Lead Organisation	Age UK Bristol (AUKB)		
Project Name	Bristol Ageing Better (BAB)		
Total Project Cost	£8,615,854	Amount Requested from BIG	£5,897,662

Recommendation: Fundable

Scoring					
Criterion	Need	Outcomes	Experience & Capacity	Delivery	Overall
Score	Excellent	Good	Good	Good	Good

The project has Aardman Animations, a local animation company who produced the Academy Award winning Wallace and Gromit animation on the core partnership, who will lead on a campaign to educate the public about loneliness and SI. The project has clearly justified their approach to tackling SI through wide ranging consultation and research. The approach is innovative and holistic. Delivery plans are well developed and there is a strong partnership in place. Plans for evaluation are clear in what the project aims to achieve.

Considerations for the project planning stage

- If awarded the partnership should be encouraged to conduct further research to refine their total beneficiary numbers.
- The project outcomes should be refined to be more closely aligned to the programme outcomes.
- Ineligible grant making costs have been included in the budget and if awarded the partnership will need to develop this model in a way that is within the terms and conditions of their grant but ensuring that their original outcomes can be achieved.

<u>Project Summary</u>
AUKB is a registered charity established in 1994 working to protect and promote the wellbeing of OP. The organisation provides a range of services for OP and has experience of managing large partnerships.

Partnership: AUKB will work in partnership with 10 other organisations:

- **Third Sector:** Bristol Older People's Forum (BOPF), Retired and Senior Volunteer Programme, Carers Support Centre, Cruse Bereavement Care, LinkAge, Bristol and Avon Chinese Woman's Group
- **Public Sector:** Bristol Clinical Commissioning Group (BCCG), University of the West of England, Bristol City Council (BCC)
- **Private Sector:** Aardman Animations

Beneficiaries: The project will benefit 12,000 OP out of a population of 121,000 over 50s in Bristol (ONS, 2012) focusing on those considered to be at highest risk of loneliness and isolation including over 85s, the bereaved, carers, the BME and LGBT community, the sensory impaired, OP with dementia, those dependent on drugs or alcohol and those living in care homes. The project will focus on geographical areas identified as having high

levels of OP at risk of SI as outlined above including Ashley, Easton, Lawrence Hill, Greater Fishponds, and Henbury and Southmead.

Proposed Vision and Strategy: The project will tackle SI using a four-pronged approach to include 16 initiatives. Services will become better co-ordinated as well as using a bottom-up approach of asset based community development. The project will achieve this by:

1. Changing attitudes towards ageing and OP through:
   - achieving Age Friendly City status.
   - educating the public about loneliness and isolation through producing an Aardman animation in the style of Wallace and Gromit using OP voices and through a collection of BBC life stories telling OP's individual stories.
   - training staff in asset based theory and practice to bring about a culture change in the statutory and voluntary sector.
   - providing a structured curriculum to support people close to retirement.
2. Identifying OP most at risk of SI and signposting through:
   - GP case finding of OP most at risk of SI
   - social prescribing referring SIOP to support within their community.
   - community navigator volunteers to signpost SIOP to appropriate support.
   - community case finding where local community figures (i.e. shop keepers) will be trained to identify OP at risk of SI.
   - a first contact checklist to be used by public and voluntary sector staff.
3. Working with communities to engage OP through:
   - a city wide roll out of the successful LinkAge model of asset based community development for OP.
   - intergenerational activities in schools.
   - a community chest fund.
   - training OP as community researchers to undertake community audits and gather evidence to influence future service delivery.
4. Supporting individuals with existing emotional issues through:
   - solution focused therapy for OP experiencing psychological difficulties.
   - group work and peer support for OP at risk of SI.
   - combining personalisation with community empowerment by adding volunteer delivered support (i.e. befriending) to OP's standard care package.

The approach will mainly focus on the prevention of SI by targeting OP at an earlier stage of life with some activities focusing on addressing SI, particularly for the over 85s, through solution focussed therapy and peer support.

Approach to test and learn: The approach builds on existing strengths in the city by developing some existing activities, including the LinkAge model, retirement planning and intergenerational work in schools. The other elements of the project are new and will test what works in addressing and preventing SI. A 'buddy' system to share learning between activities and areas will be incorporated within the project. Community researchers will significantly increase the evidence base of what works and the community chest fund will allow for new ideas that are identified by OP to be implemented. Learning will be shared nationally including through the Campaign to End Loneliness. Better evidence will be available to influence services locally through building up an evidence base showing the benefits and cost savings of the projects.

Outcomes
Outcome 1: A 5% increase in each year of the programme in the number of OP who report that 'they have the amount and type of social contact that they want.'

Outcome 2: A 20% increase in the number of OP respondents who say that they can influence decisions that affect their local area between 2015 and 2020.

Outcome 3: A 30% increase in the number of OP contributing to society through volunteering by 2020.

Outcome 4: 100% of all initiatives/projects have evaluation and learning dissemination built into their design from 2015 onwards.

Money is For
The total project cost is £8,615,854 of which £5,897,662 is requested from The Fund over five years. The budget includes an additional £2,718,192 in-kind and match funding, of which £138,192 is secured and £2,580,000 is unsecured.

The grant will pay for project staff (£617,177), rent and overheads (£127,588), communication (£77,284), evaluation (£257,613), lead-in payment (£49,000), creating the conditions (£253,000), identifying and informing (£1,170,000), community development for OP (£1,681,000), work in schools and the community chest fund (£410,000), community researchers (£125,000) and supporting individuals (£1,130,000).

The following new posts will be created: a full time programme manager, an assistant programme manager post (0.8 FTE), an administrative assistant (0.6 FTE) and a communication and engagement manager (0.5 FTE). Support from existing AUKB staff resource will come from the chief executive (0.2 FTE) and an existing finance manager (0.2 FTE). The identified staffing management structure is sufficient to manage the project. Project staff required to deliver the activities have been considered through a series of business cases. This will be further developed as part of the commissioning process for delivery organisations.

Additional funding will contribute towards the development funding, changing attitudes towards ageing, identifying and informing, community development, work in schools, the community chest fund, community researchers and supporting individuals.

A lead in payment of £49,000 will cover governance, specialist advice to develop the business plan/programme, communications, legal/financial advice, service and commissioning development with OP, consultation and engagement and programme management.

Assessment considerations

Need	Score	Excellent
The needs of the beneficiaries in the target area have been clearly identified and the proposed project will address gaps in services.		
Identification of need Wide ranging, open and creative consultation took place with 4,000 OP which represents just under 10% of the OP population in Bristol. This was in the form of questionnaires, interviews and group discussions. OP from at risk groups including over 85s and LGBT and BME OP were identified by the wider partnership and consultation covered all wards across the city, with a specific focus on areas identified as having high levels of OP at risk of SI. A voicemail was set up for OP to leave comments. The consultation was promoted through 12 radio appearances inviting comments from the public and there were three television		

appearances on the BBC and ITV local news. A conference was held involving over 250 OP and partners to look at solutions to SI and was attended by the Mayor who endorses the project.

A service development team of 25 OP was set up, including OP from the most at risk groups, to discuss possible interventions. The team took part in a video conference with Manchester about Age Friendly Cities as Manchester is currently the only Age Friendly City in the UK and travelled to Dorset to talk to OP about their Wayfinders and First Contact checklist.

A detailed international literature review was carried out and used to identify effective interventions that have been successful in combating SI at a city wide, neighbourhood and individual level. The review also considered the way that interventions are implemented in order to be successful for example through OP involvement and focusing on building self-esteem and personal control. The literature review was discussed with over 60 key stakeholders at a joint BOPF and AUKB conference. A report has been provided listing the sources reviewed as part of this review.

OP were asked the same three questions as part of the consultation including which existing activities they would like more of and what might be the best way of preventing SI. There is a clear link between the needs OP identified and the chosen project activities as the consultation results were used to create a list of activities that OP said they wanted. These were then matched to successful interventions identified through the literature review in order to come up with the 16 interventions. A table has been provided showing how the successful schemes identified in the literature review match the activities which OP selected.

Area mapping
The CCG and BCC did a mapping exercise in 2013 focussing on health and wellbeing so an asset mapping exercise specifically for this project was not repeated. Although the mapping exercise did include the whole population of Bristol rather than focusing on OP specifically, it reviewed a wide range of community assets including health, leisure and community facilities. OP were involved in mapping to the extent that they identified what activities work and what gaps there are through the consultation and OP as community researchers will take forward the mapping as part of the project delivery. The partnership has shown a strong commitment to future mapping. The Supporting Healthy Inclusive Neighbourhood Environments Health Integration Team (SHINE HIT) involving the NHS, BCC and local universities, and Productive Margins, a university research programme looking at re-designing community engagement, have said they want to work on the community researcher element of the project

Beneficiary groups
OP most at risk of SI and loneliness were identified at EOI stage using a range of data sources including the Census (2011), Public Health Survey (2013), BOPF survey and Bristol's annual Quality of Life Survey. The target groups have remained the same since EOI stage and the original identified needs backed up through more recent consultation and involvement of partners. A loneliness index was developed to map the key factors associated with loneliness across Bristol to gain an understanding of the geographic distribution of loneliness. This mapping exercise identified the most at risk neighbourhoods which the project will target.

The project evidences a strong commitment to test and learn with evaluation plans running through each of the 16 elements of the project and a 'buddy' system to share learning between activities and areas. 'Buddies' will work with each other to ensure

lessons learnt are applied including customising activities for different target groups and communities during roll-out. This will reduce the level of professional input required assisting with sustainability. Community researchers will significantly increase the evidence base of what works. The evaluation findings will be fed up to the HWB to ensure the evaluation is disseminated widely.

Outcomes	Score	Good

The project and any proposed outcomes fit with the programme aims and outcomes.

The link between the project and the programme outcomes is clear and the partnership has shown an understanding of and has designed a project which will address the programme aim.

Project and programme outcomes
The project will reduce SI by targeting particular geographic areas and groups through a range of activities. OP will be actively involved in their community through volunteering and by being involved in the design and delivery of services through several strands of the project, including as community researchers and through the governance arrangements. Services will be better planned, co-ordinated and delivered through having a four-pronged approach, by the project already being written into the Bristol Better Care Fund plan, by having the city Mayor on board, through feeding into the Older Peoples' Partnership Board (OPPB), BOPF and the HWB, who have already agreed that addressing loneliness is one of their priorities, and by having the CCG and BCC on board. Better evidence will be available to influence services through building up an evidence base showing the benefits and cost savings of projects in order to re-commission the individual project strands.

The project has baseline data that can be used to measure the project outcomes in the form of the Bristol Quality of Life Survey data. The percentage increases were selected for being realistic, measurable and achievable but challenging. The rationale behind the percentage increases is clear, for example, for outcome three it is based on existing volunteer numbers and the increase needed to deliver this project.

Project ambition
The project is ambitious in its aim of launching a campaign to change public attitudes about the importance of combating loneliness and SI in OP. The initial aim of the campaign is a local audience, but the project has the ambition of sourcing funding for a national awareness raising campaign. Aardman Animations, sits on the core partnership and will produce an animation to aid this campaign. The project aims to change the culture of the city by becoming the second Age Friendly City in the UK. The city Mayor supports the aims of BAB which makes the aim of having a major city wide impact on OP achievable. The partnership believes it is ambitious in aiming to work with GPs in Bristol who traditionally do not work strategically. BAB already has some GPs on board who are willing to share their databases, which makes their aim realistic.

The beneficiary numbers have been calculated by working out the numbers of beneficiaries that it is possible to work with based on previous smaller scale projects within the city and elsewhere. Although the beneficiary numbers seem realistic when compared to Census data, it would have been more logical to look at the OP population for the target groups and areas the project aims to reach and then map this against existing models to calculate realistic numbers that could be worked with.

Experience & Capacity	Score	Good

The lead organisation and partnership have the experience and capacity to deliver the project, the partnership is likely to achieve the programme aims and outcomes and any proposed project outcomes and the project is likely to be delivered well and will address BIG's equality principles.

Lead organisation
AUKB's annual accounts for 2012/13 show an income of £731,336 and expenditure of £714,438. The lead organisation has the experience and capacity to deliver the project. Although they have not recently managed a large grant from The Fund, they have experience of managing Supporting People funding from BC of around £250,000 a year over a number of years and are committed to managing this funding for another three years. The partnership have budgeted sufficient funding for a finance manager and the CEO of AUKB, who has experience of managing grant funding in different roles, will support the project. A voluntary mentor with a background in finance has been supporting and will continue to support AUKB to ensure the necessary mechanisms are in place to manage a grant of this size.   AUKB have previous experience of managing large partnerships, including Circles of Care, a local area based project, and supporting projects where OP are at the centre of co-production. AUKB have collaborated to produce the Celebrating Age Festival and have been part of a steering group which developed LinkAge.   They have BCCG and BC on the core partnership and will draw on their expertise in commissioning.

Core partnership
The BAB Board of core partners includes a range of voluntary and public sector organisations and one private sector organisation, including relevant strategic partners such as the CCG and BCC and includes representation from an OP voices group and smaller VCS organisations working with minority and hard to reach groups. As well as representation from 11 organisations, there are also three OP not representing any organisation ensuring OP are involved in decision making. The private sector partner is Aardman Animations who will lead on communications.

The core partners have the skills and capacity to deliver the project as they have a range of experience including recruitment of volunteers, commissioning, influencing policy, delivering asset based community development, developing OP strategies and evaluation. A clear structural chart has been provided and roles and responsibilities have been outlined. There is a clear link between the partners' chosen roles and their experience.

Structure and governance
The BAB board will make key project decisions. Decisions of the BAB Board will be formally ratified by the AUKB Board. The BAB Board will provide information on project progress and learning to the OPPB which in turn feeds into the HWB. The BAB Board will also provide information to BOPF. Some members of the HWB sit on the BAB Board which will create strong links between the project and the HWB.   The partnership will use AUKB's policy framework and if there are any gaps in policies these will be developed with the assistance of their partners. The BAB Board has terms of reference in place.

There is a core executive group which makes operational decisions and supports the BAB Board and partners. Several working groups will support the Board including an evaluation and research group, a commissioning group, a communications group and a conversations group involving OP.

Delivery	Score	Good

The organisation and partnership can deliver the project well and achieve the proposed outcomes.

Budget
A detailed budget has been provided broken down by each of the 16 initiatives and detailed business cases have been provided for 15 of the 16 initiatives which include a description of the activity, location, target beneficiaries and how costs have been calculated including staff posts required. The budget for the initiative without a business case is based on pilot run by AUKB last year. The budget is based on quotes and existing models.

The staffing structure for the management of the project has been identified and builds sufficient capacity to manage the project. VAT has been considered and overheads have been calculated using full cost recovery. Additional funding will include secured in-kind funding of £138,192 from AUKB, BAB Partners and Aardman and unsecured in-kind funding in the form of volunteer time. Match funding will come from the statutory sector and community development providers. The CEO of AUKB has experience of securing match funding through the delivery of previous grant funding. The partnership are confident that the match funding will be secured and believe the estimates for in-kind funding are modest. The project aims to secure a loan from DERiC of £280,000 for the combining personalisation with community empowerment strand. Plans to secure and manage this loan, including the mitigation of risks, has been well thought through.

The budget does include costs for potentially ineligible expenditure (the community chest fund) but the partnership have said they can achieve the same outcomes by inviting ideas from OP and then seeking to commission these activities. Initial legal advice has been sought around state aid and the partnership does not believe the funding will be subject to state aid. The only exception may be the animation work by Aardman, but the partnership will seek further legal advice at project planning stage.

The scheduling of the activities is realistic and is spaced so that the project is not over ambitious in the first year and allows for time to design each initiative.

Delivery plans
The OP's journey is clear. Routes to signpost OP onto the project have been identified. There is a range of activities targeting different groups and opportunities for OP to become involved in all elements of the project including design, delivery and evaluation.

There are plans for test and learn built into delivery and the partnership includes the University of West of England who will lead on the evaluation. Evaluation will be used as a project management tool to review what is working and introduce changes. Initiatives such as community researchers are built into the project allowing for the gradual identification and introduction of activities following research. There is experience within the partnership to support these initiatives.

The project budget will allow for test and learn by commissioning activities for a maximum of three years which will allow sufficient time for projects to develop and meet their outcomes. Projects will be reviewed quarterly and if elements are not working, adjustments will be made. The right to end a contract if a project is failing will be included in delivery contracts.

Partners
Delivery partners will be identified through a commissioning process. VOSCUR, who sit on the wider partnership and who are the umbrella organisation for the VSC sector in Bristol, has a commissioning model which aids collaborative competition with the aim of keeping

all partners on board. SLA's will be drawn up to include target outcomes and the requirement to implement monitoring systems.

The wider partnership includes representation from over 88 organisations. Monthly meetings are held with the wider partnership which will continue throughout the project. Discussions of key issues around the programme take place at these meetings and all board papers and minutes are available on a BAB website. Partners can use a forum on the website to feed in comments. Partner news and events are publicised through the website and Twitter and new partners continue to join as the word spreads.

The core and wider partnership includes sufficient skills, experience and links to the target groups of OP to deliver the proposed activities. For example, there are partners who work with carers, bereaved, LGBT and BME OP.

OP involvement
The BAB Board is composed of 90% OP or OP organisations and the Vice Chair is the Chair of the BOPF. The service development team of OP will continue to play a central role in planning and co-ordinating services, including inputting into the business planning and the partnership will look into involving them in the commissioning process. The project uses a bottom up approach and OP are central to the design and delivery of most of the initiatives, including as community researchers. This will be advertised through partners to ensure SIOP and hard to reach target groups are represented. OP will also have the opportunity to put forward project ideas through the community chest fund. The Age Friendly City initiative will cement the engagement of OP in decision making structures enabling them to input into services in the city including transport and health services. OP will be volunteers on a number of the projects including peer support and the intergenerational activities.

Communications
Aardman will act as a key advisor on how to communicate BAB key messages to the wider community as well as specific target groups. A city wide publicity campaign will be launched using an Aardman animation shown at local cinemas and on local television which as well as educating the public about loneliness and SI, will reduce the stigma associated with loneliness and lead to OP feeling more comfortable with seeking support. The partnership has good relations with local media including local radio stations specifically targeting the BME community. A strategic and co-ordinated approach will be used to target the most SIOP. VSC partners will target specific groups through their newsletters and methods such as GP case finding will be used to identify and signpost SIOP onto the project. The VSC partners on the core and wider partnership match the target groups including LGBT Bristol and BME Elders.

Evaluation
Following the evaluation clinic in February, Ecorys fed back that the partnership had a strong understanding and commitment to evaluation through establishing an evaluation steering group, that they are keen to become involved in the national evaluation and that the evaluation is founded on asset based philosophy with OP leading this with expert support.

An evaluation and research group will oversee the evaluation and the community researchers will be trained in evaluation. Data collection systems will be built into each initiative and social return on investment evaluations will be carried out. Plans for sharing learning and for live learning are strong. Learning will be shared locally through OPPB, VOSCUR and the HWB. Learning will be shared nationally with other leading innovators working in the field of OP and SI including the national Campaign to End Loneliness. Live

learning will take place and involve OP through the 'buddy system,' community chest fund and work of the community researchers.

BAB aims to influence BCC and the CCG to re-commission services by building up an evidence base of research, particularly demonstrating how savings can be made through the initiatives and demonstrating that OP can be an asset. The project aims to show private sector organisations the benefit being involved in terms of corporate social responsibility to bring them on board.