# **Intergenerational Programme – project evaluation**

## **Background**

Women of Wandsworth (WOW) started to develop coffee morning sessions is some of the SW11 residential care-homes in in 2010 where it became evident that many older people felt divorced from the local community.

After the Big Local Award was made the SW11 partnership embarked on a series of extensive community consultations which led to the development of the Big Local Plan. The demand for some form of intergenerational work was clearly identified and became a policy objective under the partnerships Community and Belonging objective.

WOW submitted a proposal to deliver a series of intergenerational activities centred on the residential homes, with the aim of building a sustainable engagement process between younger and older people in SW11. In May 2015 the PEC undertook a due diligence review of the application and made an award of £2,500 conditional on agreed outputs and outcomes (Appendix 1).

## **Evaluation**

This evaluation is a retrospective assessment of how the WOW project has performed against its PEC approved targets. Ideally an independent member or associate of the PEC would have attended some of the WOW events to provide a firsthand account.

The current WOW contract runs until March 2016 so this review is effectively a mid-term evaluation which seeks to see how far the project is ‘on track’, what if anything has been learnt, and are there actions that the PEC should take to support, improve or modify the project.

**Accountability**

Although this project is relatively small the PEC undertook a rigorous process of due diligence involving a prescriptive process of assessing the WOW proposal against SW11 Big Local’s strategic aims and operational objectives.

The ‘Commissioning’ process included asking for evidence of WOW’s competency and experience in intergenerational work, a review of other service providers, a statement of outputs, outcomes, monitoring and evaluation and sustainability.

**Review**

To date (August 31st) the WOW Intergenerational project has delivered three ‘events’ and several coffee mornings.

**WOW Intergenerational Events – Outputs (To end of August 2015)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Activity | WOW volunteers | Elderly People | Children\* | Actual Cost\*\* | SW 11 Contribution |
| BBQ | 9 | 30 | 11 | £300 | £150 |
| Theatre Visit | 3 | 40 | 10 | £150 | £110 |
| Margate Trip | 3 | 35  | 20 | £700 | £145  |
| Haven Lunch | 3 | 12 | 5 | £145 |  £105 |
| Holmleigh Lunch | 0 | 0 |  | 0 | 0 |
| Doris Emmerton Lunch | 0 | 0 |  | 0 | 0 |
| John Kirk House Lunch | 0 | 10 | 5 | 0 | 0 |
| Management costs | 1 |  |  | £200 | £100 |
|  |  | £1495 | £610 |

\*Children aged between 3 -15 form part of the surrogate family approach

\* Costs include transport, food/drinks. Volunteer expenses and coordinators time and are only estimates

**Volunteering**

Although there is no standard for assigning a monetary value to volunteering the convention (established by Volunteering England and largely by the voluntary community sector) involve either taking an ‘average’ of local hourly rates of pay or, assigning a value to a comparable ‘task’ undertaken by someone in a paid role.

WOW Volunteers at an Intergenerational Lunch

For the WOW intergeneration project this could be either an average gross hourly rate for Wandsworth or a gross hourly rate for (say) care workers. [[1]](#footnote-1)

For our purposes a simpler method takes the London Living Wage as the standard (currently £9.15) and applies this to an estimate of volunteer time allocated to WOW projects and events. It is to be expected that while the ‘number of volunteers’ may involve double counting, the amount of time spent volunteering does not.

On this basis we estimate that volunteering time in the WOW project has been roughly equivalent to £495 of paid work. (BBQ = 9x9.15x2 = £165; Theatre = 3x9.15x4 = £110; Margate Trip = 3x9.15x6 = £165; Haven Lunch = 3x9.15x2 = £55)

**Overall Costs to Date**

The costs for travel, sustenance, equipment and management are £1495 the ‘contribution’ of volunteers is about £495 and the SW11 contribution has been £610. Therefore SW11’s investment of £610 has produced a monetary equivalent ‘benefit’ of £1,990 or £1 of Big Funding has produced £3 of additional value.

Is this value for money! Bearing in mind that this assessment is based on a mid-term evaluation it would appear to be a very good return but its ‘true’ value will depend on a three other considerations:

* The ‘outcomes’,
* How these costs compare with similar projects and;
* Whether better outcomes could have been delivered taking a different approach.

**Outcomes**

|  |  |
| --- | --- |
| **SW11 Big Local Agreement** | **Actual Outcome and comments** |
| An increase in intergenerational work  | Achieved – specifying an ‘increase’ in an activity would require the project to be able to state the level of activity before the events took place. Future engagement events might want to consider including this as part of the preparation.  |
| To grow sense of inclusion among elderly  | Not evidenced – intuitively bringing younger and older people together will contribute to a sense of inclusion, but it is questionable whether one-off or isolated events will sustain this. Evidence needs to be drawn from observations and comments made by participants. |
| To connect people together  | Achieved – but, connecting people is more of an output – what happens as a result is the outcome |
| To grow citizenship among young people  | Not evidenced – ‘citizenship’ is difficult to define and even more difficult to evidence.  |
| To pilot a scheme for others to learn from  | Achieved – the pilot aspect has been very successful but that ‘learning’ element needs to be more clearly defined (see below – Learning). Involving young people from the Challenge may provide useful learning. |

**Unintended Outcomes**

The Haven Lunch included young volunteers from the Challenge national youth organisation that were ‘mentored’ by the WOW volunteers.

**Comparisons**

Ideally, the project would be ‘benchmarked’ against a similar or comparable project. For Intergenerational work there is a significant body of work that would allow for a reasonable comparison to be made.[[2]](#footnote-2)

**An Alternative Approach?**

A ‘pilot’ risk for the WOW intergenerational project is that in trying to cover each of the four sheltered housing venues, it might be spreading itself too thinly and limiting its impact; a more focussed and concentrated approach (say at one or possibly two centres) could produce better long term outcomes and may offer deeper learning lessons that could be transferred to different settings in year two of the programme.

**Learning**

As currently arranged the WOW intergenerational programme does not formally capture information that would allow for a transfer of knowledge or experience gained from the events to other settings or to other events in SW11. This could be addressed through a modest adaptation to the programme (see recommendation 2).

On the available evidence the SW11 Big Local contribution to the WOW Intergenerational project has not been based on realistic costs; it therefore assumes (by inference) some kind of ‘leverage’ (Big Local funds will attract additional resources in cash or in-kind e.g. volunteering) but this is not spelt out. It is not unusual for ‘pilots’ to be funded on the basis of ‘full costs’, with a leverage requirement built in to subsequent roll outs.

**Conclusion**

The WOW Intergenerational project appears to show exceptional value for money and has laid the foundations for a potentially sustainable improvement in ‘growing a sense of inclusion’ amongst some older people in SW11 and also ‘growing citizenship amongst some younger people.

**Recommendations**

1. The PEC should endorse WOW’s work to date and reaffirm its commitment to supporting the project up to March 2016 (first year) and March 2017 (second year).

2. WOW should be encouraged to introduce more systematic ways of gathering information that could support further evaluations including one or a combination of the following:

* Brief feedback forms for older people and volunteers
* Recorded interviews with older people and volunteers
	+ A follow up review to see if any older and/or younger people continue their involvement and/or develop new areas of interest as a result of the intergenerational event.

3. The PEC should commit to an independent member or associate member participating in a WOW intergenerational event and to provide feedback to inform future evaluations.

4. If possible future evaluations should include an analysis which takes into account a comparable intergenerational project.

5. The PEC should look again at the criteria used to support projects with Big Local funding; if leverage is a requirement this should be based on a consistent methodology.

**Appendix 1: Intergenerational Project Profile**

**Strategic Theme**: Community and Belonging

Start Date Sat 27th June 2015 – End date 31st March 2016

**Venues**

Haven Lodge, Holmleigh Court, Doris Emmerton, John Kirk House

**Planned Outcomes**

|  |
| --- |
| * An increase in intergenerational work
* To grow sense of inclusion among elderly
* To connect people together
* To grow citizenship among young people
* To pilot a scheme for others to learn from
 |

**How Measured?**

* By increase in numbers of events and attendees
* By recording the range of new connections made as a result
* By setting in place continuity after initial funding

**Budget**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
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|  |  |
| --- | --- |
| **Item** | **Budget** |
| Refreshments for coffee mornings £80 x 8 | 640 |
| Project Manager £10/h x 5 hr x 12 weeks | 600 |
| Expenses for 5 volunteers: £5 x 12 events= £60 x 5 | 300 |
| 4 Events Refreshments £150 x 4 | 600 |
| Transport for residents & isolated elderly £30 x 12 | 360 |
| Total Year 1 costs | £2,500 |

 |   |   |
| **Programme** |   |   |
|

|  |  |
| --- | --- |
| **Activity**  | **Date** |
| BBQ at John Kirk House | 27th June |
| Theatre Visit to Grand | 2nd July |
| Art Exhibition in Battersea | 27th Aug |
| Quiz in Doris Emmerton | 10th Sept |
| IT Class in Holmleigh Court | 15th Oct |

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|  |

1. Figures up to 2011 can be derived from the Annual Survey of Hours and Earnings (ASHE) [↑](#footnote-ref-1)
2. Department for Education ‘Evaluation of the generation’s together programme’ (2010); Beth Johnson Foundation, ‘How do you know that intergenerational practice works? (2004) [↑](#footnote-ref-2)