

Evaluation Report

Bringing communities and care together

Dr Tara French

Yoni Lefevre

Report Author: Dr Michael Pierre Johnson

INNOVATION
SCHOOL
THE GLASGOW
SCHOOL OF ART

ANDERSON'S
A VOLUNTARY SECTOR CARE HOME FOR OLDER PEOPLE

life
changes
trust

Contents

1. Introduction *pg. 3*

1.1 Project Aims and Objectives *pg. 4*

2. Evaluation *pg. 6*

2.1 Evaluation Framework *pg. 8*

2.2 Approach *pg.10*

2.2.1 Exhibition Survey *pg.12*

2.2.2 Workshop *pg.16*

2.2.3 Interviews *pg.18*

3. Evidence of Impact *pg.20*

3.1 Difference in Outcomes *pg.22*

3.2 Difference in Process *pg.28*

3.3 Project Learning *pg.34*

4. Conclusions *pg.40*



1. Introduction

The Innovation School collaborated with Anderson's Care Home to innovate perceptions of 'care home' by exploring community connections and social wellbeing, and identifying ways in which human rights can be practically applied for people affected by dementia. The project was funded through the 'Rights Made Real in Care Homes', Life Changes Trust programme and aimed to involve the wider community to diversify Anderson's and develop a roadmap that demonstrates opportunities for integration with the community as a way to support public understanding of dementia and promote positive attitudes.

This report presents the findings from an evaluation of the project at the end of its delivery (October 2019). The evaluation aimed to capture progress, evidence of impact and key learnings from the co-design and development of a rights-based approach within the care home context.

For more information about the project please visit:

futurehealthandwellbeing.org/bringing-communities-and-care-together

Project Aims and Objectives

This project employed a rights-based approach to redefine Anderson's and wider perceptions of 'care home' through co-design with residents, staff, families and the wider community. The project sought to overcome existing perceptions and stereotypes by developing opportunities for community-based interventions that evidence the practical application of the rights of residents through the following objectives:

- i) Develop an understanding of current perceptions of 'care home' and dementia of the local community and develop these insights into concepts and ideas that support the redefinition of Anderson's 'care home' and promote positive attitudes among the general public.
- ii) Support the development or improvement of services at Anderson's through co-design with residents and staff that actively support a rights-based approach and demonstrate practical application.
- iii) Identify opportunities for community engagement and provide a roadmap to how such opportunities could be implemented by Anderson's.
- iv) Identify opportunities for people affected by dementia to develop their personal identity, quality of life and wellbeing through music-based interventions.
- v) Support the development of music-based interventions that increase opportunities for social interaction among residents, carers and the wider community, enhancing wellbeing in the broadest sense.





2. Evaluation

This evaluation report of the 'Bringing Communities and Care Together' project addresses the aims and objectives of the project to ask what extent the project managed to achieve them and its intended impacts. The evaluation process gathered data from designers, partners, stakeholders and participants involved in the project between September and October 2019, towards the end of the year long project.

Evaluation Framework

The evaluation process uses an innovative framework designed to include the qualitative, relational and emergent impact created through the co-design approach taken. The framework was developed and applied from previous project work, Leapfrog, which was a 3 year participatory research project funded by the AHRC to transform public sector engagement by design (for more information, go to www.leapfrog.tools). This evaluation framework does this by looking at three key lines of inquiry:

- **Difference in Outcomes** – did the project achieve what it set out to do and, if so, in what ways did these outcomes transpire?
- **Difference in Process** – across the project partnership, what new ways of working took hold in order to achieve the desired results OR how did their framing of desirable results change?
- **Contextual Learning** – what factors emerged as affecting these changes in results and process, and in what ways were they beneficial or a hindrance? How might future interventions address such factors?

All data collection, questions and engagement methods were designed with these lines of inquiry in mind. It should be noted that, as this evaluation process took place at the end of the project timetable, the evidence in this report is thus presented as themes and emergent indicators, with commentary on their relative strength as evidence. The opportunity was taken for the project to conduct its own evaluation while access to the project partners and participants was still viable in order to better capture the rich outcomes that were emerging. As such, this evaluation report sits alongside the main project report to offer greater insight into the different ways the project made an impact and how these impacts were achieved.



St. Giles Church
Laird of Moray Trust

St. Giles Church

RAF

Forres Primary School

Gordon Street

Elgin Academy

Mincepie & coffee mornings

Gardening

East End Primary

Merry Minstrels

Facing Future

WIP

Bill Mullin

Myrtle St. Club

St. Giles

Friends of Broomfield

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

St. Giles Church

Approach

The methods used in this evaluation were applied in three parts. Firstly, a survey was used as part of the project's final exhibition event (14th September 2019), which engaged residents, staff, family, volunteers and new members of the community to showcase the project findings. Secondly, a half-day workshop was delivered (3rd October 2019) with 4 staff members and 4 community members to discuss the learnings of how the project changed current or new community connections. Thirdly, two interviews were performed after the workshop with the lead design researcher on the project and the Activities Coordinator at Anderson's.

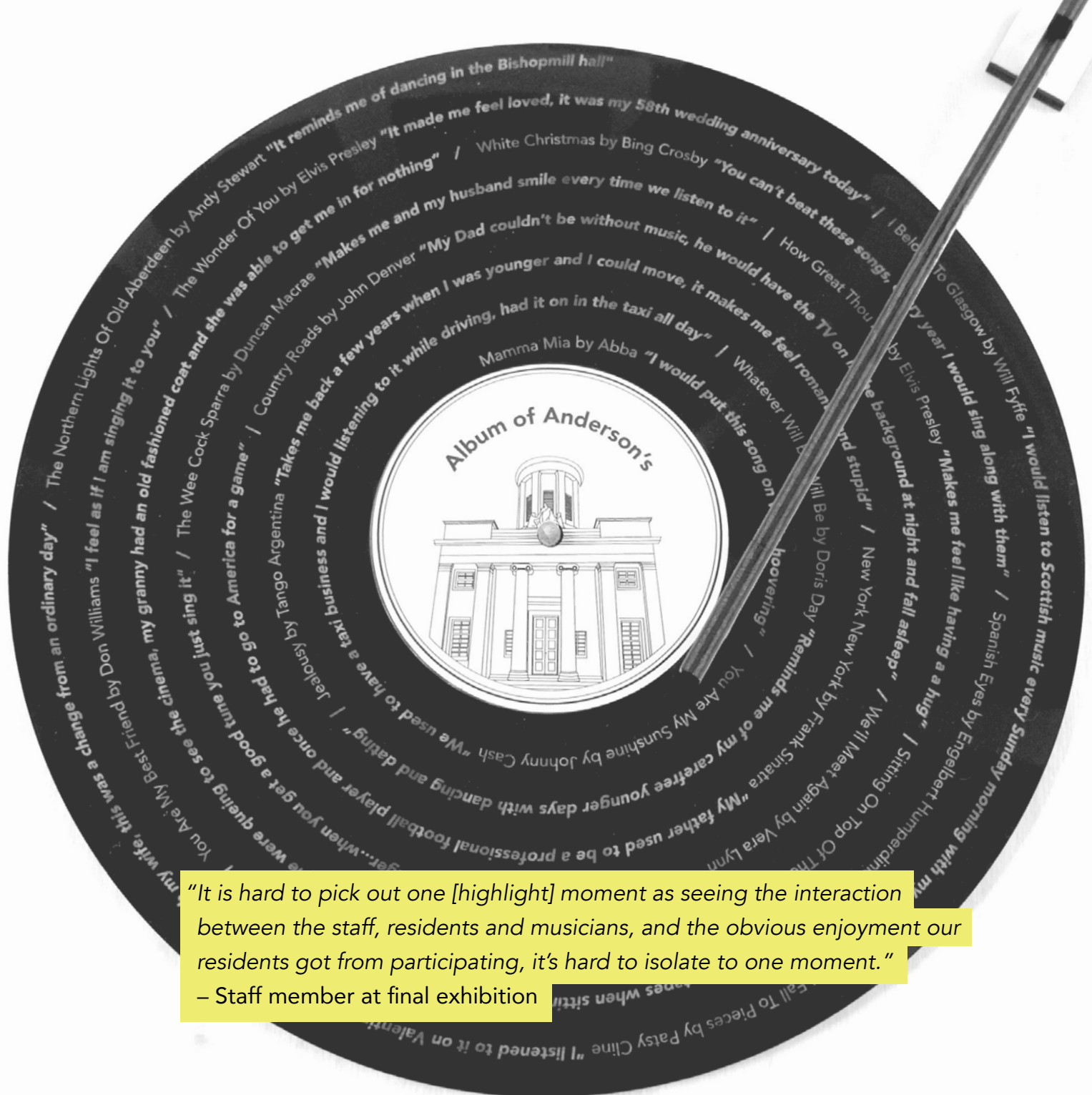
Exhibition Survey

The final project exhibition included a presentation of what the project did, a film, a collection of photographs, an asset map showing the new community connections, artefacts from the co-design process (e.g. albums), a Rights-based, Engaging Music Interventions and X-periences (REMIX) tool kit and activities (e.g. Music and Me, Musical Bingo), stories of living, working and visiting Anderson's (visually communicated) and a playlist of resident's personally meaningful music collected through the project.

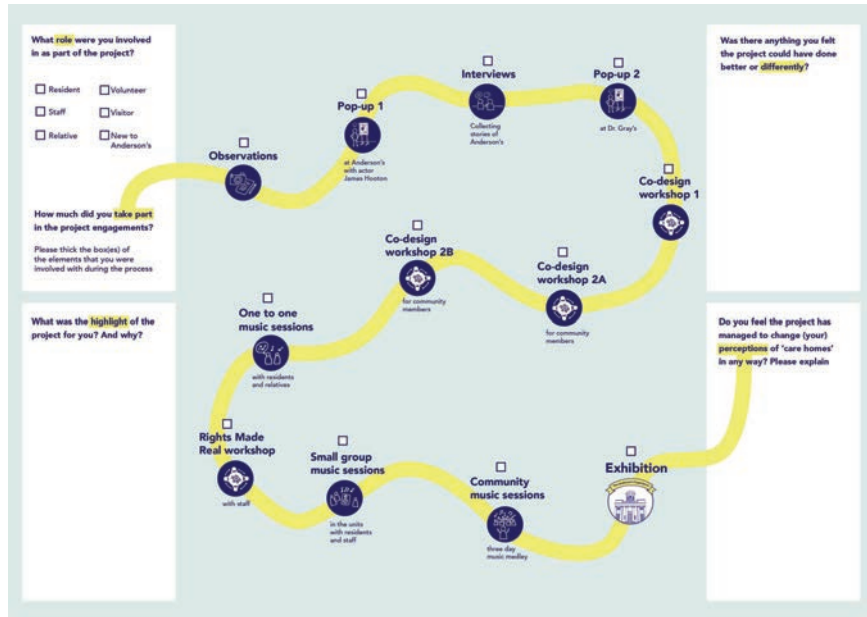
As part of this exhibition, data was collected using a short questionnaire summarising visitors' or staff members' reflections on the project:

- *What was the highlight of the project for you? Why?*
- *Was there anything you felt the project could have done better or differently?*
- *Do you feel the project has managed to change perceptions of 'care homes' in any way?*

The questionnaire was completed by 14 people, which included 10 visitors, 8 of whom only encountered the project at the exhibition, and 4 staff members, 3 of whom had participated in previous project activities.



"It is hard to pick out one [highlight] moment as seeing the interaction between the staff, residents and musicians, and the obvious enjoyment our residents got from participating, it's hard to isolate to one moment."
– Staff member at final exhibition



Above: Survey template
Right: Exhibition set-up





"Care homes before have given perception that nothing happens. But from this project, you can see this is not how it has to be. Fun, laughter, sociable, company; everyone participating."
– Visitor at final exhibition

Workshop

The half-day workshop was organised to provide an opportunity for project participants to share their reflections on their experiences and the project's impact through a structured series of activities.

The first activity reviewed a timeline of the project, originally produced as part of the exhibition, to map reflections on what was achieved at each stage, how the process or methods worked, and what factors influenced this. This was broken down to identify particular perspectives on the impact for residents, partners and the wider community.

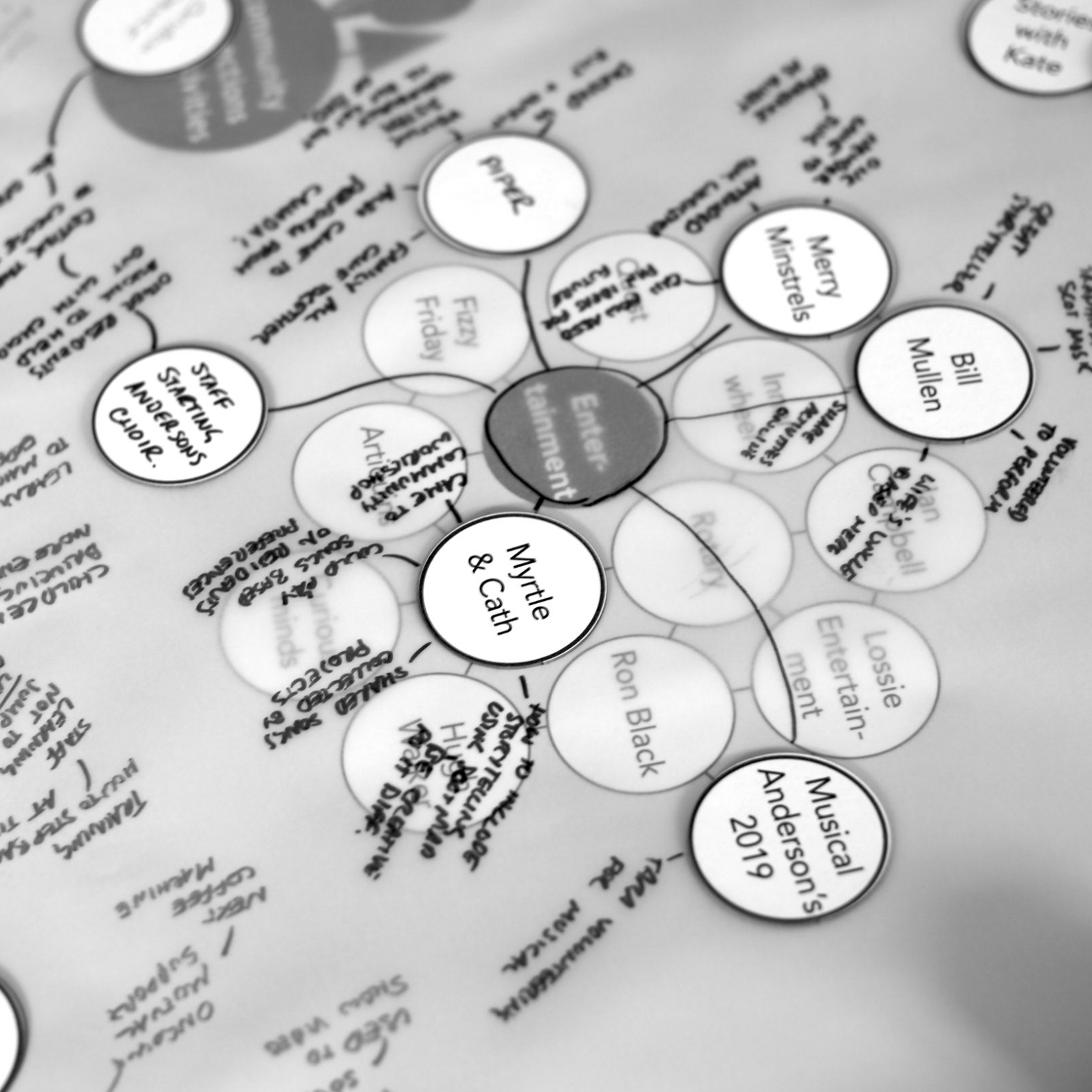
The second activity then reviewed a community asset map also produced through the project to include new assets or relationships collected and annotate how selected relationships were enhanced. Particularly, describing the nature of those relationships, how they were created or developed by the project, and what potential there is for future development.

For the final activity, there was a group discussion reflecting on the aims and objectives of the project, to summarise together what the project managed to achieve in relation to them.



Interviews

Semi-structured interviews were performed with the design researcher, who led the design and delivery of engagement with stakeholders and participants, and the Activities Coordinator at Anderson's care home, who was the project's main gatekeeper and tasked with supporting set up with Anderson's for each of the project activities. The interviews used the workshop structure and responses to inform and structure the questions. Thus the interviews were tasked with gaining additional details and reflections from each interviewee to build insight and evidence on the identified impacts.





3. Evidence of Impact

The main findings from across the evaluation activities outlined above are presented in the following sub-sections based upon the three evaluation framework criteria of Difference in Outcomes, Difference in Process, and Contextual Learning. Each sub-section is broken down into themes under which key narratives of impact could be presented clearly.

Difference in Outcomes

Enjoyed by All

The strongest evidence of impact came from multiple reports of the positive experiences across each of the key participating groups, particularly on accounts of residents enjoying and happily taking part in the music activities, staff members on finding more ways of using music, and visitors in finding an effective way to connect with many aspects of Anderson's on a social level. For residents, one staff member observed how those that were reluctant to participate at first would soon join in, as the activity proved so popular. For staff, there were different accounts of feeling more passion for their work and the role they played in the residents' lives. While for visitors, both observing and taking part in the activities revealed real satisfaction their loved ones were happy and enjoying the care and life at the home.

"I love seeing how happy the family and friends of the residents, seeing their loved ones feel safe and enjoying themselves, it has a real knock on effect to the family members then [...] now they're going home knowing my husband or wife or gran is ok [...] it's had a massive impact from all the people that visit the residents."

– Staff member, Anderson's



The Power of Music

There was also strong evidence that the use of music, specifically, had facilitated effective outcomes and responses for residents, visitors and staff, such as through evoking responses from residents, particularly those living with dementia, to the music and then thanking staff. Staff members reported seeing more reactions from residents than they'd seen before, 'triggering them in the here and now' and 'bringing the residents to life'. These responses from residents were observed through intimate details, such as how songs evoked various emotions, revealed processes of thought in people and how 'they were lively physically, or in their eyes, or their facial expressions.' This recognition of the influence music was having with residents is ultimately at the heart of the project, and provided the driver for ideas in the best ways to use music going forward.

"We've become so ambitious about the role of music [at Anderson's] you want so much community involvement and music is such a key role in people's lives, just to have that diversity of music entertainers"

– Staff member, Anderson's

Enhanced Capacity for Anderson's Staff

The approach is observed to have emboldened staff and key stakeholders to engage and challenges themselves, with many outcomes being led since the intervention. One member of staff has decided to set up a choir for Anderson's due to the project, to include residents, staff members and visitors. There were also comments from staff and visitors on how the video and exhibition of visual materials provided a clear and effective narrative for staff members to share what was valuable through the project, which in turn demonstrated to visitors their commitment to developing their practices. For staff, the emphasis on how 'knowing your residents is a massive thing' as every resident can respond to activities differently, so the activities provided accessible and effective ways for staff to raise their awareness and relationships with residents. This was also reflected as enhancing the culture and passion of staff at Anderson's, and how this feeds into the experience for residents:

"If you've got that involvement with your staff as passionate as yourself, it does make such a difference to the residents, where a team of people working together make things easier and run smoothly as well, and if everyone has that feel of involvement it helps the whole situation, to each thing you're actually doing."

– Staff member, Anderson's



New Relationships with the Care Home

Only limited evidence could be gathered on how much people's perceptions had changed, due to the short timeframe for evaluation and many of those engaged already having a clear relationship with the care home. However, there were multiple cases of new relationships formed through the project, which can serve as evidence in practice of new ways of contributing to the care home environment. In particular, multiple relatives and visitors of residents would offer their musical talent as part of the music activities, which was seen as a strong outcome to be pursued further by the staff. A variety of local music groups have also been performing or lined up for the care home, with the activities schedule being booked out much earlier in advance than at anytime previously. Relationships with local people, businesses and organisations were also claimed to have developed, providing options for outings, such as through the trip to the Ditsy Teacup cafe during the project, or to contribute to new events and activities:

"We've managed to involve Kicks, Steps, Greyfriars, the Brownies, the Guides, the Scouts [local community groups], which has all come from the project, as I put it on our exhibition stand [at a local event] to do with the knock on effect prior to the exhibition [it's] really grown a network of community organisations you can reach."

– Staff member, Anderson's

Difference in Process

Confidence to Try New Ideas

The approach is claimed to have offered a process for how ideas and developments can be better structured, developed and delivered across Anderson's network, with select examples of what has taken hold in such an approach going forward. The trip to the Ditsy Teacup café was valued for how fifteen residents were brought out in their wheelchairs and drawing positive public responses, which influenced staff to open out how they arrange outings as 'mystery tours':

"It's changed the perception of how long days out can be. We now do more bus runs out that are full days or include lunch and are developing activity programme to choose a variety of places to visit."

– Staff member at workshop

During the workshop they explained the conversations they were having with other places, such as with the cathedral to arrange 'ghost tours' and connecting the story of General Anderson (after whom the care home is named) baptised at the font through a community musical. While Anderson's was already an exemplary care home in how it arranged its activities, their confidence to include other organisations and community groups has been enhanced to an evidently ongoing capacity.

The Use of Visual Media

The major events towards the end of the project were reflected as achieving the strongest impact and collective appreciation of the role of music, through the presentation of a project video and visual materials, alongside the enthusiasm of staff and residents. Attendees emphasised the power of the video in providing emotional and passionate responses as a demonstration for 'how care homes should be.' As such, these are expected to play a lasting and active role in how staff understand, practice and communicate about Anderson's and notions of human rights in care, both within the home, the wider community and the wider care sector. For example, the Anderson's album of favourite songs collected and produced through the project has led to the home setting up slots where residents could create albums for different genres of music and create album covers, or incorporate music into their bingo activities by playing songs and using visual images of the artists. This reflected a clear way for residents to make choices as part of activities given significance and meaning through the artefacts produced.

The Use of Music

There was an interesting turning point early in the project in how it had set out to start a choir, but opened this out to people's wider relationships with music. As such, they reflected that through the co-design no one was asking for a choir, so they never felt obliged to deliver one. Instead, an appreciation developed for how universal experiences of music were, to the point that they were asking visitors for impromptu musical performances, or using headphones to calm residents and 'bring them up' for when they have visitors. As such, the staff shared enthusiasm for the final REMIX Toolkit developed through the project 'to become part of daily life in Andersons through care plans and admissions', as they saw music as essential to their plans:

"We looked at other ways with a plan of things to do, rather than activities, which we thought was an old-fashioned word, really adapt a different concept of what activities can be; opening out what are the things to do. Going back to musical bingo, there might be pictures of Elvis Presley, Glen Campbell, different events, going back to that song and playing the music that way. Also, adapting a quiz that could have the artists on the board, there's so much diversity [...] in your thinking"

- Staff member, Anderson's





Cultivating Meaningful Relationships

Perceptions of care homes were observed to be different depending on people's direct experiences or connections to care homes, which informed an emergent objective to empower the care home to explore ways of reaching new communities using music. VIP Childcare, a local social enterprise seeking to innovate and inspire childcare provision, shared how they now wish to build stronger connections with Anderson's due to how effective music was in bringing personalities out of both the children and residents and thus shape more meaningful relationships.

"The children bring more energy to residents and staff are learning not to jump in with children, but letting the relationships grow organically. We're training them how to step back at times. Our team leader is taking things forward and we've been reflecting on VIP's role in arranging activities & learning experiences. [The project] has given everybody a chance to refresh relationship."

– VIP Childcare staff member

Both VIP and Anderson's staff shared that their training would now include developing practices for staff in how to facilitate and use music sessions. Anderson's staff particularly noted how music activities also allowed staff to support family members and visitors enjoy quality time with their loved ones.

Project Learning

A Rights-Based Approach

The research team reflected on how a rights-based approach could be enabled by offering meaningful choices at each stage as something that co-design naturally does:

“How can I make it an even conversation or position myself to allow the other person to speak up and not feel uncomfortable?”

– Design Researcher

This is seen to have supported the previously mentioned turning point from setting up a choir to exploring wider ideas for music activities, but setting a tone for how to address providing meaningful choice in practice. Where there was limited communication with residents, a visual scaling system was devised to gather responses. Such responses would reveal how music meant different things to different people, such as evoking memories of going to the cinema. For the staff, there were strong reflections at the workshop about how the approach enhanced the practices for addressing rights and wellbeing, particularly in recognising the will of residents to take part or not and what might be meaningful for them when taking part. For the visitors, there was limited scope for incorporating an explicit rights-based narrative, other than in their recognition of the project as good practice for the care sector through the exhibition.





Relationships and Perceptions

In future similar interventions, preliminary baseline interviews could be gathered to learn how much people are aware of a care home, like Anderson's, and care home life. There were also reflections as to what extent wider communities were brought together with Anderson's, as the focus shifted from actively seeking these connections to emboldening Anderson's to leading such a process. While there are significant narratives collected of Anderson's leading this process, there is a lack of information on the scale and proportion of responses and reach (e.g. recording how many people attending an event were new to Anderson's). However, the identification of emergent indicators towards capturing this impact is possible from the accounts and evidence collected, with which future projects or ongoing development of similar practices could implement evaluation processes from the start.

Emergent Indicators

New relationships have provided one of the strongest pieces of evidence of impact for Anderson's, as captured through the assets map produced through the project exhibition and used through the workshop. As such, the logging of relationships established and their progress is advised as an essential way to track the growth and engagement of such a community network.

The Activities Coordinator's monthly planners also keep an accurate and concise record of the activities delivered, who helped deliver them, and could be enhanced to include bespoke event aims or other details. Such organisational planners, in all varieties across similar contexts, can provide first-hand evidence of both the nature and regularity of changes over time.

New roles and responsibilities taken on by staff, visitors, partners or even residents, provides another of the clearest indicators for capturing impact. If aiming to integrate the values of such practices more formally into care home culture, keeping records of how roles and responsibilities change over time would provide clear, ongoing evidence. This could also include the development of tools (such as the Remix tool) or investment in equipment, such as a music system and headphones, as evidence of change in practice.

While little detail was captured about the use of digital or online platforms, the engagement of a community or membership group in organising, advertising and collecting feedback on activities and events through such platforms would also provide essential metrics. This may require initial training and ethics/GDPR considerations at first, but should be considered as an asset investment in supporting the role of an Activities Coordinator.

Finally, the production of visual media and assets for music-based activities also provide an essential indicator of impact, as was used by the project through the exhibition. Such indicators require the additional provision of narratives informing their production and use, similar to a process of archiving and curation, that then becomes a resource for ongoing training and new practices.



4. Conclusions

This evaluation report of the Bringing Communities and Care Together project addressed the aims and objectives of the project to ask what extent the project managed to achieve them and its intended impacts.

The project aimed to employ a rights-based approach to redefine Anderson's and wider perceptions of 'care home' through co-design with residents, staff, families and the wider community. The project sought to overcome existing perceptions and stereotypes by developing opportunities for community-based interventions that evidence the practical application of the rights of residents.

From the evaluation evidence gathered, the project is indeed deemed to have successfully developed and employed a rights-based approach through the considerations of emphasising the choices of partners and participants throughout the project. This is also deemed to have led to staff members and some partner organisations to reflect deeply on how their services and activities support meaningful relationships and engagement for residents, staff and the wider community.

It was more difficult to evidence that perceptions of 'care home' were redefined, as Anderson's was acknowledged as a care home that already had an excellent reputation, with most participants engaged already

having a significant relationship with the home. No baseline data was captured from the relevant stakeholders, audiences and participants on their perceptions to truly capture whether these had changed. However, the evaluation did ask participants to reflect on this question and most responses recognised the activities demonstrating a form of best practice based on how much residents were enjoying themselves, and the commitment of staff and some community members in contributing.

Looking at the objectives, the project moved away from **i) developing an understanding of current perceptions of 'care home' and dementia of the local community**, as the motive for the project became about bringing people into the care home who had little experience of what they do. As such, **developing these insights into concepts and ideas that support the redefinition of Anderson's 'care home' and promote positive attitudes among the general public** became a much more proactive process of getting them involved in Anderson's activities, which the project approach succeeded in doing, including the promotion of positive attitudes to care home life.

From this approach, there is good initial evidence of **ii) support for the development or improvement of services at Anderson's through co-design with residents and staff that actively support a rights-based**

approach and demonstrate practical application, from the accounts collected. Staff also emphasised how Anderson's is proactively building on ideas and their services based on their experiences through the project. This process is actively **iii) identifying opportunities for community engagement**, through the programming of events with community members, groups and organisations, while the provision of **a roadmap to how such opportunities could be implemented by Anderson's** is argued to have been provided through the final exhibition and materials capturing key outputs and ways of capturing their value. However, the concept of a roadmap is better expressed as embodied within the staff capacity to implement new opportunities based on the experiences and visual materials that were produced.

Together through the project and in ongoing activities, there are significant accounts that the project helped **iv) identify opportunities for people affected by dementia to develop their personal identity, quality of life and wellbeing through music-based interventions**. The experiences of staff identifying intimate changes in behaviour, emotions and facial expressions were seen as enhancing both the resident's wellbeing during music activities, and the ability of staff to better care for them. It is from this core value created through resident's enlivened responses to music, and the ability of all stakeholders to take part in music-based activities,

that the project shined at **v) supporting the development of music-based interventions that increase opportunities for social interaction among residents, carers and the wider community, enhancing wellbeing in the broadest sense.**

Anderson's now has an expanding network of visitors, community groups, businesses and more being engaged to contribute in an activities programme enriched by its use of music. This report has found significant accounts and cases on the positive impact this is playing for wellbeing across all the stakeholders. The challenge going forward is to translate this success for Anderson's into a programme of supporting the development of the care sector more widely, which the project has produced rich and engaging materials to support just that. The perceptions of care homes were traced as dependent on whether people had experience of what care homes do or can do well. Therefore, this programme offers both a case of excellent practice in how to develop and deliver activities around a rights-based approach with music, as well as how a care home can develop relationships with the wider community through such activities. This evaluation aimed to offer greater insights on the impacts such an approach had and offer recommendations for how such approaches could be better evidenced in future.





We would like to thank all the residents, staff, families and volunteers at Anderson's for being involved in the project and for taking the time to share with us your stories, special musical moments and ideas. We are very grateful to everyone who gave their time and support so generously, with endless enthusiasm to make the 'Community Medley' such a huge success. Finally, we would like to thank the Life Changes Trust for supporting this project and for connecting us to the other 'Rights made real' projects across the programme.