.pdf</a>	19%	0%	17%	0%	-£12,943.15	-£12,943.15	£0.00	£0.00	£0.00	£0.00
Family Relationship Counselling	£510.00	Based on 12 sessions of relationship counselling <a href="http://www.relationships-scotland.org.uk/relationship_counselling.shtml">http://www.relationships-scotland.org.uk/relationship_counselling.shtml</a>	5%	0%	5%	33%	£22,093.20	£22,093.20	£14,802.44	£0.00	£0.00	£0.00
Counselling for Elderly Parent Responsibility Stress Syndrome (EPRSS)	£480.00	Based on the cost of 12 sessions <a href="http://www.counselling-directory.org.uk/counselor_24616.html">http://www.counselling-directory.org.uk/counselor_24616.html</a>	5%	0%	5%	33%	£27,724.80	£27,724.80	£18,575.62	£12,445.66	£0.00	£0.00
The time saved on additional visits to the older person	£300.00	1 visit of 1 hour extra per month, plus 1 hour travel time at average national hourly rate of £12.50: Annual survey of hours and earnings 2010 Statistical Bulletin, <a href="http://www.statistics.gov.uk/pdfdir/ashet210.pdf">http://www.statistics.gov.uk/pdfdir/ashet210.pdf</a>	5%	0%	5%	0%	£17,328.00	£17,328.00	£0.00	£0.00	£0.00	£0.00
Attendance at an art appreciation class	£38.00	Based on attendance at an afternoon class on the Arts and Museums of Glasgow: <a href="http://www.strath.ac.uk/media/pdf/cf/alp/docs/summerprogramme2011.pdf">http://www.strath.ac.uk/media/pdf/cf/alp/docs/summerprogramme2011.pdf</a>	5%	0%	5%	33%	£1,097.44	£1,097.44	£735.28	£0.00	£0.00	£0.00
A one page advertorial in a Glasgow newspaper	£9,980.00	Daily Record Advertising Rate Card 2010 <a href="http://images.mirror.co.uk/docs/dailyrecord3/96DC2BF1-9CA1-B74C-E4815434B589BC7.pdf">http://images.mirror.co.uk/docs/dailyrecord3/96DC2BF1-9CA1-B74C-E4815434B589BC7.pdf</a>	15%	0%	13%	0%	£14,760.42	£14,760.42	£0.00	£0.00	£0.00	£0.00
2 hours of personalised housing officer time per older person	£2,357.00	At EVH (Employers in Voluntary Housing) Grade 6 plus on-costs of 20%	15%	0%	13%	33%	£3,486.02	£3,486.02	£2,335.63	£1,564.87	£0.00	£0.00
A 5% reduction in average RSL rental income lost through voids	£897.00	Scottish Housing Regulator: RSL performance Tables 2009-10 <a href="http://www.communitesscotland.gov.uk/stellent/groups/public/documents/webpages/shr_2009-10/tables3voidsbytype.xls">www.communitesscotland.gov.uk/stellent/groups/public/documents/webpages/shr_2009-10/tables3voidsbytype.xls</a>	15%	0%	13%	33%	£1,326.70	£1,326.70	£888.89	£0.00	£0.00	£0.00
Cost of providing basic aids and adaptations in an older persons home	£4,824.00	PSSRU Unit Costs of Health and Social Care 2010 <a href="http://www.pssru.ac.uk/pdf/uc/uc2010/uc2010.pdf">http://www.pssru.ac.uk/pdf/uc/uc2010/uc2010.pdf</a> . Based on the median capital cost of basic adaptations (grab rail, low level bath, concrete ramp) for 50% of participants annuitised over 10 years	15%	0%	13%	33%	£7,134.70	£7,134.70	£4,780.25	£0.00	£0.00	£0.00
The cost of treating someone with depression	£2,085.00	Kings Fund (2008) Paying the price: The cost of mental health care. <a href="http://www.kingsfund.org.uk/document.mm?id=7665">http://www.kingsfund.org.uk/document.mm?id=7665</a> . Based on the average unit cost to the NHS of treating someone with depression.	18%	0%	15%	0%	£53,770.07	£53,770.07	£0.00	£0.00	£0.00	£0.00
The cost of smoking cessation treatment	£557.00	ASH Scotland, Up in smoke, the economic cost of tobacco in Scotland. Based on cost per quitter of cessation services. <a href="http://www.ashscotland.org.uk/media/3640/Up_in_smoke_Nov2010web.pdf">http://www.ashscotland.org.uk/media/3640/Up_in_smoke_Nov2010web.pdf</a>	18%	0%	15%	0%	£7,376.35	£7,376.35	£0.00	£0.00	£0.00	£0.00
The cost of attending a GP	£128.00	PSSRU Unit Costs of Health and Social Care 2010 <a href="http://www.pssru.ac.uk/pdf/uc/uc2010/uc2010.pdf">http://www.pssru.ac.uk/pdf/uc/uc2010/uc2010.pdf</a> . Based on attending the GP on average 4 times less each year. Assumes surgery consultation lasting 11.7 minutes.	18%	0%	15%	0%	£2,944.13	£2,944.13	£0.00	£0.00	£0.00	£0.00
							£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
							£0.00	£0.00	£0.00	£0.00	£0.00	£0.00

£506,056.76	£506,056.76	£168,460.46	£55,841.80	£0.00	£0.00
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Total Present Value (PV)	£696,569.48
Net Present Value	£612,350.48
Social Return £ per £	8.27



## **Social Value Lab**

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