

## **The report of the Older People's Inquiry into 'That Bit of Help'**

***Edited by Norma Raynes, Heather Clark and Jennifer Beecham***

This report of the Older People's Inquiry into 'That Bit of Help' documents the experiences of older people and professionals working together to identify gaps in service provision for older people living in their own homes.

The report focuses on how to involve older people alongside the professionals, as equals, in identifying what services they want and value. It notes that older people are able to take account of costs of service provision in an environment where resources are limited, and with this information they are able to prioritise the service provision which they require. A sound model is provided to ensure the central involvement of older people in prioritising valued services; the methods used would be easily transferred to local level. The chosen 'baker's dozen' of small ways in which life can be made better for older people gives ideas of what services might be developed.

This report includes an overview of the Inquiry's findings, the methodology used to select examples of good practice, and the methodology used for costing the examples chosen by Inquiry members, along with their unit costs. A second volume, *Evidence submitted to the Older People's Inquiry into 'That Bit of Help'*, is also available.

This report will be of interest to: commissioners of services for older people, service providers, older peoples' organisations, healthcare professionals, adult service professionals and home improvement agencies.



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## **Also available**

A companion volume to this report, Evidence submitted to the Older People's Inquiry into 'That Bit of Help', edited by Norma Raynes, Heather Clark and Jennifer Beecham, is also available. It is referred to as (Volume II) in this publication. It can be purchased from York Publishing Services (01904 431213) or downloaded from [www.jrf.org.uk](http://www.jrf.org.uk).



This publication can be provided in alternative formats, such as large print, Braille, audiotape and on disk. Please contact: Communications Department, Joseph Rowntree Foundation, The Homestead, 40 Water End, York YO30 6WP. Tel: 01904 615905. Email: [info@jrf.org.uk](mailto:info@jrf.org.uk)

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All of the members of the Inquiry responded to requests for comments on drafts of work prepared by the Secretariat. We valued these contributions. We would like to express a special thanks to Melanie Henwood (Special Adviser to Joseph Rowntree Foundation and a member of the Inquiry) who assisted us with detailed and constructive commentaries, advice and guidance on the chapters submitted as evidence to the Inquiry, relating to the policy context, demographic issues and research evidence.

# Preface by Malcolm Dean

There were two reasons why I accepted the Joseph Rowntree Foundation's (JRF) invitation to chair its commission on older people, which now reports its main findings. First, because of the challenge. How could any commission seeking to explore how older people's lives could be transformed by 'just a little bit of help' get noticed?

In fact, in the two years since our launch, the language in Whitehall has changed. Where once the growing number of older people – a 50 per cent rise in the over sixties by 2026 – was seen as a problem, it is now viewed as an 'opportunity'. But there is still a lot to do.

Three decades ago it was much easier for older people to find a home help than it is today. Although the number of hours of help provided in people's homes has doubled, the number of people helped has declined from 550,000 to 350,000. If you go back to the early 1980s, the number of people helped by a typical local council has more than halved – from 6,500 to 2,500 clients. What began as a low-level support service has become a high-dependency service to keep people out of residential care. What the JRF commission has found is that with a little bit more help upstream, the need for high-dependency help downstream can be delayed.

The second reason I accepted the chair was the structure of the commission. One of JRF's important principles is that policy development should not be done in isolation from the people it will benefit. I was intrigued – and not a little apprehensive – about how this would work out in practice. In fact it worked extremely smoothly. There were 12 older members (not counting me) on the board of the commission. They were concerned not so much with more research as with more action. They were not inhibited by the high-powered policy makers, academics or think-tank members sitting with them. But neither were there two factions – us and them. Both sides listened to each other. The older members were surprised the goalposts were not in place at the start. They were deeply involved in drawing up the agenda, selecting the priorities and bluntly saying which of the many small schemes we discovered were attractive to them.

There are two key people behind this report who deserve the credit for the tributes already bestowed on an early draft. First, Alex O'Neil, JRF's principal research manager, who set out clear objectives for the commission and provided expert support at the end, ensuring there were coherent conclusions. Second, Professor Norma Raynes, then at Salford University and now chair of Intergen, who with great

expertise and never-flagging good humour led the excellent team of researchers who produced the papers set out in Volume II of the report. They also carried out the research on the 13 schemes selected by commission members.

Our research team found more than 1,000 schemes through a trawl of councils, primary care trusts and charities. They also wrote to every local newspaper editor in the country appealing to them to encourage readers to send details of schemes to us. (This brilliant last move was prompted not by me but by the research team. I recommend it to other researchers seeking to find out what is happening on the ground.) The schemes were boiled down eventually to a Baker's Dozen (I was brought up in a village bakery) which were then fully costed by the research team.

All 13, set out in the report, would greatly improve the lives of older people if they could be spread more widely across the country. To provide a flavour, let me pick out three. First was Dig Deep, a public health programme in South Tyneside in which older people taught children from six primary schools how to grow vegetables in local school allotments. All parties in this splendid intergenerational enterprise benefited – pupils, families of pupils, teachers and the older gardeners. The pupils involved have taken a liking to vegetables, which is more than I have managed to do with my children.

Then there was the Cinnamon Trust, which has a network of volunteers across the country, demonstrating that improving the quality of life of older people should not be confined to health and social care. This scheme ensured that the pets of older people who are not well are exercised, fed and cared for while their owners are indisposed. A third scheme was Sole Mates, organised by Age Concern and financed by Oxfordshire County Council, which trains volunteers to provide foot massage and minor foot care, such as cutting nails, to help maintain older people's mobility and independence.

What the report demonstrates is that an ageing society should not prompt politicians, media people or the public to indulge in a demography of despair. We are not facing an apocalypse but an opportunity. And unlike earlier seismic population shifts – most of which were unpredictable, caused as they were by plague, war, or famine – this one is clear and predictable. The right response is to start preparing now for the change.

In 2005, one welcome initiative occurred when ministers from three separate departments – Health, Pensions and the Cabinet Office – proposed a new frontier for the welfare state: a 'Sure Start scheme for later life' designed for older people. This plan, which was drawn up by a team which had seen a first draft of this report, paid



tribute to our proposals. Hopefully the programme will eventually expand like the Sure Start scheme for preschool children, which is due to have 3,500 centres by 2010. It would be good to see Sole Mates and Dig Deep schemes popping up right across the country, perhaps even promoted by the Government's Sure Start for Later Life programme.

# Executive summary

*Norma Raynes, Jennifer Beecham and Heather Clark*

This report is about two innovations in the development of policy and practice to promote independence, choice and well-being for older people:

- It is produced by older people and senior representatives of national organisations.
- It recommends the adoption of examples of ‘that bit of help’ which older people value, along with the unit costs of these and the order of importance Inquiry members place on the examples.

## Why have an Older People’s Inquiry into ‘That Bit of Help’?

There are three reasons for an Older People’s Inquiry into ‘That Bit of Help’. They are:

- 1 Unless programmes or strategies about older people have the fullest possible involvement of older people in their development, they are very unlikely to stand the test of time (Older People’s Steering Group, 2004).
- 2 Older people want help which will enable them to remain independent. Currently the majority of services for older people are focused on the highest needs of the frailest people, with provision mainly sourced from health and social care budgets. These services are not what many older people want. Older people say they want what is best described as ‘that bit of help’, to help them remain independent (Clark *et al.*, 1998). Inquiry members chose to use this phrase in preference to the professional term ‘low-level services’.
- 3 There will be growing numbers of people in England for whom contributing to policy and practice development and getting access to ‘that bit of help’ is important. In England, as in other countries, an increasing number of people are living longer (HM Government, 2005). There are currently more than 10 million people aged 60 and over, and by 2031 nearly 23 per cent of England’s population will be aged at least 65. Enabling older people to remain independent and to contribute to society will become increasingly important (Department of Health, 2005).

The Inquiry found that:

- Examples already exist of the kinds of help older people would want to see available.
- Agreement can be reached as to the most desirable and valuable of these.
- Costs for these can be calculated.
- Not all examples relate to traditional ideas of services.
- Some outcome data are available for some of the schemes.
- Some of the schemes are innovative in their use of resources.
- Useful advances in inclusive design and technology exist but need national support for further development.

There are welcome signs that the government is set to address key concerns of older people and sees older people as positive contributors to the future. These new policy directions are outlined in the cross-departmental strategy paper *Opportunity Age: Meeting the Challenges of Ageing in the 21st Century* (HM Government, 2005) and in the Green Paper *Independence, Well-Being and Choice* (Department of Health, 2005). The new directions are further supported by the Department of Health White Paper on Public Health, *Choosing Health* (Department of Health, 2004), and the report from the Office of the Deputy Prime Minister, *Excluded Older People* (2005). All of these are important developments for people who currently manage to live independently and for whom a little extra help will enable them to maintain their independence.

## **The Inquiry's findings and recommendations**

- 1 Any further work at national or local level to develop opportunity in our ageing population should always involve, as our Inquiry has done, older people working with commissioners and designers of provision.
- 2 The Inquiry has identified 13 examples (a 'Baker's Dozen') of 'that bit of help' (see box). These indicate some of the small ways that can make life better for us as we become members of the older group of citizens. They will not cost vast sums of money. They can also engage older citizens in different ways as contributors to the communities in which they live.

- 3 The examples should be piloted and evaluated to understand better the contribution they make to the independence, well-being and choice promoted by the government's new policy initiatives.

The examples in the Baker's Dozen are rank ordered to reflect the relative importance Inquiry members – including older people among the Inquiry Group who made up the largest group in the Inquiry – attached to them. For a cash-strapped public sector, the members of the Inquiry have indicated clearly where they would like the limited resources to go. Further details of the services provided and the outcome data already available can be found in Chapter 1.

This report also provides information on the costs of all 13 examples (Chapter 2). Three points are noteworthy. First, a tremendous range of informal funding sources has been used, from public service agreements with central government to legacies and donations. Second, there is a high dependence on volunteers to provide support. Volunteers cost little to the public sector but where the supply of volunteers is low the costs of replacing this source of labour will raise overall support costs considerably. Third, users must pay a charge for most of these services. Charges should be kept as low as possible to ensure those people who need the services can afford to use them.

### **The Baker's Dozen**

**Handy Help:** Trafford Care & Repair

**Welcome Home:** Cotswold Council for Voluntary Service

**Help at Home:** Amber Valley Community Volunteer Service

**Primary Night Care:** Blackpool Borough Council

**Befriending Service:** Amber Valley Community Volunteer Service

**Sole Mates:** Age Concern Oxfordshire City and County

**Cinnamon Trust:** a national charity

**Digging Deep:** Age Concern Gateshead and South Tyneside

**RISE:** REGENERATE.com

**SMILE:** Royal Borough of Windsor and Maidenhead

**Social and Activity Centre:** Wimbledon Guild

**Keeping In-Touch:** In-Touch Malton, Norton and District

**Retail Stores:** An Ideal

## How the Inquiry was established

This Inquiry was commissioned by the Steering Group of the Joseph Rowntree Foundation's Older People's Programme in 2004. It brought together older people and representatives of major national agencies (see Appendix 1 of the main report). The Inquiry is designed to inform policy and practice development.

- It reflects what older people themselves want.
- It demonstrates that older people and senior representatives of major policy, provider and commissioning bodies can work together to debate and agree about the kinds of help which will help older people remain independent.

The Rowntree Foundation officers invited people to become members of the Inquiry and appointed the chairman and deputy chairman. Eleven older people were invited, five of whom had been members of the Older People's Steering Group. Efforts were made to ensure that different areas of the country and different minority interests were reflected in its composition.

Malcolm Dean of the *Guardian* newspaper was appointed Chairman and Stan Davison, Chairman of the Older People's Steering Group, was appointed Deputy Chairman.

A Secretariat was commissioned through a competitive tendering process to provide support to the Inquiry.

## The Inquiry's remit

- To consider the support older people want.
- To look at a range of options for developing low-level support that could meet the needs of many, including those currently not seen as eligible for a service.
- From the results, to begin to establish a new consensus on how policy and services would need to change to meet the needs of older people.
- To agree what is and what is not possible in terms of changing practice to meet those aspirations.

## How the Inquiry worked

- Background papers were prepared for the Inquiry by the Secretariat. These covered some aspects of demographics and service provision, a review of research literature on what older people want in the way of help and the broad policy context reflecting the areas of life older people have identified as important to them (see Chapters 1, 2 and 3 of Volume II).
- A letter was sent to all local authorities, primary care trusts and a range of sheltered housing associations in England, asking them to provide examples of services that they thought promoted independence for older people and enabled them to continue to live in their own homes.
- A letter was sent to editors of all local newspapers in England, asking older people to provide examples of any services they had found helpful and which enabled them to continue to live independently in their own home. Age Concern England and Help the Aged also circulated this letter through their own networks.
- An internet search of faith and black and minority ethnic (BME) organisations was undertaken. A sample group was contacted to obtain examples of their services that contribute 'that bit of help' for older people.
- The information received from these different sources was critically screened by members of the Secretariat, and a booklet describing examples of 'that bit of help' from different parts of England was compiled. Examples chosen reflected the areas of life identified as important to older people (see Booklet One in Chapter 1 later in this volume).
- Design and technology innovations which would help enable older people to live independently were also sought. This material was obtained from a web search and used to produce a second booklet (see Booklet Two in Chapter 1 later in this volume).

## Inquiry meetings

- Four meetings of the Inquiry were held.
- At the first meeting of the Inquiry, in September 2004, there was critical discussion of background papers.

- At the second meeting in December 2004 members were asked to select their top ten examples from Booklet One. Lengthy debate produced 12 examples, as three received an equal number of votes.
- The Inquiry members recognised the importance of design in promoting the independence of older people. They recognised the fundamental need to ensure that inclusive design (Coleman, 2001) is integral to a national strategy. Until this was addressed, however, little would be gained by recommending specific examples in Booklet Two for promotion, as the likelihood of getting commercial support for development is limited. The Inquiry took the view that there is a clear need to provide evidence of markets that would encourage investment in these areas.
- The Inquiry members are aware of developments at the Royal College of Art to encourage development of inclusive design as well as initiatives in the Design Council and the Royal Society of Arts. The Inquiry is also aware that some Japanese manufacturers have identified inclusive design as having real market potential: that the Crown Prince in Japan backs this approach is significant. The Inquiry's view is that similar support for the development of inclusive design needs to be provided in England.
- All the organisations providing the services selected from Booklet One were contacted and asked for their accounts for the last financial year and any reports on their service. This information was used to generate unit costs for each example chosen by the Inquiry members.
- As one of the examples was found to operate as two separate services with independent budgets within the umbrella of a Council for Voluntary Service (CVS), the Inquiry now had a 'Baker's Dozen' of desirable examples of 'that bit of help'.
- One of these 13 examples was a model department store/supermarket. Major retailers were contacted to identify the extent to which they met the attributes of the model store and identify non-economic factors inhibiting the development of these attributes.
- At the third meeting of the Inquiry the examples and their unit costs were discussed. Members prioritised these. Members also discussed the report format and the dissemination strategy.
- At the fourth meeting members considered the draft report, described their findings from visits to some of the schemes and discussed further dissemination issues.

## Policies: past and present

There is a tide in the affairs of men,  
Which, taken at the flood, leads on to fortune;  
Omitted, all the voyage of their life  
Is bound in shallows and in miseries.  
On such a full sea are we now afloat;  
And we must take the current when it serves,  
Or lose our ventures.  
(Julius Caesar, Act IV, Scene iii)

At the beginning of 2005, there seemed to be a tide of important shifts in policy and practice. Contributing significantly to the new thinking is the joint Association of Directors of Social Services/Local Government Association document *All Our Tomorrows* (2003) and the series of reports from the Audit Commission and Better Government for Older People (BGOP), *Independence and Well-Being: The Challenge for Public Services* (2004). These documents challenged current ways of thinking and models of service. They provided new models for change that would focus on prevention and access to universal services. The Audit Commission reports identified seven areas of life which mattered to older people. These are areas in which policy and practice need to change if older people can live lives characterised by independence, well-being and choice and in which they can make a contribution. The seven areas are:

- comfortable and secure homes
- adequate income
- safe neighbourhoods
- the ability to get out and about
- friendships and the opportunity for learning and leisure
- ability to keep active and healthy
- good, relevant information.

We have rooted our work in these areas so that it is embedded in and reflect the concerns of older people.



Contributing to this tide of change have been major policy documents from different government departments. Published in the past 12 months, they signal a substantial shift in the direction of policy as it relates to our ageing society and older people.

The strategy document *Opportunity Age: Meeting the Challenges of Ageing in the 21st Century* (HM Government, 2005) is the first time any UK government has taken stock of all the issues in the round. It was published by the Department of Work and Pensions (the department with lead responsibility on ageing), but it was clearly presented as a collaborative enterprise across many government departments. All of the government departments involved have influence in each of the seven areas older people have identified as important in their lives. As the strategy document observed, 'where 40% of the population is aged 50 or more – as will soon be the case – distinction between services for older people and services for everyone loses significance' (p. viii). That this strategy document has been a cross-government effort is itself a testimony to the fact that older people cannot be separated off from other citizens in planning and policy development. This document, together with the Green Paper *Independence, Well-Being and Choice* issued by the Department of Health in March 2005, emphasises the contribution older people can make in many different ways to their own lives, that of their local communities and local and national economies.

The documents signal the need for a shift in attitudes on the part of everyone, a focus on preventative and low-level services, and new ways of delivering services to ensure that older people can select what they want. Both documents discuss the idea that piloting programmes will be part of the future. Such programmes will enable us to build an evidence base to ascertain what works and is of use to older people. If, as both these documents stress, older people are to play a full and active role in society, and all of us as we grow older are to retain independence and control over our lives, then listening to what older people say they want will be crucial in implementing these policies.

The Inquiry members welcome this significant change in the direction of government policy as it impacts on older people's lives. We were, it seems, afloat on a full sea. A significantly different direction is emerging from that which, since the community care reforms of 1993, has been characteristic of services for older people in England.

Policies developed since the community care reforms have resulted in the situation where:

- Currently we focus most resources for older people on those with the most severe need.

- Too little attention, as the Association of Directors of Social Services and Local Government Association have noted, has been given to 'an approach seeking to promote the health and well being of older people through the use of mainstream universally accessible services' (Association of Directors of Social Services/Local Government Association, 2003).
- Attempts to involve older people within the development of policy and practice have not been mainstreamed.
- Older people have been seen as burdens, pension problems and bundles of pathology. Age discrimination is characteristic of many aspects of life in England: work, leisure and education, for example.

More recently, policies and legislation have promoted opportunities to better integrate these services and remove ageism:

- The *National Service Framework for Older People* (Department of Health, 2001) set standards and targets to improve services and end ageism in NHS services and to promote the well-being of older people.
- The Local Government Act 2000 gave local authorities responsibility to promote the well-being of their communities and develop local strategic partnerships to help them do this.
- The Health Act of 1999 and the Health and Social Care Act of 2001 enabled the pooling of budgets, joint management of services and other flexibilities to help develop more seamless services.

There are also many initiatives to put older people at the centre of policy and practice developments. These can be seen in the work of *Debate of the Age* (2000) and *Better Government for Older People (BGOP)* (1999), the *Health and Older People's Group (HOPE)*, and the *Joseph Rowntree Foundation Older People's Advisory Group*.

The idea that older people could be partners in the commissioning of services, and that as citizens could contribute to their own well-being and that of their community and their country emerged in policy terms in 1999. BGOP reported a range of innovative projects involving local government, the Pension Service and other agencies that had been involved in actively seeking ways to involve older people (*Better Government for Older People*, 1999). Health services similarly found ways to do this.

Despite these developments the Audit Commission could still report in 2002 that integrated services were not usually available, even though much has been achieved in some areas with or without major structural changes. In 2003 the Local Government Association noted that 'older people are often still excluded from universal services, ones that we would all expect to use' (Association of Directors of Social Services/Local Government Association, 2003).

The Older People's Steering Group of the Joseph Rowntree Foundation reported that these initiatives, although they represented a shift in policies about older people, had not moved us from a situation in which, by and large, older people are still seen as passive recipients of services and strategies. It is, they point out, 'dispiriting that there are so few good examples of the meaningful involvement of older people either locally or nationally' (Older People's Steering Group, 2004).

## **Conclusion**

- Clearly much progress in policy is planned to enable older people to live independently in their own homes. The key policy documents, *Opportunity Age: Meeting the Challenges of Ageing in the 21st Century*, *Independence, Well-Being and Choice*, *Choosing Health: Making Healthy Choices Easier*, and *Excluded Older People: Social Exclusion Unit Interim Report*, together signal a direction of travel in which the Inquiry sees its recommendations of relevance.
- Looking across the current landscape it is evident that there are still gaps in the areas in which older people would welcome assistance.
- The Baker's Dozen examples of 'that bit of help' which the Older People's Inquiry have identified have been costed.
- Many of the organisations rely upon the unpaid contributions made by older volunteers. These show us the way in which older people, as active citizens, can contribute to the development of services that they and others like them would appreciate and enjoy as part of local provision.
- It is also interesting that some of these projects derive their funding from sources beyond the health and social care budgets traditionally associated with older people. Creative design and commissioning have, for example, involved local older people in the promotion of good health for schoolchildren. It is of some concern that the funding for these services is short term.

- It is important that we understand the difference services can make to people's lives. Only some organisations were able to provide us with outcome data. It is the view of the Inquiry that outcome data should be obtained. How we spend our limited resources needs to be underpinned by the knowledge of the benefits accrued. The outcome data which some schemes have been able to provide suggest that they are especially important in improving quality of life. Further systematic exploration is recommended on their impact and the possible longer-term savings for statutory services.
- The key issue of how such schemes, if they are of benefit, can be sustained and brought within the mainstream remains unresolved.

One of the Baker's Dozen lies entirely within the private sector: namely the department stores and supermarkets. We have summarised the responses of the companies who kindly responded to our requests to see if their shops had the amenities in our 'model store'. We also visited our local stores to see if they featured these attributes. Our findings are in Chapter 3 later in this volume. The stores play an important part in the day-to-day lives of older people. They can contribute significantly to promoting independence through the little bit of help we identified as desirable as older people go about their shopping.

### Organisation of the report

The Inquiry findings are summarised in two volumes: *The report of the Older People's Inquiry into 'That Bit of Help'* and *Evidence submitted to the Older People's Inquiry into 'That Bit of Help'*.

#### ***The report of the Older People's Inquiry into 'That Bit of Help'***

- The executive summary outlines why and how the Inquiry came to be established, its methods and its recommendations.
- Chapter 1 contains the booklets from which the Inquiry members selected their recommended schemes and describes the methods for selecting them.
- Chapter 2 describes how the unit costs were calculated and presents the outcome data that some schemes have available.

- Chapter 3 presents our information on the department stores and supermarkets.
- Appendix 1 lists the members of the Inquiry and provides brief biographical information.
- Appendix 2 contains the names of all organisations and individuals who provided the Inquiry with information.

### ***Evidence submitted to the Older People's Inquiry into 'That Bit of Help'***

Volume II contains the technical papers and evidence submitted to the Older People's Inquiry into 'That Bit of Help'.

- Chapter 1 describes some aspects of the demographic and service context for the Inquiry.
- Chapter 2 contains a review of some of the literature relating to older people's views of help needed to remain independent.
- Chapter 3 describes and highlights the broad range of legislation and policy that is relevant to the seven key areas of life that older people have identified as important to them to enable them to participate and contribute to life in our society.
- Chapter 4 describes the many income streams that are available to the commissioners and providers of services and provides a map of these.

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# 1 Examples of practice that older people value

*Norma Raynes, Juliet Crissel, Kezia Barker, Yvonne Jones, Jennifer Beecham and Heather Clark*

## Introduction

Services for older people have increasingly concentrated on those with the most needs. All older people who receive services are thankful for them. Many older people have said that they would like what has been called, in the professional language of health and social care providers, 'low-level support'. The Inquiry members early in their deliberations expressed a wish to use the more ordinary phrase 'that bit of help' to describe the kinds of assistance they were looking for.

In this chapter we describe how we collected information about existing examples of 'that bit of help' and determined the selection of those to present to the members of the Inquiry in two booklets. From these, members selected the examples they thought should be in their 'top ten'. Information about the costs for each one of these was then obtained as described in Chapter 2. Inquiry members then went on to put these services in an order of priority.

In this chapter we first describe the methods used to prepare the two booklets. Then we present the two booklets and finally a summary of the process involved. Information in the two booklets was accurate at the time of compilation. This was July 2004.

## Booklet One: examples of services providing 'that bit of help'

### *Sources of data*

We sought to collect information about examples of 'that bit of help' between July and September 2004.

- We wrote to all 306 primary care trusts (PCTs) in England and 388 local authorities, explaining the purpose of the Inquiry and asking them to provide us

## The report of the Older People's Inquiry into 'That Bit of Help' ---

with examples of services designed to help older people live independently in their own homes.

- All major organisations concerned with older people's issues were sent the same letter.
- EROSH (Emerging Role of Sheltered Housing) circulated a letter requesting the same information from its members.
- We wrote a letter to the editors of 357 local newspapers in England. We described the purpose of the Inquiry and asked any older people who had received services that they had found of value in helping them maintain their independence to write to us and tell us about them.
- Help the Aged and Age Concern England circulated the letter to the editor through their distribution routes.
- Major supermarkets and department stores were contacted to ascertain the provisions they made to enable older people to shop more easily.

### ***Response***

- Fifty local authorities and 47 PCTs (13 per cent and 16 per cent respectively of those written to) responded.
- Eighty newspapers published the letter and 51 people wrote in response to the letter.
- These responses provided material in many different formats. Each submission was read.
- Some of the material sent to us was in the form of plans for the future or accounts of planning processes.
- If an organisation described a range of services provided by the same umbrella organisation, but with different access points or contacts (e.g. a PCT describing provision of an Intermediate Care Team and an Occupational Therapy Team), each was treated as a separate service. If a centre provided a number of services from the same source this was recorded as a multiple service provider (e.g. a day centre at which visitors could participate in lunch clubs, talks/lectures and entertainment).



- Information describing an existing service was entered into a spreadsheet and classified by:
  - its managing agency and region
  - which of the seven areas of life it mapped onto: these are (A) comfortable and secure homes; (B) an adequate income; (C) safe neighbourhoods; (D) the ability to get out and about; (E) friendships and opportunities for learning and leisure; (F) the ability to keep active and healthy; and (G) good, relevant information
  - whether it was a generic service or designed specifically for older people
  - the amount of information provided (to determine whether more information was needed to enable us to make an informed decision about the service)
  - whether religious or BME groups were part of the focus of the service
  - whether it was noteworthy. Services were deemed 'noteworthy' if they were seen to be above the norm in one of two ways: a good or unusual way of providing a typical service; an atypical service. This was the first of the three-tier process for selecting the schemes shown in Booklet One.
- There was little information on BME and religious groups' work for older people. An internet search was conducted of relevant organisations and requests for information were sent out. Any examples found through these routes were added to the spreadsheet and categorised in the same way as other data.
- This classification of the data was carried out independently by two researchers in the Secretariat.
- Seventy-nine noteworthy services were identified using this process. These examples were further scrutinised by a member of the Secretariat using the same twofold criteria, leaving 50 examples.
- All of these had their noteworthiness independently rated by the three senior members of the Secretariat. This final step resulted in a service being presented to the Inquiry's members when two or more members of the Secretariat agreed its noteworthiness. A high level of agreement was attained.
- Consideration was given to the way these examples mapped onto the seven categories of life in which research had identified older people wanted a 'bit of help'. It was noted that there were very few examples relating to safety. All but one of the examples selected described services that currently exist in at least one region in England.
- A format for describing the data set of examples was piloted and trialled by members of the Secretariat.

### ***Limitations and omissions***

The response to our initial letter to statutory organisations was low. There are a number of possible reasons for this. It may well be that when we were contacting organisations in 2004:

- There were few services in existence that were designed to promote the independence of older people.
- The service providers were too busy to respond to our request.
- The 'right' person did not receive the letter.

We saw in the mapping of the responses across the seven areas of life a clear paucity in the area relating to safe and secure neighbourhoods. We omitted to contact the crime and disorder partnerships that had been in existence since 1995 in most parts of England. A letter to them may not only have increased our number of examples but possibly have increased the numbers of notable services.

We do not claim that we have identified every example of a service providing 'that bit of help' for older people in England, let alone the UK. We are also aware that in other countries much innovative work is under way that a future Inquiry could usefully examine to enhance practice in England.

The selection in Booklet One is illustrative of similar services in existence, some well known, some not. These examples were selected to enable the Inquiry to work from a real data set that reflected services mapping onto most of the areas that older people have identified as important in their lives.

### **Booklet Two: examples of design and design organisations providing 'that bit of help'**

Design impacts on most aspects of our lives, including our homes and the neighbourhoods in which we live and work. We sought to amplify the information we could provide for the Inquiry members by exploring how the design world might contribute 'that bit of help' for older people.

### ***Sources of data***

- An internet-based search was undertaken to identify examples of inclusive design, inclusive technology, and design for older people in England.
- The Helen Hamlyn Research Centre at the Royal College of Art was identified as a leader in this field.
- The student annual prize winners from 1998 to 2004 were reviewed, and designs for older people selected.
- Further details of the designs of relevance to the seven areas of life that older people had identified were sought and received.
- The work of the Royal Society of Arts (RSA) was highlighted by the director of the Helen Hamlyn Institute. The RSA promotes inclusive design and awards prizes.
- The designs by RSA award winners since 2003 were obtained.
- The Centre for Assistive Technology and 'The Forum' also award prizes for inclusive design. Recent prize-winning designs for older people were included.
- Finally, a 'whole house' design by an architect for older people was included in the selection.

### ***Limitations and omissions***

Our web search identified a world of design and assistive technology developments which could contribute enormously to promoting the independence of older people. A further inquiry, led by older people, into the relevance of these sources of help would identify, prioritise and cost the best way forward in what is already an extensive and growing area of innovation.



# Booklet One: examples of ‘that bit of help’

Prepared by the Secretariat  
December 2004



Davina Hodson, President, Counsel and Care

## 1 REGENERATE.com – RISE (Reaching the Isolated Elderly)

### *Introduction*

REGENERATE.com is located in the Borough of Wandsworth. In 2000 a participatory needs assessment was carried out by the PCT in the area. It identified that one of the greatest needs was to reach isolated elderly people. To address this, the community outreach project called RISE, began in June 2001.

*What older people want:* (A) comfortable and secure homes; (D) ability to get out and about; (E) friendships and opportunities for learning and leisure; (G) good relevant information.

### *Purpose*

- To reduce isolation, helping older people live an active life and remain involved in their community.

### *What is provided? (Output)*

A number of services and activities are provided. These include:

- A hot nutritious lunch on a daily basis
- Outings twice every week
- Taking clients on holiday every year
- Transport to and from events
- Provision of practical help from volunteer as and when required
- Clients now exchange phone numbers, meet at weekends and generally have become friends with one another
- REGENERATE.com of which RISE is part, works with both young and old people and organises community events, providing opportunities for young and old to mix together

- Entertainment every week
- Home visits, friendship service
- Referrals to day centres and other luncheon clubs
- Support and advice.

***Steps to obtaining service (Process)***

- Initially people were identified through a survey. Clients were then visited in their own homes and assessed to see if this project or a local day centre would be better for them. A leaflet is available providing the telephone contact numbers and the names of people to speak to.
- Staff visit and assess needs.
- Staff organise services.
- The names of the people running the service are provided and what they will do is described.
- Anyone can refer someone.

## **2 Friends of Senior Citizens**

***Introduction***

Operating in Newton Aycliffe, County Durham. It is a voluntary organisation and is now located in a hall which has been opened up as a community centre. It is a generic service and the Friends of Senior Citizens is one element in the community centre.

*What older people want:* (A) comfortable and secure homes; (E) friendships and opportunities for learning and leisure; (G) good relevant information.

### ***Purpose***

- To assist and provide practical help and advice to enable older people to live in their own homes and to socialise with each other.

### ***What is provided? (Output)***

A variety of services and activities are provided by this committee. These include:

- A 24-hour helpline for any type of help, e.g. filling in forms, smoke alarms, door bolts, day trips
- A list of tradesmen covering painting, gardening, joinery, plumbing and electrical services at reduced prices for senior citizens
- Opening up a community centre at which a senior citizens lunch club is provided on Wednesdays with bingo and entertainment
- Art and craft training sessions.

### ***Steps to obtaining service (Process)***

- Ring the telephone number provided.

## **3 Dawn Patrol Scheme**

### ***Introduction***

Operates in Newton and Haydock where it is jointly funded by St Helens Primary Care Trust (PCT) and the Lottery Fund. It also operates in West Sutton and Parr. The British Red Cross, St Helens PCT, Merseyside Police and St Helens Metropolitan Borough Council (MBC) work together to run the service. The scheme is provided free of charge.

*What older people want:* (A) comfortable and secure homes; (C) safe neighbourhoods; (F) ability to keep active and healthy.



### ***Purpose***

- To enable older people to feel safe and maintain their independence, feeling cared for and having peace of mind.

### ***What is provided? (Output)***

A number of activities are provided by this service. These include:

- Schools are recruited. The pupils from these will check if the window sign is visible at the address on their normal walk to school
- Follow-up, bringing appropriate services if needed.
- A quarterly newsletter with local news, service update, healthy eating recipes, word search puzzles.
- A service booklet with information on has home services, handyman available, health information and social events.
- A questionnaire which covers social health and Dawn Patrol information.
- For the adult volunteers there are newsletters, services guides and questionnaires.

### ***Steps to obtaining service (Process)***

- An older person is asked to display an indicator each morning so that the children can check these on their way to school.
- Pupils report findings to teacher.
- Teacher reports findings to the Dawn Patrol office.
- No indicator or incorrect indicator – followed up by staff or adult volunteer.

## 4 Home Share Day Care

### *Introduction*

Home Share Day Care is provided by Braintree, Witham & Halstead Care Trust in Braintree. Home Share Day Care provides a warm and friendly atmosphere in local homes where older people can go and have company and a hot meal, and the opportunity to participate in a range of programmes.

*What older people want:* (D) ability to get out and about; (E) friendships and opportunities for learning and leisure; (F) ability to keep active and healthy.

### *Purpose*

- To decrease isolation of older people.

### *What is provided? (Output)*

Home Share Day Care provides a limited number of services. These include:

- Extension of day care in ordinary people's ordinary houses
- One to three older people go there on a regular basis between 10 p.m. and 4 p.m. each day
- Transport is provided to get there and back
- A regular programme of activities to meet individual social needs for participants.

### *Steps to obtaining service (Process)*

- Service users are referred to the scheme by their assessors.
- Introductions are arranged by the scheme co-ordinator and assessors.
- Placements only made after agreement of service user and hosts/carer.

- Service users encouraged to comment on the service negatively and positively.
- The service is available to any older person who, following a community care assessment, has identified needs and who may benefit from this type of care.

## 5 The Wimbledon Guild

### *Introduction*

The Wimbledon Guild is located in Wimbledon. It is a well-established local charity which provides a variety of services including economical rented accommodation for local residents. It works in partnership with other statutory and voluntary organisations providing low-cost accommodation for organisations.

*What older people want:* (A) ability to get out and about; (B) adequate income; (C) safe neighbourhoods; (D) ability to get out and about; (E) friendships and opportunities for learning and leisure; (F) ability to keep active and healthy.

### *Purpose*

- To enable older people to remain in the community of which they have been a part and reduce social isolation.

### *What is provided? (Output)*

A wide range of services and activities are provided. These are:

- Fifty flats at economic rents throughout Wimbledon
- Luncheon club
- Lectures are provided where people can socialise
- A range of activities in which they can participate
- Citizens Advice Bureau and pensions advice surgeries

- Chiropodist and hairdresser on site
- A counselling service
- Rooms to rent to local organisations.

### ***Steps to obtaining service (Process)***

- Direct contact.
- Referral by friends, family or statutory or voluntary organisations.

## **6 Malton, Norton & District In-Touch Group**

### ***Introduction***

This is a service for people with visual impairment, not just older people. It is a new scheme that is being funded by Opportunities for Volunteering for two years. It started in the summer of 2004. They are seeking to identify a hitherto underdeveloped group of potential volunteers, people who want to help but cannot commit themselves to a set time or quantity of hours.

*What older people want:* (A) ability to get out and about; (E) friendships and opportunities for learning and leisure.

### ***Purpose***

- To provide people who have severe sight loss with help with practical jobs, when it is needed, so they can live in their own homes.

### ***What is provided? (Output)***

In-touch provides a number of different kinds of assistance. These include:

- Shopping for clothes that need colour matching

- Filling in simple forms
- Reading correspondence
- Sewing on buttons
- Simple house repairs
- Labelling foodstuffs (with Braille or Shape Code)
- Writing Christmas and birthday cards
- Accompanying people on walks
- Helping to sort out computer problems
- Escorting for outpatient appointments
- Any other needs they have not yet identified except personal care such as feeding, washing or bathing.

***Steps to obtaining service (Process)***

- Telephone the In-Touch office on 01653 698860.
- Return forms that can be torn off from the leaflet and posted.

## **7 Blackpool Borough Council Primary Night Care Service**

***Introduction***

This is a newly developed service within the in-house Home Care Services provided by Blackpool Borough Council. This service responds in a variety of ways during the hours of 10 p.m. to 7 a.m. to both planned care and emergency care situations.

After the first two weeks the demand for the service had outstripped the resources. A further team has been developed and similarly that is working to capacity.

## The report of the Older People's Inquiry into 'That Bit of Help' \_\_\_\_\_

*What older people want:* (A) ability to get out and about; (F) ability to keep active and healthy.

### ***Purpose***

- To keep older people who might otherwise go into residential care in their homes.

### ***What is provided? (Output)***

The services provided are as follows:

- The staff 'pop in' to visit people in their own homes through the night. This may be for toileting or to make a drink or ensure medication is taken.
- It may be that the paramedics have been called out to a fall and whereas normally they would take the person to hospital, if they feel that all the person requires is a little TLC, they contact the Primary Night Care staff on their mobiles and they will pop in through the night.
- The team works closely with the out-of-hours nurses if they need support.
- They have supported people through the night if their carer has been taken ill.

### ***Steps to obtaining service (Process)***

- Assessed as in need: contact phone number provided.

## **8 Cirencester Housebound Club**

### ***Introduction***

This service is provided by Cotswold Council for Voluntary Service for housebound people.

*What older people want:* (D) ability to get out and about; (E) friendships and opportunities for learning and leisure.

### ***Purpose***

- To allow older people to get out and mix in a sociable environment.

### ***What is provided? (Output)***

- Older person taken out (transport provided)
- Social afternoons organised, chance to play cards, knit, talk etc.
- Lunch provided.

### ***Steps to obtaining service (Process)***

- Contact Cirencester Housebound Club, or the Cotswold Council for Voluntary Service.

## **9 Welcome Home Schemes (Gloucestershire)**

### ***Introduction***

This service is provided by Cotswold Council for Voluntary Service for people returning home from hospital.

*What older people want:* (A) comfortable and secure homes; (F) ability to keep active and healthy.

### ***Purpose***

- To ease the transition from hospital to home and help people return to their own homes comfortably.

***What is provided? (Output)***

- Volunteer obtains shopping list prior to older person's discharge and does the shopping.
- Picks up client on discharge and takes them home.
- Clears out stale food, tidies the place up, changes the bedclothes, ensures heating is on.
- Goes back the second day, checks all is OK and then hands on to social services.
- Posts letters, bills.

***Steps to obtaining service (Process)***

- Contact the Cotswold Council for Voluntary Service.

## **10 Silver Surfers**

***Introduction***

Service provided by Nuneaton & Bedworth Borough Council for older people to provide training in ICT and thus allow them to access internet resources and participate in online community/interest groups.

*What older people want:* (E) friendships and opportunities for learning and leisure;  
(G) good relevant information.

***Purpose***

- To enable older people to enjoy the benefits of lifelong learning offered by technology, helping them live happy, healthy and independent lives.



### ***What is provided? (Output)***

A number of activities are provided. These include:

- Internet access equipment provided for own homes, with support always available
- Communal internet access facilities at sheltered schemes, day centres and a residential home
- Silver Surfer 'pathfinder' kiosks installed in the Town Hall, the Civic Hall, leisure centre, museum and other key areas
- Training provided at a variety of venues, including at home
- Informal drop-ins run by volunteers at libraries and similar venues for older people to get started with the internet and email, and to get help and advice on accessing internet services
- Secure areas online including email facilities and communities of shared interest to discuss different topics.

### ***Steps to obtaining service (Process)***

- Contact the Silver Surfers Project Office by mail, telephone or email, or go to the website.

## **11 SMILE**

### ***Introduction***

So Much Improvement with a Little Exercise = SMILE. This service is provided by the Royal Borough of Windsor & Maidenhead Leisure, Cultural & Property Services to increase older people's access to leisure opportunities in a large number of venues.

*What older people want:* (E) friendships and opportunities for learning and leisure; (F) ability to keep active and healthy; (G) good relevant information.

***Purpose***

- To encourage older people to be more active and improve their health and mobility, and to raise awareness of health issues.

***What is provided? (Output)***

There are a wide number of activities provided. These include:

- Home exercise programme
- Demonstration of exercises
- Follow-up phone calls to check on progress
- Reassessment of programme after eight weeks
- Education on the benefits of regular exercise, how to exercise safely and how to incorporate it into everyday life
- Free swimming
- Reduced rates for gym use (over 50s)
- Half Century Clubs – short tennis, aerobics, bowls, badminton
- Hikes for a range of abilities and with variety of length and days of week
- Postural stability classes.

***Steps to obtaining service (Process)***

- Pick up leaflet.
- Contact Body Zone leisure centres or local centre with relevant activity.
- Initial meeting and health assessment, either at leisure centre or at home, to have a home exercise programme designed.

## **12 Essential equipment for patients with dementia living at home**

### ***Introduction***

The service described does not exist; it is a proposal in a letter from an 83-year-old gentleman looking after his wife who is 82 and who has dementia. He suggested the provision of essential equipment for patients' care at home should include electrically operated reclining chairs and bidets. He also suggested a pool of carers should be trained and supported by the local Alzheimer Society and the PCT.

*What older people want:* (A) comfortable and secure homes.

### ***Purpose***

- To enable people with dementia to continue to live in their own homes with a member of their family as carer.

### ***What is provided? (Output)***

- Reclining chairs.
- Bidets.

### ***Steps to obtaining service (Process)***

- No information as the service does not (yet) exist.

## **13 The befrienders and cleaning services of Amber Valley**

### ***Introduction***

These services are provided by the Amber Valley Council for Voluntary Service. It is located in Ripley, Derbyshire. The volunteers who provide the befriending service are given a ten-week training course after being interviewed and police checked by the

person in charge of the service. Local adverts are used to recruit volunteers. The person in charge of the service visits everyone who has been identified as having the need for the service. Paid workers do the cleaning.

*What older people want:* (A) comfortable and secure homes; (D) ability to get out and about; (E) friendships and opportunities for learning and leisure; (F) ability to keep active and healthy.

### ***Purpose***

- To maintain the independence of older people living at home, improve their quality of life and social contact with older people as part of community groups, and provide support to live at home.

### ***What is provided? (Output)***

Amber Valley CVS provides a leaflet which says on the front that it is 'meeting all your domestic needs'. The needs met include:

- Vacuuming
- Dusting
- Cleaning the bathroom/kitchen
- Shopping
- Accompanied shopping
- Collection of pensions
- Collection of prescriptions
- Ironing
- Gardening and decorating.

These services are paid for at £8.25 per hour and £12 per hour for the gardening. The befriending service is free.

### ***Steps to obtaining service (Process)***

- People can refer themselves or be referred for the service.
- They are visited by the person in charge (PIC) of the service.
- The PIC matches the volunteers to the older people needing the service.
- The leaflet informs the reader that anyone can contact the manager of the service at a specified number, Monday to Friday between 9 a.m. and 5 p.m., to find out how to make use of it.

## **14 St Kitts, Nevis & Friends in Luton**

### ***Introduction***

This is a voluntary organisation which runs a Caribbean luncheon menu and social club.

*What older people want:* (D) ability to get out and about; (E) friendships and opportunities for learning and leisure; (F) ability to keep active and healthy; (G) good relevant information.

### ***Purpose***

- To reduce isolation and loneliness.

### ***What is provided? (Output)***

This is a Caribbean organisation offering a number of activities and services. These include:

- Caribbean luncheon menu and tea and coffee in the mornings
- Health promotion talks from health experts and social services officers

- Computer classes
- Art classes
- Exercise to socca music
- A range of activities like crafts, TV, video, cultural music
- Some excursions or short visits abroad
- Granny and grandad service
- Volunteers to make home and hospital visits from the group.

***Steps to obtaining service (Process)***

- Telephone number, contact name and available time range are given.
- The information is in the Luton Older People's Information Booklet.

## **15 Oxfordshire Sole Mates**

***Introduction***

This is a service delivered by Age Concern Oxfordshire City and County and funded by district councils and the PCT to provide minor foot care and foot massage. Volunteers are trained to deliver the service and act as a gateway to other services. The service is steered and supported by an advisory group with representatives from all stakeholders.

*What older people want:* (F) ability to keep active and healthy; (G) good relevant information.

***Purpose***

- To encourage people's mobility and independence.

### ***What is provided? (Output)***

This service provides:

- A co-ordinator who manages the services, handles the referrals and makes the initial assessment visit to the client
- A home visit on a 6–8-week cycle by a regular trained volunteer to do foot bath with lavender oil, nail cutting and foot massage. The visits last between half an hour and an hour
- A falls risk assessment for the older person, who is then signposted appropriately
- A charge of £2.50 is made for each visit. The charge can be waived if necessary
- Clients are required to buy their own clippers and file on a one-off initial payment of £10 which can be spread over time and which has occasionally been waived
- Client records maintained in the office with volunteers feeding back information on a simple record sheet
- Trained volunteers and training for them by podiatrists.

### ***Steps to obtaining service (Process)***

- Most clients self-refer to the service; some come from a range of social and health care professionals, especially the falls clinic.
- Clients must be over 50 and unable to cut their own nails because they either cannot bend or cannot see to do so safely.
- Referral is followed by an assessment visit either by the Sole Mates co-ordinator or by the Locality Development Worker. The purpose of this is to ensure it is safe for the client to receive this service.
- Where there are clinical concerns contact is made with the client's GP for a view as to the suitability of the service.
- Volunteer then allocated to the client. Effort is made to link people according to their interests as well as geographical convenience.

## 16 Southwark PCT/Buddy System

### ***Introduction***

A joint modernisation programme with Lambeth, King's College Hospital and Guy's and St Thomas' aims to simplify the stroke pathway.

*What older people want:* (F) ability to keep active and healthy; (G) good relevant information.

### ***Purpose***

- To maximise health of people following stroke or at risk of stroke.

### ***What is provided? (Output)***

This service provides:

- Support by others with a stroke experience, for those newly experiencing stroke
- Proactive case management of people after they have left hospital care so they don't feel abandoned by the system
- High quality monitoring of those with conditions and/or lifestyle that makes them susceptible to stroke.

### ***Steps to obtaining service (Process)***

- No information provided.



## 17 Link-Up Carers

### ***Introduction***

This service is provided in Stockport and is run by Age Concern. It is designed to link carers over the age of 55 to each other by telephone and is part of the Active Age, Age Concern Stockport programme. The Community Network provides the technology.

*What older people want:* (E) friendships and opportunities for learning and leisure; (F) ability to keep active and healthy; (G) good relevant information.

### ***Purpose***

- To put carers in contact with each other to reduce their isolation.

### ***What is provided? (Output)***

This service provides:

- A telephone contact with similarly situated others
- Opportunity to chat with other people and discuss common or unique problems
- Telephone conference link
- Opportunity to socialise and form friends through the telephone link.

### ***Steps to obtaining service (Process)***

- Complete the application form on leaflet provided.

## 18 Cinnamon Trust

### *Introduction*

The Cinnamon Trust is a national charity with a network of volunteers across the country. It cares for pets of older people.

*What older people want:* (A) comfortable and secure homes.

### *Purpose*

- To ensure that older people don't have to worry about their pets when they're not well or able to take care of them and the pets are properly exercised.

### *What is provided? (Output)*

This national charity provides a range of services. These include:

- Fostering of pets when owners face a spell in hospital
- Support in the walking of dogs and general pet care
- Help with transport to vets.

### *Steps to obtaining service (Process)*

- A national telephone number.
- A website.
- Local agencies know about the service and can inform older people about how to access it.

## 19 Digging Deep to Deliver 5 a Day

### ***Introduction***

One of South Tyneside PCT's intergenerational schemes involves older people teaching schoolchildren how to grow vegetables in school allotments. This was designed as the result of an assessment of the health and social needs of older people and an older people's conference.

*What older people want:* (E) friendships and opportunities for learning and leisure;  
(F) ability to keep active and healthy.

### ***Purpose***

- To allow older people to share their skills and knowledge with children, and to feel that they are providing a service for others.

### ***What is provided? (Output)***

This programme provides:

- The opportunity to teach children how to grow vegetables, potentially increasing their awareness of healthy eating and passing on skills
- A chance to socialise with people of a different generation
- Exercise
- Opportunity to meet with other older people with interest in gardening.

### ***Steps to obtaining service (Process)***

- Contact South Tyneside PCT.

## 20 Trafford Care & Repair 'Handy Help Service'

### ***Introduction***

This service is designed to provide help with small repairs around the home and it is run by Trafford Care & Repair, a local charitable organisation supported by Trafford Metropolitan Borough Council and the central government. Handy Help is funded by Lloyds TSB Foundation, Messenger Newspapers and the Rank Foundation.

*What older people want:* (A) comfortable and secure homes.

### ***Purpose***

- To enable people to live in their own homes.

### ***What is provided? (Output)***

A range of services in the home are provided. These include:

- Small repairs, e.g. broken gates or windows or dripping taps, easing doors that stick
- Help around the house, fixing rails, shelves or door bells or moving furniture
- Home safety, refixing carpets, changing light bulbs etc.
- Home security, locks, bolts, door viewers and safety chains
- Information on the other local handyman services and reputable contractors if they cannot do the job for you
- The service costs £10 per visit from the handyman
- You also pay for the materials. These can be bought by the service and charged at cost price
- A estimate of the cost of the work in advance

- All staff carry identification
- Handy Help is only for small jobs
- Trafford Care & Repair is for bigger jobs.

***Steps to obtaining service (Process)***

- A telephone number, 0161 873 8666, is available from 9 a.m. to 4 p.m., Monday to Friday, with an answer phone available at other times.
- Self-referral.
- An appointment to visit and carry out the repair is made.

## **21 The John Lewis Partnership Retired Partners Scheme**

***Introduction***

These services are co-ordinated by the company's retirement secretary for all ex-employees of the company. The extent of the benefits in terms of membership are contingent on the length of time a person has worked for John Lewis or Waitrose. The funding for this service comes from the partnership investment model that the company operates. The costs are known throughout the company. This is one of the products of their investment profit-sharing policies.

*What older people want:* (D) ability to get out and about; (E) friendships and opportunities for learning and leisure; (F) ability to keep active and healthy; (G) good relevant information.

***Purpose***

- To promote socialising.

### ***What is provided? (Output)***

The service provides a number of activities. These include:

- Contact with the retirement secretary on a regular annual basis
- Social contacts
- Opportunities to socialise with ex-employees of the company
- Continued entitlement of discount on all of the company's products
- A coffee morning is provided almost every month in most branches
- A weekly magazine distributed throughout the company is provided for retired partners free (a charge is made to active partners)
- Retirees have themselves begun to organise their own activities
- Retirees have begun to befriend other retirees
- The opportunity to pop in and talk with the retirement secretary in local branches
- Access to financial benefits.

### ***Steps to obtaining service (Process)***

- Every partner has a pre-retirement interview the day before they leave work.
- Significant direct contact or by letter is made after retirement by the retirement secretary who is responsible for the social and welfare side of the service.
- A visit twice a year for those up to the age of 80 and once a year for those 80+.
- Networking with other retirees is facilitated by the retirement secretary.
- Retirement secretary and the company cover insurance matters related to the outings and other events organised by the retired partners themselves.

## 22 Tesco Taxis

### *Introduction*

On 25 October 2004 the *Evening Standard* reported that Tesco had launched a free cab service for London customers from any store in Zones 1 and 2. Tesco and Radio Taxis are launching the scheme for a four-week trial.

*What older people want:* (D) ability to get out and about.

### *Purpose*

- To enable people to remain independent and live in their own homes.

### *What is provided? (Output)*

- A taxi from any Tesco store to any destination in Zones 1 and 2
- If a cab is not passing one can be ordered by phone.

### *Steps to obtaining service (Process)*

- Having a receipt from a Tesco store on the same day. There is no minimum spend.

## 23 London Energy – free low-energy light bulbs

### *Introduction*

London Energy is providing free low-energy light bulbs for older people who are in receipt of income- and disability-related benefits or tax credits. It has a Priority Service for older people. The light bulbs are delivered in bulk to organisations that have members or clients in this category and they can distribute them. They keep a list of the names and addresses of all the recipients. The number of light bulbs per

household to be delivered free in this category is determined by a programme which is now in phase 1. It is moving to phase 2 and the rules for the next phase are being determined by Defra and Ofgem.

*What older people want:* (A) comfortable and secure homes; (B) adequate income.

### ***Purpose***

- To help people live safely and economically in their own homes.

### ***What is provided? (Output)***

- Four low-energy light bulbs per household.

### ***Steps to obtaining service (Process)***

- People who want the low-energy light bulbs are advised in a leaflet or by a phone call about how to contact London Energy and given a phone number and a Freepost address to get the light bulbs.
- The light bulbs can be delivered via groups or directly to an individual.

NB: This project ended on 31 March 2005. However, we understand that it will continue in another phase but we are led to believe that the rules of the scheme will be changing.

## **24 EngAGE: a directory of information for older people in Partington and Carrington**

### ***Introduction***

This is a brightly coloured A5 booklet (yellow with large clear green print) produced by a partnership between local people, Trafford Metropolitan Borough Council and a local voluntary organisation. It is funded from a variety of sources.



*What older people want:* (E) friendships and opportunities for learning and leisure; (F) ability to keep active and healthy; (G) good relevant information.

***Purpose***

- To provide information to older people living in the neighbourhood of Partington and Carrington which are within the borough of Trafford.

***What is provided? (Output)***

The booklet contains:

- A wide range of information about all sorts of activities from a variety of statutory, non-statutory and commercial organisations
- Contact details for these.

***Steps to obtaining service (Process)***

- Local library, community and health centres.

## **25 Wai Yin**

***Introduction***

This is a Chinese community service which includes services specifically for older people as well as intergenerational, childcare and young people's services. It is organised by a charity which was set up in early 1986 by a group of Chinese women. It has obtained some external funds.

*What older people want:* (D) ability to get out and about; (E) friendships and opportunities for learning and leisure; (F) ability to keep active and healthy; (G) good relevant information.

## The report of the Older People's Inquiry into 'That Bit of Help' ---

### ***Purpose***

- To enable older members of the Chinese community in Greater Manchester to live independent lives.

### ***What is provided? (Output)***

A range of services are provided. These include:

- A social club
- Transport to and from events
- Advocacy
- Transport to hospitals and other medical appointments
- A regular luncheon club cooked on site to traditional Chinese recipes
- Haka as well as Mandarin and Cantonese speakers
- A range of Chinese games and activities
- Outings
- Befriending
- Visits to people's homes and lunch deliveries
- Translation services
- Classes in Mandarin and Cantonese for English-speaking people and to improve the English of those for whom it is a second language
- Celebration of Chinese festivals
- Dedicated mental health service with trained personnel for Chinese older people
- Physical exercise

- Sessions with Department for Work and Pensions staff and benefits staff
- Translation services.

### ***Steps to obtaining service (Process)***

- Word of mouth.

## **26 Retail Stores: An Ideal**

### ***Introduction***

Several large retailers told us of their attempts to make their stores customer friendly and to help older people remain independent.

*What older people want:* (A) comfortable and secure homes; (D) ability to get out and about; (G) good, relevant information.

### ***Purpose***

- To enable older people to shop and maintain their independent home lives.

### ***What is provided? (Output)***

- Make all their stores accessible to anybody who might want to use them
- Seating in shops. Prompt provision of a seat if there isn't one in a place where an individual needs it
- People can shop in person and use the free delivery service which they provide for anyone living within a 30-mile radius
- A collection point system so that shoppers don't need to carry all their packages around with them
- A restaurant facility in all shops

## The report of the Older People's Inquiry into 'That Bit of Help' \_\_\_\_\_

- A telephone order service in all of their stores. This is an in-store service so that products would be known by people who are answering the phone because they work in the stores
- A web-based ordering service
- Literature available on all of these services in the shops in a variety of formats
- An advisory service to advise the shopper about anything from what to wear to kitchen design
- A connection service so that if a washing machine etc. is ordered it can be plumbed in and plugged in
- A safe place to store packages purchased elsewhere
- Smart trolleys
- Accessible well-lit toilets.

### ***Steps to obtaining service (Process)***

- In the variety of ways the store has made available.

# Booklet Two: design for ‘that bit of help’

Prepared by the Secretariat  
December 2004



## Introduction

In Booklet Two we have brought together some examples of how design can contribute ‘that bit of help’ to assist older people to live independently in their own homes.

The booklet contains:

- prize-winning designs since 1998 from students at the Helen Hamlyn Research Centre at the Royal College of Art

- prize-winning designs by students awarded by the Royal Society of Arts in 2003
- some information about organisations at the forefront of the development and application of assistive technology and a commercial organisation offering design solutions for our homes to make them more comfortable for older people. In Chapter 2 of Volume II of the report we provide more information about assistive technology of various kinds and other relevant websites to explore. All the material has been obtained from the websites of these organisations.

## DesignAge competition winners, 1998

### ***First prize: Charles Cooke – ‘Printed Sound’***

#### *Description and aims*

The aim to create a product capable of translating printed symbols into sound has been achieved by a small hand-held reader device, which is scanned across digitised sound tracks, represented by sophisticated bar code symbols on a page, picking up the symbols and translating them into audible words which are played back through a small speaker. The bar codes can be printed or attached to the pages of books, magazines, newspapers and bills for people who either cannot read or prefer to listen to spoken text, music or sound effects.



#### *Key features*

- The battery operated reader is light and easy to use
- Easily transportable
- Design of the ‘reader’ could be customised to suit.

#### *Target consumers*

This product is aimed at a large and varied marketplace of consumers of all ages, but in particular it would enhance the lives of people who have a visual impairment, and are currently unable to enjoy books, magazines or newspapers. The bar-coded information could be embossed, or attached to the pages of publications, or specially requested for particular articles and publications.

#### *Website*

[http://www.hhrc.rca.ac.uk/programmes/cp/competition/98\\_99/winners.html](http://www.hhrc.rca.ac.uk/programmes/cp/competition/98_99/winners.html)

### **Joint second prize: Olof Kolte – 'The Tate Stool'**

#### *Description and aims*

This stool was originally designed for visitors to the Tate Gallery, suitable for use during daily gallery talks, and on loan to older people, art students and people with specific needs as portable seating. The stools stack easily and can be stored on wall brackets. The stool can easily be translated into a flexible piece of furniture for the home, by using alternative materials and different colours for the seat. The plastic seat finish would be suitable for the bathroom, and the natural wood finish would work well in both the bedroom and living room.



#### *Key features*

- Light and easy to carry and handle, and stackable
- Comfortable to sit on for extended periods
- Pleasing aesthetic qualities when viewed alone, stacked or in groups
- Durable, low maintenance
- Stool handle helps to steady users when rising or lowering.

#### *Target consumers*

The stool was originally designed for a whole range of users and would appeal to all age groups. It would work particularly well in small homes where space is limited and its ability to stack would prove very useful. Older people would find the stool particularly convenient as it is light to carry and can be used in a bathroom or next to a bed where it could double as a bedside table.

#### *Website*

[http://www.hhrc.rca.ac.uk/programmes/cp/competition/98\\_99/winners.html](http://www.hhrc.rca.ac.uk/programmes/cp/competition/98_99/winners.html)



**Joint second prize: Stephen Brittain – ‘Easygrip – a Carrying Aid for Shoppers’**

*Description and aims*

A low-cost injection moulded tool aimed at removing the static loading of shopping bags from the hand, allowing the blood in the hand to flow unimpeded. Research was carried out with visiting practitioners and at Devonshire Hospital’s hand clinic, to establish a design that transfers load to the wrist, avoiding the key veins in the hand. The shopping bags are held by an adjustable hook which is positioned to fit within the palm of the hand. Filed for patent.



*Key features*

- Prevents pain in hands caused by pressure on, and restriction of, the blood supply to the fingers
- The flexible spring hook absorbs the shock from walking, preventing shoulder pain
- Fully adjustable for 5th–95th percentile
- Can be used with more than one shopping bag
- ‘Makes shopping feel half the weight’: comment from member of the University of the Third Age
- The hook keeps shopping bags together, even when seated, e.g. when travelling by car or on bus.

*Target consumers*

Anyone who regularly carries heavy bags of shopping, but particularly older people who may have limited grip and finger dexterity. Following interviews with the marketing department of a leading supermarket and a panel from the University of the Third Age, it was established that the product would work well as a free gift through a supermarket loyalty scheme, and could be bar-coded to allow free travel to and from the store by bus.

*Website*

[http://www.hhrc.rca.ac.uk/programmes/cp/competition/98\\_99/winners.html](http://www.hhrc.rca.ac.uk/programmes/cp/competition/98_99/winners.html)

## DesignAge competition winners, 1999

### ***Martin Broomfield – 'Pull the Plug'***

A flexible plastic strip which fits any UK plug and can be used to push or pull the plug in and out of the socket. Its direct appeal is to those with grip difficulties, but the style and the concept are designed to appeal to all age groups. It will fit most styles of plug and has a very low cost. It requires no rewiring and can be easily fitted to a plug in seconds.



Also winner of the Snowdon Award.

### *Website*

[http://www.hhrc.rca.ac.uk/programmes/cp/competition/98\\_99/index.html](http://www.hhrc.rca.ac.uk/programmes/cp/competition/98_99/index.html)

## Design for our Future Selves Competition 2001

### ***William Welch/Goldsmithing, Silversmithing, Metalwork & Jewellery – Adaptable cutlery***

Highly commended in the care category; joint winner of the Snowdon Award.

This range of adaptable cutlery is designed for people with poor grip or restricted hand movement. Its mainstream design aesthetic, however, integrates the user with their dining companions and makes it an attractive choice for people of all abilities. The oversized handle is filled with a smart material that is responsive to human touch and moulds itself to individual user needs while the head bends sideways to optimise hand/mouth co-ordination. A looped strap fits over the hand and slots into the suction pad at the base of the handle.



*Website*

<http://www.hhrc.rca.ac.uk/programmes/cp/competition/2001/winners/welch.html>

**Ben Wilson/Design Products - Hand driven trike**

Second prize in the care category; joint winner of the Snowdon Award.

This hand-powered trike was designed for an active eight-year-old end user with lower body paralysis and a desire for a machine styled like the bikes of his able-bodied friends. The overall concept, however, is for riders of all ages and abilities, including those who prefer hand propulsion to use of the feet. A unique mechanism in the saddle area allows the rider to corner and steer the vehicle by calibrating the distribution of their upper body weight. Ready-made high-tech components and 'street cred' styling ensure the trike's place in mainstream bike design.



*Website*

<http://www.hhrc.rca.ac.uk/programmes/cp/competition/2001/winners/wilson.html>

**Philip Phelan/Computer Related Design – Textbox**

First prize in the age category.

A service that aims to bridge gaps between old and young through increasing technological inclusivity. Older people have been left out of the texting craze that has swept the younger generation. This project proposes a simple device



that ports the functionality of the mobile phone into the television. The device is particularly geared towards texting, an area that is of particular relevance to the young and in which older generations should be able to participate. Calls are routed to the house phone and text messages are routed to a channel on the TV. Different channels can be allocated to different friends, and texts can be stored on channels.

### *Website*

<http://www.hhrc.rca.ac.uk/programmes/cp/competition/2001/winners/phelan.html>

### **George Liarikos/Industrial Design Engineering – Obedient shopping trolley**

Highly commended in the age category.

A shopping trolley that promises to be easy to steer and reduce time spent in the checkout queue. The new and potentially patentable steering system offers better control and easier steering particularly when heavily loaded, relieving the user of the dangers of backstrain or limb twisting whilst battling through the twists and turns of the car park. The burden of having to unload and reload the merchandise at checkout is removed through use of standard technology. Although of obvious benefit to a wide range of people, the manoeuvrability and convenience of the design have specific application to older people.



### *Website*

<http://www.hhrc.rca.ac.uk/programmes/cp/competition/2001/winners/liarikos.html>

***Jo Taylor/Communication Art & Design –  
Happy birthday***

Highly commended in the age category.

When does someone begin to feel old? Is there an age beyond which we are old or is this feeling governed by other criteria? Is it an individual response or a group reaction? This study into the perception of ageing looks at the idea of age and at the times at which age is felt. Through text and image, the work examines the fact that ageing is a natural process we are all exposed to, and that every one of us feels old sometimes. The project aims to bridge generation gaps, so older people are not seen as a separate group, and younger people are prompted to think about ageing and ageism.



*Website*

<http://www.hrc.rca.ac.uk/programmes/cp/competition/2001/winners/taylor.html>

## **Design for our Future Selves Competition 2003**

***Daniel Jones/Industrial Design  
Engineering – Induction cookware***

Joint second prize in the age category.

Judges' comment: 'A desirable range of kitchenware and a very practical solution to everyday problems ...'

Cookware that gives visual and audio feedback when on the hob. It illuminates along its length to give a visual indication of power or temperature, and will audio-alert the user if the contents start to boil over or



boil dry, or if it has been left on by mistake and is overheating. The cookware needs no batteries to operate and is dishwasher proof.

*Website*

<http://www.hhrc.rca.ac.uk/programmes/cp/competition/2003/age/age3.html>

## Design for our Future Selves Competition 2004

### ***Andrea Rapoport/Fashion – Ergo suit***

First prize in the age category.

A smart, tailored suit aimed at a core age group of 50–70-year-old men, especially those in work or embarking on a new career. The shape of the garment follows the lines of the body and combines stretch and woven fabrics in key parts of the structure, to aid comfort and movement. Different types of fastenings and the placement of pockets improve the usability and accessibility of the suit.



Judges' comment: 'Highly focused research with older users transformed the ordinary into the extraordinary, opening up a range of opportunities for innovations in clothing for people of all ages.'

*Website*

<http://www.hhrc.rca.ac.uk/programmes/cp/competition/2004/age/age1.html>

**Monika Spahl/Textiles – Adorn yourself**

Highly commended in the age category.

As finger dexterity decreases with age, jewellery clasps can become too awkward to fasten securely. This project integrates jewellery into textile-based adornment that can be worn around the neck, allowing old necklaces, brooches, badges and pins to be safely worn again. The neckpieces are simple to put on and take off and give optimal presentation of the jewellery.

Judges' comment: 'Imaginative research with older women identified a problem not previously addressed. The Jury commended her to search for a wider range of solutions to fulfil its market potential.'



*Website*

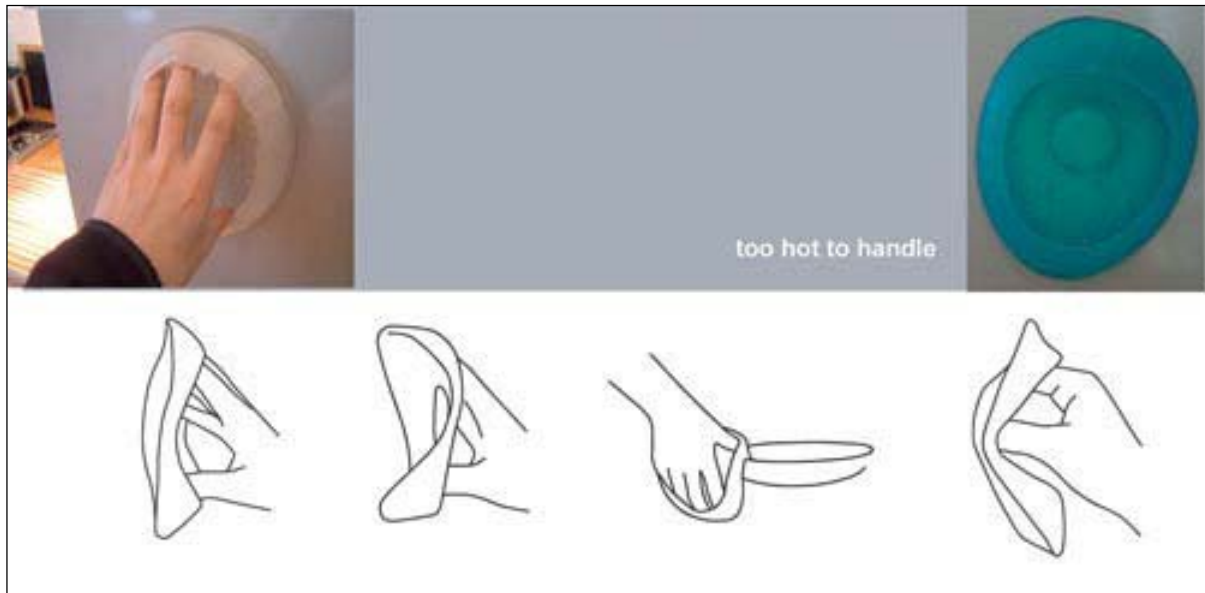
<http://www.hhrc.rca.ac.uk/programmes/cp/competition/2004/age/age2.html>

**Duncan Turner/Industrial Design Engineering – Too hot to handle**

Highly commended in the age category.

An oven glove made from a silicone elastomer that can be stuck anywhere in the kitchen with the use of an integral sucker. The glove is waterproof, an excellent insulator, and can resist high temperatures. The shape allows for different sizes of hands, essential for older hand shapes and people with reduced dexterity.

Judges' comment: 'Gives a new twist to a familiar product with specific advantages for an inclusive market.'



*Website*

<http://www.hhrc.rca.ac.uk/programmes/cp/competition/2004/age/age3.html>

## **Helen Hamlyn Research Associates 2000**

### ***Bryn Griffiths/Industrial Design Engineering – Sensory devices: communication in domestic appliances to aid use by older people***

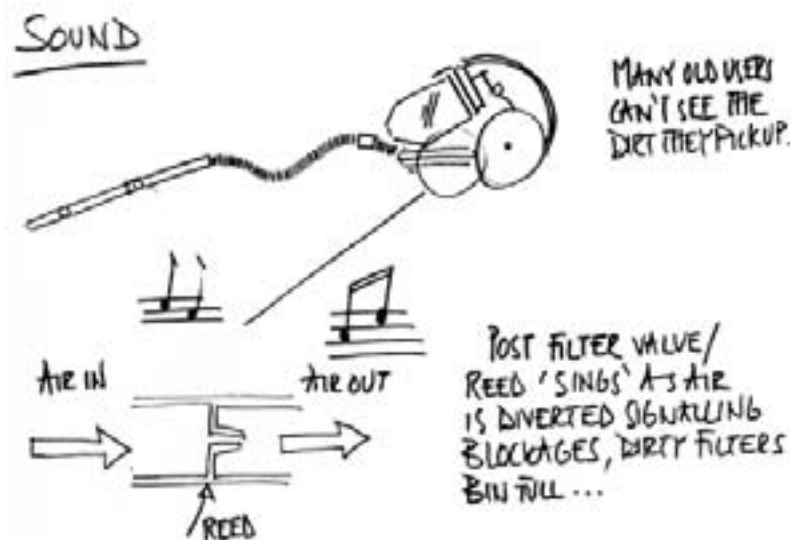
A design study which explores ways to communicate more effectively to an ageing population how domestic appliances work, resulting in proposals for sensory devices integral to the product itself.

Product designers in the domestic appliance industry have been guilty in recent years of not keeping up with their counterparts in other sectors when it comes to designing the user interface. Given their relative simplicity, appliances such as vacuum cleaners, kettles and washing machines tend to be more difficult to understand and use than the controls on more complex products from other industries. For older users, this problem has been compounded by domestic appliance producers relying on instruction manuals rather than the intrinsic design of the product itself to communicate.



This study used the Dyson Dual Cyclone vacuum cleaner as the main case study. More than a quarter of Dyson's customers are aged 55 and over. Research with 12 older users identified critical areas for development. Findings were then mapped against a parallel investigation of interface issues in automotive interiors. The project generated a set of guidelines for inclusive design that can be used to direct the design process, and a series of prototypes showing how audio and textural sensory devices can be incorporated into domestic appliances to improve ease of use by all.

Project supported by Dyson Research.



*Website*

<http://www.hhrc.rca.ac.uk/programmes/ra/2000/bryn.html>

## **Helen Hamlyn Research Associates 2001**

### ***Barry Menmuir/Industrial Design Engineering – Stepping stone: designing an inclusive pedometer***

Research and development of a low-cost step counter for use by participants, especially older people, in the Walking the Way to Health initiative.

## The report of the Older People's Inquiry into 'That Bit of Help'

Regular walking has been described as the 'perfect exercise'. It is free, available to almost everyone, requires no special equipment and has a low impact on joints. Use of a pedometer supports regular walking by tracking progress and encouraging the setting of new goals. But most step counters on the market are sports 'gizmos' that are difficult to use and have an image that excludes those most at risk from heart disease. This project set out to develop a more inclusive, low-cost pedometer for distribution to Walking the Way to Health participants.

The new pedometer needed to be production-ready to meet the deadlines of the national campaign and cost around £5 to be affordable for target users. It also needed to utilise proven and available technology while taking a new age-friendly approach. The resulting design, based on extensive user research and set for launch during 2002, has one main function button and a clearer display to make it easier to use. Its differentiating aesthetic aims to be desirable to all and an over-sleeve covers extraneous buttons whilst enabling brand customisation.

Research partner: British Heart Foundation.



*Website*

<http://www.hhrc.rca.ac.uk/programmes/ra/2001/barry.html>

### ***Matthew White/Industrial Design Engineering – Power to the people: DIY tools made easier for all***

A design study to research and develop new products for the B&Q power tools range which include the needs of older users and those with reduced grip.



DIY is a very popular activity, especially among those of retirement age with more time on their hands. But power tools, essential to many basic home improvement tasks, are almost always designed without taking into account the physical impairments that result from ageing. This project aimed to review own-brand B&Q power tools to make the range more socially inclusive, in partnership with B&Q's supply chain.

The project audited the current range of B&Q power tools against criteria developed from a review of ergonomic studies and user tests. This audit was documented as a quick reference guide for B&Q buyers and own-brand manufacturers. Four product concepts were selected in conjunction with B&Q for development: a compact cordless screwdriver; a hand strap palm sander; an ergonomic reciprocating/jig saw; and a weight-saving extension clip for a cordless drill. Each concept addressed key ease-of-use factors for each product, such as size, weight, configuration and semiotics. Simple prototypes were made for user testing. Once full tests have been completed, the tools will be developed for manufacture by a supplier for eventual sale in B&Q stores.

Research partner: B&Q plc.

### *Website*

<http://www.hhrc.rca.ac.uk/programmes/ra/2001/matt.html>

## **Helen Hamlyn Research Associates 2003**

### ***Barnaby Barford/Ceramics and Glass – Watergate: an accessible bath for older people***

Getting in and out of the bath becomes harder the older and more frail we become. But, as society shifts away from institutional care of the elderly to care in the community, making the bath more accessible is essential to enable older people to remain independent in their own homes for longer.

The challenge of designing an accessible bath that can be used easily and safely by older and less able people has been around for a long time. But, according to David Grooms, Director of Operations at ESL Industries, 'Nothing currently on the market

does the job in a totally satisfactory way. All the solutions – involving hoists, chairs, doors and so on – have certain drawbacks for the user. This is a problem because many elderly people prefer a bath to a shower.'

### *Mainstream appeal*

ESL is a well-established manufacturer of special showers for older people in the local authority, housing association and care home markets. To develop a more accessible bath, the company turned to the Helen Hamlyn Research Centre. Barnaby Barford, a 2002 graduate of the RCA's Department of Ceramics and Glass, was selected to lead the project. 'Right from the outset, we decided it was important that the product should be inclusive in design, mainstream in appearance and able to fit the normal footprint of a bath,' says Barford.

To evaluate current solutions and new concepts, Barford collaborated with carers and residents at a residential rest home in Surrey on a programme of user research. The project then explored baths that swivel, have flexible sides and contain inner skins, cavities and turntables. The concept eventually chosen for development – code-named 'Watergate' – derived from exploration of ideas related to an airlock and a dam.

The Watergate bath is divided by a pair of inner doors into two sections – a 'seated' area and a 'wet' area. Each section has its own plughole for drainage. The bath is accessed in four simple stages.

First, the bather fills up the wet section of the bath prior to entry, checking the water is at the required temperature. Second, the bather enters the dry, seated section of the bath through level-access folding doors on the side of the bath, shuts them and sits down.

Third, the bather releases a simple mechanism which allows the pre-run water in the wet section of the bath to quickly flow into the seated area through a large-diameter tube. The bather is immediately in warm water at the right temperature. Fourth, when the two water levels are at the same height, the inner doors are lightly pushed to float open and fold away into the side of the bath, creating a normal full-length bath in which the bather can choose whether to remain seated or move to a reclining position within the bath.

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## Examples of practice that older people value

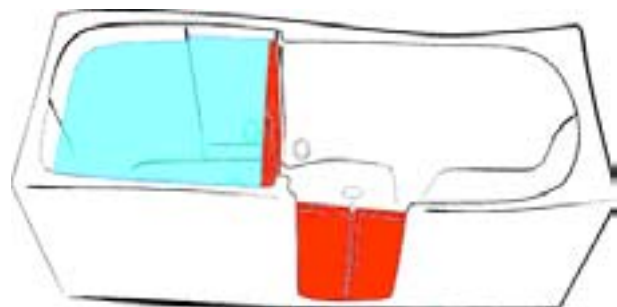
After bathing, the process of getting out of the bath is even simpler. The bather returns to the seating position and pulls the inner doors closed to once again create a bath with two sections. They pull the plug to quickly drain the seated area and leave the bath through the level-access side doors. Once they are out and towelled down, the remaining water on the wet side can be drained.

The new bath offers a number of advantages, says Barford. The bath can be pre-filled at the correct temperature, avoiding scolding or lukewarm water. Easy access doors avoid having to lift your leg over the side.

The bather is not stranded shivering in the bath while water fills or drains (the system drains the bath in less than half the normal time). There are two positions for bathing – seated or reclining – and greater depth than a normal bath creates a sense of luxury for other family members who can use the bath in the conventional way.



The Research Associate worked closely with ESL's technical team to develop a full-size mock-up of the bath for public exhibit. 'A tough design challenge has been addressed in a highly creative way,' says David Grooms of ESL. 'The bath itself has a lot of potential and we've also learnt a lot about its users.'



Research partner: ESL Industries.

### *Website*

<http://www.hhrc.rca.ac.uk/programmes/ra/2003/barney.htm>

***Robert Brown/Industrial Design Engineering – Green and pleasant: inclusive design for garden power tools***

Gardening is an important leisure pursuit for older people. According to the Future Foundation's Changing Lives survey, four out of five retired people are gardeners, compared to less than one in five people aged 16–24.

However, many garden power tools on the market – such as hedge trimmers, pressure washers, leaf blowers and shredders – are difficult for older people with reduced grip, strength and eyesight to assemble, operate and maintain.

B&Q, Europe's largest home improvement retailer, recognises the importance of developing products that are inclusive in design. 'By designing power tools from the viewpoint of the needs of older gardeners, product innovation will create better products for everyone,' says David Roth, B&Q Director of Brand & Marketing.

To innovate in this area, B&Q again teamed up with the Helen Hamlyn Research Centre following a successful collaboration that resulted in two home power tools – the Sandbug and Gofer, a cordless screwdriver – reaching the market for Christmas 2002.

*Performance audit*

Robert Brown, a graduate of the joint RCA–Imperial College Industrial Design Engineering programme, was selected to lead the project. He explains: 'I started by looking at existing products in the garden power range and evaluating their performance with a group of mature gardeners in Somerset.'

Brown's initial round of user research highlighted a range of ergonomic and cognitive problems in using the power tools – and generated a series of new concepts to address them.

These included a hedge trimmer with an extended reach; a garden multi-tool with motor worn as a backpack to reduce weight; a long pressure washer 'lance' to extend reach and improve posture when cleaning patios; and a rake attachment for a garden vacuum for easier collection of leaves and other debris.

*Chosen for development*

The pressure washer lance and rake attachment were selected for development with a view to manufacture and taken to full-size test rigs with further user input. 'We see the Research Associates at the RCA as ideal innovation partners in our bid to give B&Q customers more innovative products,' says David Roth.



The project also generated a series of inclusive design and green design guidelines to influence product development and purchasing, not just within B&Q but right across the parent Kingfisher group.



This work resulted in two publications which Robert Brown helped research, write and design. These set out practical advice on how to design products that are for everyone and environmentally sound. 'The purpose of the project,' says Brown, 'was not only to take user-centred new products into production but help steer design policy at group level towards a more socially responsible approach.'



*Website*

<http://www.hhrc.rca.ac.uk/programmes/ra/2003/bert.html>

***Mary Wagstaff/Design Products – Safe and sensual: improving the bathing environment for older people***

One in two European adults will be over 50 by the year 2020 but for many older people, using the bathroom induces anxiety. The shower in particular is seen as complex and difficult to use and an accident waiting to happen.

As a consequence, says Research Associate Mary Wagstaff, 'Many people with the physical impairments of age deny themselves the therapeutic benefits of regular showering because they just don't feel safe or comfortable.'

Wagstaff, an RCA graduate in Ceramics and Glass, teamed up with German company Hansgrohe, Europe's largest shower manufacturer, to explore the challenges that older and less able people face in the bathroom and develop a new design approach that includes their needs.

*Illustrated concepts*

The study began in October 2001 with a market analysis of existing bathroom products, a questionnaire asking 100 people – young and old – to describe their bathing habits and preferences, and the development of initial design concepts based on feedback from a lead user group. These included illustrated proposals for pressure-sensor tile taps, shower tiles and a shower seat, captured in a publication for Hansgrohe entitled 'Waterfall'.

The second year of the project broadened its scope from generating new product concepts to a company-wide initiative to make Hansgrohe's design strategy more socially inclusive right across all its development. As Hansgrohe head of design Michael Kiolbassa explains: 'It became no longer about designing a special product for older people but about instilling a whole attitude in the company for inclusive design.'

A user forum attended by six older people, carried out in Hansgrohe UK's showroom in Esher, Surrey, evaluated existing company products and highlighted a range of strengths and weaknesses in relation to ease of use. These findings were then explored in a workshop in Germany for senior Hansgrohe managers across a range of business disciplines, led by Mary Wagstaff. The cognitive, physical and visual impairments of ageing were simulated using props such as special tinted glasses so that those in charge of Hansgrohe's product and sales development could see for themselves the challenges faced by older bathers.



Insights generated by this process were translated into a set of inclusive design guidelines for Hansgrohe to adopt. 'What we've learnt will go into our products step by step when we have meetings with our designers,' says Michael Kiolbassa.

### *Design guidelines*

Ethnographic studies in older people's homes added a fresh round of user research to the project and further design concepts were generated in order to make the total bathing environment more accessible.

Hansgrohe's interest in how space is used resulted in a proposal for a continuous prefabricated ribbon to form shelving, shower seat, toilet and basin within the bathroom.

Mary Wagstaff shot and edited a ten-minute documentary which captures the entire project on video, illustrating its key design principles, activities and concepts. Other outcomes from the study include the publication of corporate guidelines, presentations and reports designed to sustain Hansgrohe's commitment to inclusive design in the long term.

'This project was completely new for us, our first attempt to deal with the over-50s,' says Michael Kiolbassa. 'It made the problem visible for us. Good design is not just about the form of the product but also its functionality. This is especially true in relation to something complex like a shower panel.'



### *Website*

<http://www.hhrc.rca.ac.uk/programmes/ra/2003/mary.html>

## RSA Design Directions: New Design for Old

### **Matthew Fiddimore – i-site**

The Nottingham Trent University Kohler Mira Limited Attachment Award worth £2,550 and the Conran & Partners Travel Award of £1,000.



'i-site' is a versatile, modular home security system that allows the user to choose the location of the sensors and to switch them on at the touch of a button. The portable passive infra-red (PIR) sensors communicate with the control panel via radio frequency allowing them to be placed anywhere in the home and to work entirely independently of one another. They can also be armed individually putting the user in complete control. The often fiddly key pads and difficult-to-remember access codes have been replaced with logical buttons and dials that provide positive visual and audio feedback.

### **Sabrina Maestri – Home from Home**

Ravensbourne College of Design and Communication. A Helen Hamlyn Research Centre Award of £3,000.

Home from Home takes the success of schemes such as student exchanges and house swaps and offers older women the opportunity to travel and stay as guests in the homes of women in other countries. Structured and run as a volunteer organisation, Home from Home is promoted through local groups such as the U3A. Potential guests and hosts complete a short profile form that along with a photograph is published in the organisation's magazine *Quarterly*. Guests select a host in the country they would like to visit and then ring Home from Home who make the introduction. The organisation can also help with travel arrangements and offers a 24-hour international helpline.



**Nick Palfreyman – Eye drop dispenser**

University of Teeside. A Helen Hamlyn Research Centre Award of £3,000 and the Whittington Award of £1,000.

This eye drop dispenser has been developed specifically for older people who use eye drops on a daily basis.

The detachable rubber eyepiece is a key feature of the design as it not only helps the eye to remain open, but also, by keeping the eye in darkness, the user is unable to see the drop being dispensed and is therefore less likely to blink during the procedure. The eye drop itself is released by a click system based on micropipette technology that releases a controlled amount by pressing a button. The drop size is controlled by the size of the interchangeable tips. The click system has clear level indicators and is colour coded according to the strength of solution.

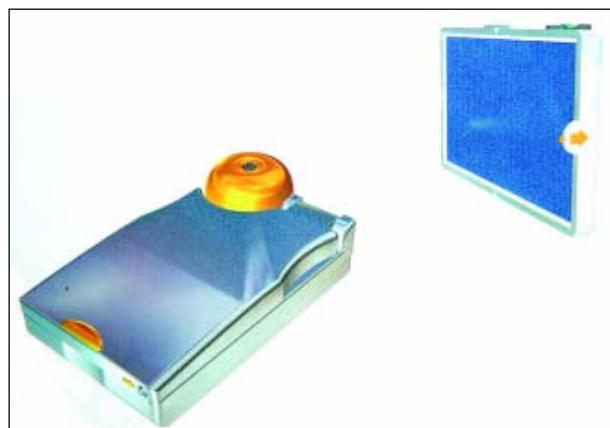


**RSA Design Directions: Inclusive Worlds**

**Laura Birtwistle – Battery-operated reading aid**

Glasgow School of Art. ADAPT Trust Travel Award of £2,500 and a BT Award of £2,000.

This easily portable battery-operated visual aid unit is a device to help people with age-related macular degeneration (AMD) to read. AMD is the leading cause of vision loss in people over 65 in the United Kingdom. The product magnifies the text and displays the data (white on black or black on white) on an LCD screen which can be viewed by the user. Integrated Bluetooth technology eliminates the need for wires, and flexible screens with TFT anti-glare coating increase portability. A pinhole camera is



integrated with a digital imaging system. The camera (which is always protected in transit) is placed over the text which is then displayed on a large screen (used for longer texts). A small screen on the back of the product can be used for reading e.g. pill packets, prices and menus. Thermoplastic elastomer (TPE) provides a good grip for both right- and left-handed users. Contrasting colours highlight product controls.

**Natalie Scott – Lancitor**

Glasgow School of Art. Helen Hamlyn Research Centre Award of £3,500 and The Mercers' Company – The Whittington Award of £1,000.

'Lancitor' is a blood analysis monitor for visually impaired diabetics that would also benefit other users. The design combines lancet and monitor in one product, together with an integrated voice synthesiser which counts down the time left during sample analysis and tells the user their glucose reading. A back-lit LCD screen (for improved contrast) also shows the reading. The product pricks the finger (which remains in the same position throughout the process) with one touch of a button; button two winds on the test strip roll (which is pre-loaded) for the next use. Nodules on the buttons are used to differentiate between the functions, and a locking device would operate when the product was not in use. The pricking device and test strip are aligned under a hole in the finger groove. There are enough strips for 30 uses, and the roll is replaced like a camera film, by slotting it into the product.



**Alan Sinclair – Motigait**

Glasgow School of Art. Helen Hamlyn Research Centre Award of £2,500, a Design Council Award of £1,000 and The Mercers' Company – The Whittington Award of £1,000.

'Motigait' is a rehabilitation product which helps disabled children to develop walking skills and also acts as a physiotherapy tool for adults to allow rehabilitation of weak muscle groups, for instance to help restore function after a stroke or sports injury. The product consists of a flexible neoprene harness that supports the user while allowing movements critical to rehabilitation, such as rotation. The harness can be adjusted with the addition of nylon ribs within the fabric. The lifting mechanism assists and guides the user rather than forcing the occupant into a standing position. The system is actuated with a locking and damped gas spring that can be adjusted to offer any level of assistance up to the user's weight. The frame construction moves away from square section steel tubing in order to dispel the stigma attached to such products. The design allows for a 'no lift' transfer to and from a wheelchair. Brakes apply automatically when a sitting to standing action is carried out.



**Richard Telford – Healthy choice easy vent pourable pack**

Northumbria University. Design Council Award of £3,500 and The Mercers' Company – The Whittington Award of £1,000.

'Healthy choice easy vent pourable pack' is microwave packaging that was developed by focusing on the capabilities and needs of elderly people in the home. Focus groups highlighted the fact that microwave ovens and ready meals were ideal for older users' needs, but that packs were becoming increasingly difficult to use for various reasons. User consultation and ideation led to five improvements. The pack has larger-print instructions and stay-cool handles. No puncturing is required – vent holes have an easily removed cover, aided by an indentation. A ring pull and recessed lip aids film peeling. The thermoformed polypropylene tray has a V-shaped front for easier pouring. The pack was designed to benefit any user, regardless of capability.



## Assistive Technology

### **DEMAND**

DEMAND is one quarter of a forum that consists of independent organisations who might be able to help if the specific requirements of a client are out of our scope. Simply click on a link to visit their website(s):

- DEMAND: [www.demand.org.uk](http://www.demand.org.uk)
- BIME: [www.bime.org.uk](http://www.bime.org.uk)
- REMAP: [www.remap.org.uk](http://www.remap.org.uk)
- MERU: [www.meru.co.uk](http://www.meru.co.uk)



FAST is another organisation that might be able to help if we perhaps are not able to:  
[www.fastuk.org](http://www.fastuk.org)

We also encourage design of equipment for people with disabilities by:

- assisting students to create equipment for projects in Masters Degrees in Design for Disability
- awarding prizes at London Metropolitan University for the top 2 projects on their Design for Disability course
- working with universities as a source of projects and knowledge on 'inclusive' design
- providing a 'placement' every year for one student reading a design course.

### ***Encouraging design for disability***

Each year DEMAND awards prizes to students from the London Metropolitan University recommended for outstanding achievement and innovation whilst working for their MA in 'Design Research for Disability'.

First prize this year was awarded to Andrea Fall. Her research with a group of elderly people identified the need for a combined stool and trolley for use in smaller kitchens.

DEMAND encourages design students to be aware of the needs of disabled people. Over a number of years students from Brunel, Southbank, Nottingham Trent and De Montfort Universities have completed work placements at DEMAND as part of their degree course. From September 2003 to July 2004 we had Karen Babel and Chloe Smith on placement from the Nottingham Trent University.

The students have undertaken development work on several large projects such as work on a portable commode for a young client who has cerebral palsy that will make journeys and visits much more relaxing for the user and his family. As well as this project the students have designed the stylish flames, numbers and alloy style wheels that adorn the Greenpower car, much to the delight of its users, and have been involved in many other important projects.

### ***Remap***

#### *Typical recent projects*

Brolly fitting on wheelchair to help the client stay dry when installing or detaching his chair from a car or when going to the local shops and being caught out in the rain. The mounting system has latches to ensure the brolly is not blown away in high winds.



Exercise bars in a client's garden. He used to exercise his leg muscles by climbing his stairs, holding the handrail each side and pulling himself up. His condition deteriorated and a stairlift was installed. He was concerned about losing his leg muscle function.





## **RAPID – research and development in assistive technology 2003–2004**

The Foundation for Assistive Technology – FAST, [www.fastuk.org](http://www.fastuk.org)

Reporting on Assistive Technology in a rapidly changing world

Summer 2004

Welcome to Rapid, an annual report on the development of assistive technology in a rapidly changing world. This year's report outlines UK research and development activity in assistive technology with contributions from the researchers themselves. It features recently developed prototypes, new products and information resources.

### ***The annual report***

Assistive Technology (previously known as disability equipment) means any product or service designed to enable independence for disabled or older people.

This year's Rapid report starts with a summary of Government legislation and the healthcare initiatives that are directly affecting funding levels for assistive technology. Current initiatives address the need to bring cohesion to delivery of assistive technologies; the need for clear standards and guidelines; and to address the need for investment in particular areas within the assistive technology sector.

Our overview gives a flavour of the research and development currently being funded and, where possible, we will draw links to related healthcare policies and funding initiatives. An aim in this year's report is to increase awareness of projects with concrete outcomes of benefit to end users.

We finish with a summary of the funding available to researchers, inventors, manufacturers and service providers in the field of assistive technology. While providing links to comprehensive information on the funders' websites, we are attempting this year to give an overview of priorities, funding levels and accessibility of information on outcomes.

### *Your support*

The Foundation for Assistive Technology (FAST) works collaboratively with people across the assistive technology sector and is particularly dependent upon researchers and developers contributing their time and information about their work. We feel it is vital that publicly funded research is accountable to disabled and older people. At the same time we recognise that many researchers are over-worked and under-resourced and are grateful for their help in disseminating information to end users and to the assistive technology community as a whole.

Forms which allow researchers to inform and update FAST about their work are available on the FAST website at [www.fastuk.org](http://www.fastuk.org).

### *FAST*

FAST was established in 1997 to help bring cohesion to the development of assistive technology for disabled and older people. A key aim of the organisation is to influence the development of assistive technology to ensure that it is led by the needs and wishes of users.

FAST works with academic, manufacturing and voluntary sector partners to bring together information on current research and development in assistive technology. This mapping exercise is made available through an online database of research and development and through this Rapid report. Hosted on our website, the database includes details of over 1200 organisations, about 500 hundred projects and 200 events.

Over the last eighteen months there have been a range of initiatives with the potential to impact on the provision of assistive technology. This is a rapidly developing area and we give links to sites that provide further information.

## Future Proof Home

<http://www.futureproofhome.co.uk>

Future Proof Home is a new lifestyle concept for people aged 50+ providing interior design and product inspiration and information to enhance and promote an active and independent lifestyle.

Whether you are looking for a new tap or a whole kitchen, the site offers stylish and affordable interior design suggestions for every area of the home. Backed up by a comprehensive range of home products, it also offers to help you find qualified professionals to implement the changes.

### ***Purpose***

To explore design criteria applicable to existing housing with particular emphasis on improving quality of life and extending independence.

The conventional approach of 'housing adaptations' is inherently disempowering. Older people are resistant to the installation of aids and adaptations which draw attention to their loss of competence and self-sufficiency. They are willing to embrace stylish designs and products which offer the added value of making everyday living tasks easier.

### ***Primary goals***

- Devise attractive and affordable design solutions offering real quality of life benefits for older people and in particular to enhance independence.
- Stimulate a perceptual shift demonstrated through good design, that responses to the changing needs of older people need not be stereotypical:
  - identify new opportunities for product and service development
  - share design data with partners in the media and retailing to promote the concept of Home Improvement for Independent Living.

***Who benefits?***

- People benefit in terms of extended independence and life quality.
  
- Manufacturers, retailers and media companies benefit through the development of the market into the 50+ age range.

## Summary

- We obtained examples of ‘that bit of help’ already available by contacting all local authorities, primary care trusts in England and a national sheltered housing association. We asked them to provide examples of services that they thought promoted independence for older people and enabled them to continue to live in their own homes.
- We sent a letter to the editor of all local newspapers in England. This letter asked older people to provide any examples of a service that they had found helpful, which enabled them to continue to live independently in their own home. Age Concern England and Help the Aged circulated this letter through their own networks.
- We carried out a web search of faith and BME organisations. A sample of these organisations were contacted to obtain examples of the services they were providing to contribute ‘that bit of help’ for older people.
- We critically screened the information received in these different ways and compiled a booklet describing 26 examples of ‘that bit of help’ from different parts of England. Examples chosen reflected the areas of life identified as important to older people (see Chapter 2 of Volume II of the report).
- We sought to identify design and technology innovations that would help enable older people to live independently. This material was obtained from a search of design and technology innovation websites. It was used to produce a second booklet. Booklet Two included examples of design and technology intended to enable older people to maintain as much independence as possible.

All our information was accurate at the time it was compiled into the booklets. Some of the schemes may no longer exist, such are the exigencies of short-term funding that were the source of finance for some of them. Some may have changed their remit and regulations. Others, we hope, will still be found in one part of England providing ‘that bit of help’ to older people.

We were impressed that we were able to find so many examples of the kinds of services older people are seeking. We were also impressed that so many people were willing to share information about these with us. It remains to be seen how such initiatives can be given financial stability and become more available. It remains too for systematic studies of the benefits of these schemes to be explored. What we learnt from our enquiries was that there is no shortage of good ideas and efforts to

promote the kinds of help older people are seeking, but accessing these will depend very much on where you live.

The design and technology innovations described in Booklet Two are illustrative of the ways in which good design can contribute to independence in older people and their social inclusion. The Inquiry members recognised the importance of design in promoting the independence of older people and contributing to the 'bit of help' that was needed by them. However, they recognised the fundamental need to ensure that inclusive design is integral to a national strategy. Thus it was not seen to be particularly useful to identify any of the examples of design that the Inquiry would like to see developed.

The likelihood of getting commercial support for the development of any given item in Booklet Two is obviously limited. There is a clear need to provide evidence of markets that would encourage investment in these areas.

The Inquiry members are aware of developments at the Royal College of Art to encourage this as well as initiatives in the Design Council and the Royal Society of Arts. The Inquiry is also aware that Japanese manufacturers have identified inclusive design as having real market potential. That the Crown Prince in Japan backs this approach is significant. The Inquiry's view is that similar support and evidence for the development of these inclusive design approaches need to be provided in England. The examples in the booklets reflect the creativity of our designers. Mainstreaming their ideas and products would contribute to the 'bit of help' older people are seeking.

## Bibliography

Coleman, R. (2001) *Living Longer*. London: Design Council

## **2 Costing the Baker's Dozen**

*Jennifer Beecham, Norma Raynes and Yvonne Jones*

### **Introduction**

This chapter takes forward the work of the Secretariat to the Older People's Inquiry into 'that bit of help' by providing information on the costs of 13 services and supports selected by the Inquiry members as being of particular value in enabling older people to remain independent in their own homes.

This Baker's Dozen of schemes has been ranked in order of the Inquiry members' preferences and a description of this process forms the first part of the chapter. The next section gives a broad introduction to our work in estimating the costs of these supports and we follow this with a short overall summary of the points made.

The largest section of this chapter is reserved for a more detailed description of each of the schemes, the details of the cost information and, where it is available, information about how the supports made a difference to users' lives.

Finally, two summary tables are given at the end of this chapter. The first names the schemes, shows the unit costs and any charges to the user, and briefly describes the supports provided. The second table identifies the funding sources for each scheme.

### **Prioritising the Baker's Dozen**

Chapter 1 describes how 26 schemes were selected as being 'noteworthy' from all the examples submitted to the Secretariat. These were examples of 'that bit of help' that enable older people to continue to manage at home and to maintain their independence. The schemes were either a good or unusual way of providing a typical service, or an atypical service. At the second meeting, these were presented to the Inquiry members as Booklet One (see Chapter 1). Inquiry members were asked to state their preferences for each service so that a 'top ten' of schemes could be identified. As three schemes received the same number of votes, a 'top 12' was agreed.

By the time of the third meeting, further information on each of the top 12 had been sought and unit costs estimated. Inquiry members were asked to place the top 12 in rank order based on the information about the costs and the extent to which these supports would make a difference to older people's lives. Given that there are limited resources, choices have to be made between competing demands.

In fact this ranking process happened twice. In looking at the detailed information provided by Amber Valley Community Volunteer Service we discovered that our original description in Booklet One (no. 13) was inaccurate. The service had been recommended to us by an older person who understood it to be one service. In fact there were two services run by the one umbrella organisation: Help at Home, a non-profit-making domestic service employing paid workers; and a befriending service provided by volunteers at no charge to the user.

On the one hand, this shows the services in a very good light; to the user, these two services felt like a seamless approach. On the other hand, it posed a bit of a quandary for the Secretariat. We had presented Inquiry members with information on the domestic service but they were concerned about the loss of the befriending element. It was agreed that we would provide information on both the domestic service and the befriending service and that we would send out the full lists again for Inquiry members to repeat the ranking process. Thus we ended up with 13 services on the list – our Baker's Dozen.

Table 1 shows the schemes in their final ranked order as confirmed at the fourth Inquiry meeting. The second set of numbers gives the original rank order, i.e. before full information on the two Amber Valley services was presented to Inquiry members, and the final column shows the extent to which each scheme changed its position between the first and second ranking exercises; a plus sign (+) means that the scheme moved up the preference order in the final round and a negative sign (–) means it went down.

The two measures of rank order were highly correlated. The late inclusion of the befriending service did little to change the Inquiry members' overall prioritisation for using limited resources. The final column of the table shows that no service moved up or down further than two places. There appears to be a high level of stability in the order of importance the Inquiry members placed on each on the schemes in the Baker's Dozen. (The Spearman Rho statistical test showed the correlation coefficient was 0.935,  $p < 0.00$ . This indicates a very strong, positive relationship.)



**Table 1 Inquiry members' preferences**

| Scheme*                    | Final rank order | Original rank order | Distance moved |
|----------------------------|------------------|---------------------|----------------|
| Handy Help                 | 1                | 2                   | + 1            |
| Welcome Home               | 2                | 4                   | + 2            |
| Help at Home               | 3                | 1                   | -2             |
| Primary Night Care         | 4                | 3                   | -1             |
| Befriending service        | 5                | -                   | -              |
| Sole Mates                 | 6                | 5                   | -1             |
| Cinnamon Trust             | 7                | 7                   | 0              |
| Digging Deep               | 8                | 6                   | -2             |
| RISE                       | 9                | 8.5                 | -0.5           |
| SMILE                      | 10               | 8.5                 | -1.5           |
| Social and Activity Centre | 11               | 12                  | + 1            |
| Keeping In-Touch           | 12               | 10                  | -2             |
| Retail Stores: An Ideal    | 13               | 11                  | -2             |

\* More detail about each scheme is given later in this chapter.

## Costs, funding, and making a difference

In considering the information on costs, we should remember that each scheme illustrates a good way of providing a service, or an innovative service. But the schemes described here are not necessarily the *only* example of this type of support. Age Concern, for example, told us they run cleaning and mobile toenail-cutting services in many areas. In commenting on our draft chapter an Inquiry member from Age Concern summarised members' concerns about the availability of such supports:

We would be concerned that some local authorities could feel that because they can identify several examples of such services in their area that they are already 'doing enough'. The reality is that if the rhetoric of prevention, independence and choice is to become a reality for older people, much more is needed.

Another concern of the Inquiry members was the preponderance of short-term and unstable funding and contracting arrangements for many of these schemes, particularly those managed within voluntary sector organisations. This not only leads to uncertainty of funding for voluntary organisations – which may threaten people's employment conditions or even the existence of smaller organisations – but may also mean the removal of an important source of support in an older person's life.

Overall pressure on local government spending was felt likely to result in less money for preventative services, for which there is no mandate to provide (see Chapter 3 of Volume II). Inquiry members commented that given high levels of poverty among older people, filling the gap between funding and cost by raising user charges might only serve to reduce use of these schemes by the very people who need them most. User charges should be kept as low as possible: *accessibility* is as important as *availability*. User charges are noted alongside the unit cost for each scheme in our summary table at the end of this chapter.

Although grants from the NHS trusts, PCTs and local authorities provide funding for many of our Baker's Dozen, there was a lot of creativity in finding formal resources. Money also came from central government initiatives, health improvement and public health budgets, regeneration funds and the business community. However, informal sources of funds, such as legacies, donations, fundraising and user charges, had an important role to play. For some of the schemes we can clearly identify the interface between these formal and informal resources (see, for example, RISE). More information on funding streams for supports for older people can be found in Chapter 4 of Volume II.

A final note to this section is needed on the extent to which we could assess whether these schemes had any beneficial effect. Was the scheme effective? Was it good value for money?

Only two schemes have been formally evaluated by an outside organisation (RISE and SMILE). For eight schemes we have information from user feedback, monitoring exercises or client surveys. These are usually taken from the annual reports. Inquiry members also collected information from four schemes; Digging Deep, Keeping In-Touch, Welcome Home and the Cinnamon Trust. No direct information was available for three schemes so we have reported their intended aims. More information on the Retail Stores is in Chapter 3 of this volume.

### **Cost estimation**

The previous section indicates why the unit costs presented below should be seen as illustrative. They are estimated using information from one scheme, which is funded from a particular mix of sources, and provided by a particular organisation within a particular locality. The costs, therefore, reflect the organisational, supply and demand features of that area. This means that there are three main reasons why costs may change were the service to be provided elsewhere.

First, many of these services cross the health/social care boundary but are often directly managed within voluntary organisations. There may be different management and overhead costs if the service were to be provided within NHS trusts, PCTs, social services departments or private sector organisations. Larger- or smaller-scale operations will also change management and overhead costs, again raising or lowering overall costs.

Second, we have not included a cost for volunteer time yet, despite the high dependence on volunteer activities in almost all these schemes, there is not an inexhaustible supply of volunteers in all areas. All but one of the schemes commented on the difficulties of getting enough volunteers. If these services were to be made available more widely, it may be that paid workers would be required in some areas. 'Replacement' costs for volunteers could be high. Nationally applicable costs for paid workers who might undertake similar tasks are £18 per hour for a health care or social work assistant, and £14 per hour for a weekday face-to-face contact with a local authority home care worker (Curtis and Netten, 2004). Moreover, in at least two of the schemes, Welcome Home and RISE, a volunteer also helps organise the service. If a social worker were to undertake this work, the cost would be £27 per hour (Curtis and Netten, 2004). Nearly a quarter of people over 50 are engaged in formal volunteering activities in a typical month. This unpaid work is worth around £5 billion a year (Meadows, 2004).

Third, we do not suggest that specific areas in England should put in place any of these particular services because we do not know whether sufficient supports are already available there. Take the example of the nail-cutting service. In areas where the supply of public sector podiatrists is higher, they may already provide a nail-cutting service to a wider range of clients than in the area where the selected scheme is based. Thus there may not be a need for this specific service (although evidence from the Inquiry members suggests foot care is in short supply everywhere; see also Chapter 3 of Volume II of the report). However, in advocating delivery of these supports we are reporting the low-level services that older people consider important.

The cost and unit cost information provides useful data for planners and providers giving indicative spend. To this end, the costs are estimated with a view to expanding availability of such supports. They are estimated using average revenue costs plus expenditure on capital (building and equipment) and direct management and overheads. To estimate costs we have used tried and tested methodologies that attach costs to each component of the support (staffing, supervision, office expenses etc.) using a mixture of data provided by the organisation and other sources (see, for example, Beecham, 2000). Unit costs are calculated as total costs divided by an

appropriate unit, selected with a view to the aims of the service. For the school allotment scheme, a cost for setting up an allotment in a school was appropriate, whereas for the befriending service a cost per hour of visiting better reflected the activities of the service. Throughout this report we use data for the financial year 2003/4.

There are two exceptions to the above methodology. The first is the Primary Night Care scheme for which the borough council provided the cost data but we do not have sufficient information to report the components of these costs or whether estimation methodology is comparable to the other schemes. The second exception is Retail Stores: An Ideal. One of the six retail outlets to which we sent our questionnaire responded with information on how much it might cost to include some of the attributes suggested. Here, we summarise that data and more information on this part of our work can be found in Chapter 3.

### Summary

- Thirteen schemes were selected and prioritised by Inquiry members as being of value to help older people to remain independent and stay in their own homes.
- Home maintenance, help to return home from hospital, domestic help, and a 'pop-in' night service were rated highest, but all 13 were considered important.
- Many of these schemes were managed within voluntary organisations and provided by volunteers. Older people's volunteering activity is estimated to be worth around £5 billion a year.
- We found creative mixes of funding sources from local health or social care sources, central government and the business community.
- Resources raised from within the organisation – from fundraising, legacies, donations and charges – were often used to subsidise shortfalls between funding and the cost of the service.

### Recommendations

- User charges should be as low as possible to ensure those people who need the services can afford to use them.

- It is imperative that these types of supports are evaluated. We need more evidence on how people use, and would like to use, 'that bit of help' over time and its impact on the users' welfare and quality of life, as well as the role of such supports in preventing – or delaying – use of costly high-support services such as residential homes or hospital wards. An important first step is to assess the impact of our Baker's Dozen on users' lives and the next is to bring this evidence together with cost data to undertake cost-effectiveness evaluations.

## **Handy Help**

### ***Description***

This service is provided through a local voluntary sector Home Improvement Agency, Trafford Care & Repair. One section comprises a local charitable trust that provides help with small repairs around the house. It is funded by grants from the business sector: Lloyds TSB Foundation, Messenger Newspapers and the Rank Foundation. Available two days a week, the handyperson undertakes small jobs such as mending broken windows or dripping taps, or fixing shelves, locks and bolts. They also have a list of reputable contractors if the job is too large for Handy Help to undertake.

In 2003/4 Handy Help carried out 402 small jobs for 161 people with 29 people requesting the service twice and seven people requesting it three times or more: approximately 205 visits per year. There is a charge of £10 per visit from the handyperson and the user also pays for materials, which can be bought at cost price through Handy Help. An estimate for the work is given and all staff carry identification.

### ***Making a difference***

Client satisfaction surveys between January 2003 and July 2004 suggest high levels of satisfaction with worker courtesy, waiting times for the service, keeping appointments and standard of work. All users rated this good value for money.

- 94 per cent of respondents said that it met their needs.
- 54 per cent said they wouldn't have carried out the repair without this service and 34 per cent said they could have done the work but only with difficulty.

## The report of the Older People's Inquiry into 'That Bit of Help'

- 50 per cent said the work made them feel safer in their own home.
- 55 per cent said they felt more secure, 16 per cent felt warmer, and 72 per cent said that the work had improved their quality of life.
- 99 per cent of clients said they would use the service again or recommend the service to others.

### **Costs**

Total charitable and fee income in 2003/4 was £9,900. The estimated costs are shown in Table 2.

Two unit costs, excluding the costs of any materials bought by the user, can be calculated:

- cost per job undertaken = £28
- cost per person = £54.

**Table 2 Handy Help: estimated costs**

| Item                  | Cost per annum | Comments  |
|-----------------------|----------------|---|
| Cost of goods         | £1,460         | Materials purchased + contractor  |
| Total direct expenses | £7,730         | Includes payment to part-time handyperson and contribution to the administrative officer post   |
| Overheads             | £1,930         | For 2003/4, overheads were charged at £680 but this is a reduced amount as there is insufficient funding to pay more. For the overarching organisation, general overheads comprise 21% of direct and salary costs. Using this proportion the real overhead charged should be £1,930 |
| Total                 | £11,120        |   |

## **Welcome Home**

### **Description**

Provided by the Cotswold Council for Voluntary Service, volunteers help people return home from hospital. Volunteers get any shopping required and can give people a lift home. They also help the user to settle back at home by tidying up,

putting the heating on, sorting the post, etc. The volunteer also visits on the second day to check everything is all right, then hands on to social services. The hospital social worker or home care organiser makes referrals to Welcome Home for people who do not have anyone to help them immediately on discharge. No charge is made for the service.

The scheme has been running for about five years and they find that four volunteers are able to cover Cirencester with a population of 20,000. Volunteers are specially recruited. They are checked with the Criminal Records Bureau (CRB) and references are taken up. Their training includes issues relating to client choice as to where food is purchased, disability awareness, personal and household safety, listening and communication skills, and the importance of confidentiality, responsibility and reliability. All volunteers carry identity cards.

The co-ordinator is a volunteer who works from home for four hours a week. As an example of the replacement costs for a volunteer, if we assume that organising this support might be done by a social worker, the cost per hour would be £27 (Curtis and Netten, 2004).

### ***Making a difference***

An Inquiry member visited Cotswold CVS to find out more about the way the service makes a difference to users' lives. She reports that

from time-to-time Social Services check the service with a client through a questionnaire. There have not been any problems and it is considered that the tight criteria keep the scheme under control. No client has returned to hospital during the 48-hour period covered by the scheme.

### ***Costs***

The scheme is mainly funded by social services, with income covering costs. In 2004, there were 11 volunteers who helped 49 clients. Volunteers made 149 visits to clients at hospital and at home. Table 3 shows the reported costs for the organisation.

**Table 3 Welcome Home: costs, 2003/4**

| Item                       | Cost per annum |
|----------------------------|----------------|
| Volunteer expenses/mileage | £450           |
| Telephone calls            | £200           |
| Co-ordinator               | £1,040         |
| Stationery                 | £100           |
| Insurance for volunteers   | £200           |
| Training costs             | £200           |
| Overheads/management       | £1,600         |
| Total                      | £3,790         |

Total reported expenditure represents 10 per cent of that on the day centre from which the service is managed so the relevant overheads have been apportioned pro rata. The overheads include the costs of the day care co-ordinator providing volunteer training.

The unit cost is £3,790 p.a./49 clients = £78 per client helped home.

## Help at Home

### *Description*

Help at Home is a non-profit-making service providing domestic help. It is managed by the Amber Valley Community Volunteer Service which provides a number of services and supports for children, families and older people. Workers and volunteers alike often refer clients to other services within the organisation.

Following an assessment, clients' preferred cleaning times are matched to a paid worker. The worker provides services as required including cleaning, ironing, (accompanied) shopping, collecting pensions, etc. The service aims to provide the same worker at the same time each week. Users are charged £8.25 per hour for domestic support (2003/4 prices).

The service started in March 2003 and by April 34.5 hours of cleaning were provided. The demand for the service was such that in March 2004, 12 workers were providing over 650 hours of service. Fee income for the year was nearly £33,000 for just under 4,200 cleaning hours. The demand continued to rise so that by October 2004, the service employed 31 cleaners with a revenue spend during the seven months of the 2004/5 financial year of £52,000. By May 2005, the user charge for Help at Home



was £8.60 with workers paid above the minimum wage and slightly higher travel expenses to help staff retention.

The Gardening and Home Maintenance Service was relaunched in March 2004 and by October of that year, 45 hours of support were being provided each week. By May 2005, users were charged £12.50 per hour for this service.

### ***Making a difference***

Feedback over the year and during the first annual monitoring was very positive. It showed that this was not just a cleaning service but also one that

provided support to maintain independence and ... offered social support through a familiar face, which greatly enhanced quality of life.

(Annual Report, p. 13)

The user charges might be thought to be quite high given that the minimum wage at the time was under £5 per hour; a privately arranged cleaner might be cheaper. However, the organisation reports that this higher charge covers the costs of providing a better quality service. Clients are assessed at the outset and then matched with a worker. Other quality indicators reported by the Amber Valley CVS are that cleaners are trained and CRB checked, always wear identification, and continuity is assured (one cleaner who works at set times), which allows a social relationship to develop between the client and helper. The organisation also contacts the client when cleaning times cannot be kept (perhaps due to illness), and the client has a specified point of contact if there are any difficulties. The service is monitored by a telephone call to each customer one month after the service starts as well as annually by questionnaires and visits.

### ***Costs***

For 2003/4, the central costs of this voluntary organisation, which provides many different services, represent around a third of total costs. Discussions with the CVS personnel suggest that maintaining the individualised nature of the domestic help service has proved particularly labour-intensive for central office staff, resulting in high overhead costs. These are in part due to the speed with which the service grew, which meant that existing administrative systems were insufficient. New systems are being put in place and although it is unlikely that the initial aim of achieving a self-funded service within five years will come to fruition, the proportion costs accruing for

co-ordination and central administration will be considerably reduced. In turn, the amount of additional revenue funding required will be reduced.

Given their experience in one locality, the voluntary organisation is to extend the service into a nearby area. The budget has been agreed for a three-year period and it is this information that we use to estimate the costs of this scheme.

- Total running costs in year 1 are £53,000, including set-up costs for the scheme's development, recruitment, equipment, etc.
- This will provide a weekly average over the year of 49 hours of cleaning.
- Fees would cover around 40 per cent of these year 1 costs with a grant from social services to cover the remainder. Salaries absorb around 77 per cent of the total costs.

By year 3 the aim is to achieve an average of 255 hours of cleaning per week with a fee income of around £119,000 (at £8.95 per hour). A supporting grant of only £12,000 will be required. The grant funding therefore would be about 10 per cent of the fee income or around 9 per cent of total costs.

- In year 1, fees would cover only 40 per cent of the costs, therefore the total cost per hour for the service at current prices would be  $£8.25 \times 2.5 = £20.63$ .
- By year 3, the fees would cover 91 per cent of the total costs: therefore, at today's prices, the cost per hour would be  $£8.25 \times 1.1 = £9.10$ .

To err on the side of caution, and as these are projected costs rather than actual, the unit cost selected for our purposes assumes a multiplier of 1.3, giving a unit cost at 2003/4 prices of £10.70 per hour of cleaning.

## Primary Night Care

### *Description*

This is a newly developed service provided by the Home Care Services section of Blackpool Borough Council. After being assessed as in need, staff (14 for 2005/6) 'pop in' to people in their own homes during the night, maybe for toileting, to help with medication, or to check that everything is OK. Although the majority of visits are

planned, staff can respond to emergency calls and can contact the out-of-hours nursing service if they have any concerns. People have been supported through the night when their carer has been taken ill.

After the first two weeks of operation, the demand for the services was such that there were insufficient resources and another team was put in place. They are currently trying to get funds for a third team.

By March 2005, the service had made more than 10,600 visits with 26 visits planned each night as well as the response service for emergency calls. Emergency calls are rare and the service allocates only 0.5 visits each night for them.

Users are charged for routine night visits; local authorities commonly charge for home care at around £8.50 per hour. Charges are not made for emergency calls to the Night Care Service as these are considered to be intermediate care.

### ***Making a difference***

The service manager reported that the Borough's Quality Assurance Officer visited service users and their carers and received positive feedback. User comments included:

A wonderful service.

I could not manage without it.

I feel safe and secure knowing someone is coming in during the night, I live by myself.

One carer reported that the service

enables my Mum to remain at home and as independent as possible, without having to go into a nursing home.

### ***Costs***

The assistant director at Blackpool Council asked that cost information provided by the council be used here. We have no information about the scope of these costs (what elements are included) or the basis on which they are calculated:

- cost of service for 12 months = £183,087
- cost of service per week = £3,521
- cost of service per hour = £14.32
- cost of services per half-hour = £7.16.

### **Befriending service**

Amber Valley Council for Voluntary Services also provides a befriending service. The website reports that the befriending service provides companionship and support through regular, usually weekly, visits to people's homes. Befrienders have undertaken training, are CRB checked, and are supported by the CVS. Volunteers are described as respectful of confidentiality, reliable, honest, discreet, having empathy with people in need, and enabling action. Following a visit from the organiser, volunteers are matched to the user.

In 2003/4, 29 volunteers provided 95 hours of befriending a week to 38 people who received one or two visits each week. Volunteers also provide a 'phone buddy' service in which 14 of the most isolated people in the area are telephoned once a week (104 hours per year). Total hours of service per annum = 4,854.

### ***Making a difference***

Amber Valley CVS reports that this service is intended to make a difference to users' lives through increasing social contact, being part of community groups, being supported to live in their own homes, and an improved quality of life.

### ***Costs***

These are shown in Table 4.

**Table 4 Befriending service: costs**

| Item   | Cost per annum |
|--|----------------|
| Scheme's development worker (20 hours per week)      | £16,000        |
| Volunteer organiser (15 hours per week)              | £0             |
| Organisation overheads* (incl. training and capital) | £7,130         |
| Total  | £23,130        |

\* Estimated as the proportion of overheads to service provision from the annual report.

The CVS reports that total grants received to fund this service are £11,414, somewhat lower than the development worker's costs.

Given the cost data above, the unit cost per hour is £4.77 for telephone calls or visits without travel expenses.

Mileage expenses for the volunteers are reported as £2,800 per annum. (This is expected to rise by a third each year.) So, for the unit cost of a befriender visit we need to add back in the cost of travel. The calculation looks like this:

$$(\pounds 23,130 - (\pounds 4.77 \times 104) + \pounds 2,800) / (4,854 - 104) = \pounds 5.35 \text{ per hour of visiting}$$

On average telephone calls last around 15 minutes and each person is visited for 2.5 hours per week.

- The unit cost per visiting hour is £5.35; cost per person per week is £13.40.
- The unit cost per telephone call of 15 minutes is £1.20.

## Sole Mates

### *Description*

This mainly home-based service is managed by the local Age Concern and has been operating since November 2002. Age Concern identified the need for this service during research undertaken into the needs of older people in rural areas. The county council, district councils, primary care trusts and others fund the work.

Volunteers provide a footbath in warm water with lavender oil, toenail cutting, and a foot massage for people over 50 who cannot cut their own nails safely. Most of their clients are older people: 87 per cent are over 70 years old and 55 per cent are over 80 years old.

After an assessment a matched volunteer visits every 6–8 weeks for 30–60 minutes. The same volunteer visits each time. Currently the service has 56 volunteers visiting 508 clients in four districts. A falls risk assessment is also undertaken which can highlight problematic areas.

Users are charged £3.50 per visit plus a one-off charge of £10 for their nail clippers. The service is not means-tested but the £10 charge can be spread over a period of time and occasionally is waived.

### ***Making a difference***

Feedback from clients suggests the service helps people stay mobile, makes their footwear more comfortable and makes them feel safer on their feet, thus avoiding falls. The massage is found to be soothing and clients value the company.

My feet feel happier and so do I.

Volunteers also help with rearranging furniture to help prevent accidents or suggest rails and how to get them. They can also be alert to developing health problems and suggest other services the older person might want to contact.

### ***Costs***

The fees fund around 80 per cent of the consumables and volunteer expenses so some extra funding is required.

The costs of providing this service in two districts, including the costs of training, are £53,900 per annum (2004/5).

Discussions with staff from the organisation suggest that 20 volunteers are trained each year with ten volunteers attending each session. Each training session absorbs 12 hours of NHS podiatrist time (preparation and giving the course). Curtis and Netten (2005) provide a unit cost of £20 per hour for a chiropodist.

Assuming that travel and providing the service take one hour for each client, approximately 4,000 hours of service were provided during 2004/5 in these areas.

The unit cost is £13.50 per hour of visiting at 2003/4 prices.

## **Cinnamon Trust**

### ***Description***

The Cinnamon Trust is a national charity helping older or terminally ill people care for their pets. Currently, there is a national network of around 7,000 'vetted' volunteers who are matched to the pets and who provide help by walking and grooming dogs, taking pets to the vet, cleaning cages or short-term fostering. Volunteers may take on other tasks such as shopping but are primarily there to help with the pet. About half of their volunteers are over 60 years old. The organisation appears to have no problem in recruiting volunteers, although it is more difficult in inner city areas, and has a target figure of 10,000 volunteers by 2008.

Lifelong fostering can also be arranged in the pet's community and the organisation provides support by paying vet bills and overseeing their care. There are also two sanctuaries, staffed by a manager and two shifts of animal care assistants. These sanctuaries provide a homely environment rather than kennels or cages and there are plans to increase the number as resources become available. The organisation also runs classes and clubs and fundraising dog shows.

In 2002/3, 5,465 registered volunteers helped 5,810 people and 7,800 animals. There are currently 6,373 animals registered for long-term care, and 54 and 44 residents at the two sanctuaries. In February 2005 there were 2,200 people receiving support and each owner had access to two volunteers.

At the end of 2002/3, the organisation had 22 full-time employees (weekly average of 19 whole-time equivalent staff), ten of whom co-ordinate volunteers nationwide and attend to membership and administrative matters. Twelve are animal carers.

### ***Making a difference***

The Cinnamon Trust aims to ensure that older people do not have to worry about their pets when they are not well, in hospital or unable to take care of them. An Inquiry member visited the organisation to find out how the service makes a difference to users' lives. He reports that

Follow-up calls are made by the Trust to clients at the start and finish of the service. For longer-term commitments, the owner is contacted after two weeks by letter and again after four weeks. After three months, both the owner and the volunteer are contacted. Follow-up calls are seen as particularly important for dogs.

### ***Costs***

The Trust is entirely dependent on voluntary contributions, receiving no state or local authority aid. It does not make a charge for its services, but hopes that pet owners who benefit from the work will make a contribution to the cost, such as remembering the Trust in their will when a bereaved pet would come into their care.

A reserve fund of two-and-a-half times all revenue costs is held. For 2002/3 the organisation reports revenue costs to be £409,000, and the value of building, equipment and vehicles to be £675,000; £500,000 has been allocated to build a new headquarters.

Cost estimations are shown in Table 5.

**Table 5 Cinnamon Trust: cost estimations**

|                         | <b>Cost per annum</b> |
|-------------------------|-----------------------|
| <i>Community work</i>   |                       |
| Revenue                 | £166,000              |
| Overheads @ 47.5%       | £23,000               |
| Buildings and equipment | £15,800               |
| Total                   | £204,700              |
| <i>Sanctuaries</i>      |                       |
| Revenue                 | £183,700              |
| Overheads @ 52.5%       | £25,300               |
| Buildings and equipment | £55,700               |
| Total                   | £264,700              |



Administration and fundraising costs (overheads) have been allocated according to the relative proportion of revenue spend on community services and the sanctuaries. The value of buildings and equipment (including vehicles) has been annuitised over their expected lifetime. A proportion of the value of the new headquarters has been allocated to the costs of the sanctuaries (52.5 per cent).

Unit costs for 2003/4 can be estimated as

- £35 per person helped per year ( $n = 5,810$ )
- £2,700 per year per pet staying at one of the sanctuaries ( $n = 98$ ).

## **Digging Deep**

### ***Description***

Managed by the local Age Concern, this scheme involves older people teaching schoolchildren how to grow vegetables in school-based allotments. By the end of the first year, there were 12 schools in two local areas with working allotments (14 schools were targeted) although in different stages of development. There were 35 older volunteers, 27 of whom had received training by the end of year 1.

Volunteers are recruited from information days, callers to the office and from the schools' parent teacher associations. All volunteers have to sign up with Age Concern and are CRB checked.

### ***Making a difference***

Only small amounts of fruit and vegetables are produced in the first year. However,

According to teachers, positive changes in children's knowledge, attitude and motivation towards fruit and vegetables are already visible.  
(Annual Report, p. 13)

One of the Inquiry members visited the Digging Deep project. She reported that once recruited, volunteers tend to stay working with the school. The volunteers get a lot of satisfaction from making a contribution to a worthwhile scheme in which they are able to use their skills, develop new ones, and make a useful contribution to

children’s development. Being an Age Concern volunteer also confers a certain accreditation, and invitations to other Age Concern events. The training was geared towards helping children understand the importance of five-a-day rather than increasing the volunteers’ own intake of fruit and vegetables.

Tight school timetabling, finding space within the school grounds, and sourcing plants, seeds and child-sized gardening equipment at reasonable prices all caused short-term delays. The latter items were underfunded in the proposal. After the initial set-up period, there was a need to identify a person who would act as a link between the allotment and the managing agency.

### Costs

Digging Deep is part of a wider multi-agency initiative to increase uptake of five portions of fruit and vegetables a day resourced by the Lottery New Opportunities Fund.

The costs presented below are based on data relating to two areas in which allotments were developed in six primary schools (2003/4). This first year of service covers much of the set-up period.

After the first year of development, the co-ordinator (based in the NHS trust) moved on to developing other projects in her wide-ranging brief. Costs for subsequent years would, therefore, exclude this component. Moreover, once an allotment is set up, fewer tools would have to be bought each year, and there would be less training. Each of these items would reduce the overall costs but we have no information on how costs would change for subsequent years.

Table 6 shows the costs in the first year.

**Table 6 Digging Deep: costs in first year**

| Costs in first year                      | Cost per annum |
|--|----------------|
| Age Concern salaries and NI*             | £5,840         |
| Volunteer expenses                       | £800           |
| Equipment (tools, seeds, etc.)           | £1,660         |
| Consumables                              | £640           |
| Co-ordinator (0.3 whole-time equivalent) | £4,470         |
| Training costs                           | £190           |
| Training course                          | £500           |
| Total                                    | £14,100        |

\* Described as backfill resources for an existing post to provide supervision for the project.

- To develop allotments in one area, the average cost is £7,050 in the first year.
- To develop an allotment in one school, the unit cost would be £1,175.

## Reaching the Isolated Elderly (RISE)

### *Description*

RISE is a community outreach project managed by REGENERATE.com, a voluntary organisation based on one housing estate in the London borough of Wandsworth. REGENERATE.com works in partnership with health professionals, social services and other local agencies to provide a range of services. The organisation took part in a Participatory Needs Assessment in Roehampton and became aware that there were a number of older people who could be seen as isolated as they had become 'prisoners in their own homes' (Annual Report, 2005). RISE was to reach these people and was initially funded with a Health Improvement grant over three years and funding for a 17-seater minibus that could take wheelchairs.

RISE provides transport for people to attend the REGENERATE.com lunch club four days each week. It also provides transport, supported by volunteers, to give people the opportunity to take part in outings and other activities. RISE volunteers also visit people to provide friendship, support and practical help. There is an optional £10 membership fee and a £3 charge for eating at the lunch club.

There are currently 42 members, 30 of whom are over 80 years old. The service is provided 52 weeks of the year. Although some visiting takes place at weekends, the main services are available on all weekdays except for eight bank holidays (252 days per year).

### *Making a difference*

This scheme has been recognised by the King's Fund as a good practice model. User quotes from Baljinder Heer's report *Promoting Health, Preventing Illness* (draft, 2004) suggest that

I wouldn't get out if it wasn't for RISE ... I get to see places rather than just my four walls!

It's so frustrating when you've led an active life and then you get ill ... I got really low and weepy. The club hasn't improved my [physical] health but it helps you forget the pain.

Before they came to me I was just stuck ... When they came along it was just heaven ... You've got something to live for and something to look forward to.

### **Costs**

Funding for the financial year 2003/4 was £43,685 from the Health Improvement (HImp) grant and £19,500 from the Neighbourhood Renewal Fund (NFA). The minibus was purchased in 2000 at a cost of £16,000 (£2,300 per annum equivalent). Total public sector funding is, therefore, £63,185 or:

- £1,504 per person per annum (42 members)
- £29 per person per week (service is provided 52 weeks of the year)
- £6 per person per day (five days per week, excluding eight bank holidays).

However, the costs of the service, were it to be replicated, are actually higher than this. RISE, like many voluntary organisations, uses resources from their fundraising to subsidise the public funding so costs to the public sector are often lower than total costs.

REGENERATE.com reports that the expenditure on RISE was actually £25,815 higher than the HImp and NFA funding for that year. These extra resources come from members' payments for lunches, minibus travel and other activities, as well as general fundraising.

Thus the unit costs of the service are about a third higher:

- £2,101 per annum (assumes 42 members)
- £40 per week (service is provided 52 weeks of the year)
- £8.30 per day (five days per week, excluding eight bank holidays).

## SMILE

### *Description*

Developed by the Leisure, Cultural and Property Department of the Royal Borough of Windsor and Maidenhead the 'So Much Improvement with a Little Exercise' scheme aims to increase older people's access to exercise and leisure opportunities in a large number of venues. In this Borough, there are approximately 21,000 people over the age of 65, around 15 per cent of their total population. Table 7 shows the activities available, with the user charge per session.

**Table 7 SMILE: user charges**

| Activities  | User charge per session |
|---|-------------------------|
| Clubs for beginners in leisure centres, church halls, village halls, residential homes, sheltered accommodation | 20p–£2.90               |
| Home Workout  | £2–£10                  |
| Half Century Clubs at leisure centres   | £2.90                   |
| Postural stability sessions   | £3.00                   |
| Health MOT  | £15                     |
| Walking Clubs: accompanied walks for one hour   | Free                    |

### *Making a difference*

The annual report shows that in the first year there was an average weekly attendance of 300 at the clubs for beginners (69 per cent of registered users), with better ongoing attendance at the smaller outreach sites. The results show that despite an increase in the Borough's fall rates for older people there was:

- a probable reduction in average weight of 1 kg (just over 2lbs)
- reduced blood pressure and resting heart rate
- improved posture.

The SMILE scheme also includes weekday afternoon swimming sessions at no charge to people over 60 (around 3,000 sessions used) and reduced rate gym membership (£42 per month for a couple or £29 for a single person or £2.90 per session) generating 300 additional users. The reduced income to the Borough because of these lower fees is not taken into account in the cost estimates below.

However, each of these attendance figures suggests that more people in the Borough are taking up exercise.

### **Costs**

The scheme started in October 2003 as part of the Borough's Healthier Lifestyles initiative and initial funding was agreed with the Office of the Deputy Prime Minister under a Local Public Service Agreement.

At the end of year 1, there were 444 registered SMILE users, 77 per cent of whom were women. Year 1 costs are calculated at £144 per registered user.

The Borough reports annual costs at £65,000 per annum (first year, 2003/4) covering staff salary costs (including direct management), mileage, room hire and equipment, training, marketing and printing. The Borough's wider overheads have not been included. About two-thirds of these resources fund nine members of staff who work part-time on this scheme and who undertake a wide range of tasks. In the main these costs are associated with the clubs for beginners, the Home Workout and the postural stability sessions. Charges cover approximately 2 per cent of costs.

It is likely that in subsequent years the costs will reduce as the groups are already set up and there will be less expenditure on equipment and the like. Moreover, as more users join SMILE, the income from fees will rise, offsetting slightly more of the costs.

### **Activity and Social Centre**

This Activity and Social Centre is run by the Wimbledon Guild and provides the focus for their older people's support. It has its own transport and is run by the organisation's staff. A range of classes are held within the Centre from computing to art and the programme includes regular film showings. The website notes that 'The Centre offers access to the full range of Guild services and to clinics provided by the chiropodist, osteopath, just to name a few ... and continues to be utilised by the University of the Third Age (U3A)'.

Typically, 23 people use the centre each day, ten of whom arrive using the centre's transport. A further six people attend for lunch.

Located in one London borough, the Wimbledon Guild is one of the larger charitable bodies and provides a variety of services, many based on a single site which is open all day. The Guild also provides accommodation for 100 residents at economic rents, a nursing home for 40 people, a counselling service, and clubs and groups for people with eating disorders or who have had strokes. Social work services can provide immediate practical help to individuals and families within the area, including small grants and advocacy. Their premises can also be used by other local organisations for meetings and the like. One hundred and twenty volunteers regularly work in this organisation.

### ***Making a difference***

The primary object of the Guild is to promote any charitable purposes for the benefit of Wimbledon and District, the furtherance of health, and the relief of sickness and distress. Thus the overall aim of the Guild is to care for people in need.

### ***Costs***

The accommodation stock, the annual fair and the shop are important sources of regular income alongside donations and legacies.

The income from the Activity and Social Centre for 2003/4 was £22,200. The total resources expended for the centre was £183,800, of which 43 per cent was for staff. Management and administration costs for the whole organisation were £159,500.

The centre absorbs 11 per cent of the organisation's direct charitable expenditure; management and administration costs have been allocated on this basis at £17,500. The organisation's land and buildings are valued at £3.2 million.

A summary of the costs for the Social and Activity Centre is shown in Table 8.

**Table 8 Activity and Social Centre: costs per annum**

| <b>Item</b>                     | <b>Cost per annum</b> |
|---------------------------------|-----------------------|
| Revenue expenditure             | £183,800              |
| Wimbledon Guild management      | £17,500               |
| Share of vehicle and buildings* | £84,800               |
| Total                           | £286,100              |

\* *Annuitised over their expected lifetime.*

To estimate a unit cost we have assumed that those attending for lunch only are the equivalent of 0.5 of a full day attendance. This means that on a typical day there are equivalent to 26 people attending the centre. Assuming the centre is open 250 days per year, the unit costs are:

- £11,000 per user per annum
- £44 per user per day.

For May 2005, the website notes a charge per day of £4.50 for using the centre and £3.50 for lunch (<http://www.wimbledonguild.co.uk>).

## Keeping In-Touch

### *Description*

In-Touch (Malton, Norton and District) is developing their service for visually impaired people. Volunteers are recruited to help people with practical jobs (excluding personal care), including shopping for colour-matched clothing, filling in simple forms, labelling foodstuff, accompanying people, or reading letters. A co-ordinator working nine hours a week is employed to identify a previously untapped volunteering resource; people who want to volunteer but who cannot commit themselves to a set time or quantity of hours. The administrative assistant (three hours a week) maintains a database of volunteers to call on when needed.

The aim is for a team of at least new 15 volunteers. By the end of October 2004, four months into the project, both money spent and volunteers recruited were in line with the initial proposal. Following the recruitment of the co-ordinator, nine volunteers have been recruited, six of whom have undertaken volunteering activity in the four months to the end of October. Over that period there have been 25 hours of volunteer activity, probably from five volunteers, with 11 people benefiting from one-to-one contact with them (First Report to the Department of Health, November 2004).

In-Touch (Malton, Norton and District) is an independent registered charity and has been running for about ten years, currently funded by social services, the district council and the Nationwide Foundation. There are about 200 users and about 15 volunteers who are trained and CRB checked. In-Touch provides regular fortnightly meetings, monthly specialist meetings, advice, support and befriending services, transport and outings, and undertakes research. There is a small membership fee.



**Making a difference**

One of the Inquiry members visited a visually impaired woman who used In-Touch services and reports that she

valued the social aspect, and enjoyed the recreational support and the chance to have a chat. She was convinced that she could notice benefits for all the users and felt the contacts were valuable. She knew she was not alone in enjoying the company of the volunteers and found them to be unfailingly cheerful and helpful. She found that she usually had dealings with the same person who both understood and catered for her needs. She would unhesitatingly recommend the service to any of her friends. Whatever the service promised it was always delivered on time.

**Costs**

Funded by the Department of Health's Opportunities for Volunteering Scheme, 12 months of funding was requested, starting in April 2004. The costs are shown in Table 9.

**Table 9 In-Touch: costs**

| Item                        | Cost per annum |
|-----------------------------|----------------|
| Salary costs                | £5,690         |
| Staff/volunteer expenses    | £1,560         |
| Publicity material          | £550           |
| Other costs (excl. trainer) | £2,200         |
| Total*                      | £10,000        |

\* Adding the cost of training increases the total cost to £10,500.

Formal training is provided for volunteers in sight-loss awareness and sighted guide training. We have assumed training would take two half-day sessions of an occupational therapist with five volunteers attending each event: three full days of training over the one-year recruitment period. Curtis and Netten (2004) estimate the cost of an occupational therapist to be £24 per hour. Ongoing training is provided from within the organisation.

Two unit costs can be estimated, both with some caution:

- The cost of identifying and training volunteers. Here we exclude the costs associated with volunteer expenses, thus giving a total of £8,940 per annum to generate 15 new volunteers: approximately £600 per volunteer. As this scheme identifies a hitherto undeveloped group of volunteers the costs may not be the same as for other volunteers. Moreover, as volunteers continue to provide a service for longer than just this one year, the costs of identifying and training them should be spread over the length of time they are likely to continue volunteering.
- The cost of providing a service to users. Using current activity figures we can estimate that the 15 volunteers are likely to provide 225 hours of volunteering activity in a year; thus we arrive at a cost per hour of £34. This is likely to be an overestimate as we have included the costs for the member of staff whose role includes identifying volunteers and because in these early days of the service (the first four months of operation) the number of users was very small. As the number of users rise and the number of volunteer hours rise (with a small rise in expenses) the cost per hour will come down.

## Retail Stores: An Ideal

### *Description*

A list of attributes that make shopping easier for older people was distilled from current practice in a range of large stores. This included accessibility, provision of seating, delivery services, provision of information and advice, connection services, storage for packages and smart trolleys.

More information on the stores' response to our survey and the Inquiry members' findings is available in Chapter 3. Here we report the information sent by one of these organisations on the costs of putting three of these items in place.

- Making all stores accessible to anybody who might want to use them. This organisation reports that all their stores have an auto door and ramp access. The cost of installing these items is estimated at around £40,000 per store.

- Seating in shops or prompt provision if there isn't a seat in the right place. This organisation reports that all their stores have seating available and space is left clear for this. They estimate the cost to be around £700 per store.
- A restaurant facility in all their shops. This organisation reports that 75 per cent of their stores have a restaurant. Build costs are likely to be about £175,000. Space in each store, for example those located in railway stations, is the main constraining factor. Toilets will need to be located close to the restaurant, again requiring space but also needing drainage to be in the right place.

## The Baker's Dozen: costs and charges

Table 10 shows the cost and charges for the Baker's Dozen.

**Table 10 The Baker's Dozen: cost and charges**

| Scheme              | Unit cost                       | User charge                           | Activities   |
|---------------------|---------------------------------|---------------------------------------|--|
| Handy Help          | £54 per visit                   | £10 per visit plus materials          | Small home maintenance and repairs, such as fixing dripping taps or mending windows. Usually completed in one visit        |
| Welcome Home        | £78 per client                  | No charge made                        | Volunteer transports people from hospital and helps them settle at home by tidying up, shopping, sorting post etc.         |
| Help at Home        | £10.70 per hour                 | £8.25 per hour                        | Paid workers clean, change bed linen, iron, (accompanied) shop, and collect prescriptions and pensions                     |
| Primary Night Care  | £21 per visit                   | Estimated at £8.50                    | Paid care workers make home visits at night  |
| Befriending service | £5.35 per hour                  | No charge                             | Volunteers provide weekly social visits to isolated people and those in need of support                                    |
| Sole Mates          | £13.50 per hour                 | £3.50 per visit                       | Regular visits to give footbath and foot massage and to cut toenails. There is also a one-off £10 charge for nail clippers |
| Cinnamon Trust      | £35 per person p.a.             | No charge noted                       | Provides help with pet care in the older person's home and some foster care  |
| Digging Deep        | Six schools in one area: £7,050 | No charge made                        | Allotments developed in primary schools led by older volunteers. Part of the 5-a-day healthy eating initiative             |
| RISE                | £8.30 per day                   | £3 for lunch; contribution to outings | Provides visits to isolated older people, transport to lunch club, activities and outings. £10 optional membership fee     |
| SMILE               | £144 per user p.a.              | 20p–£2.90 per session                 | A major component of this programme is monitored exercise clubs for beginners  |

*(Continued)*

**Table 10 The Baker's Dozen: cost and charges (continued)**

| Scheme                     | Unit cost    | User charge     | Activities   |
|----------------------------|--------------|-----------------|--|
| Social and Activity Centre | £44 per day  | No charge noted | Provides lunch, classes and a range of activities. One of many services provided by a local charitable trust   |
| Keeping In-Touch           | £34 per hour | No charge noted | Funding obtained to get more volunteers to provide practical help for visually impaired people. Only been running for 6 months so unit cost appears high |
| Retail Stores: An Ideal    |              |                 | A range of items in retail stores that would make shopping easier  |

## The Baker's Dozen: funding sources

Table 11 shows the funding sources for the Baker's Dozen.

**Table 11 The Baker's Dozen: funding sources**

| Scheme                     | Funding sources   |
|----------------------------|---|
| Handy Help                 | Lloyds TSB Foundation, Messenger Newspapers, Rank Foundation; user charges; user pays for materials   |
| Welcome Home               | Social services; volunteer time   |
| Help at Home               | New Opportunities Fund, county and borough council, PCT; user charges   |
| Primary Night Care         | Borough council; user charges   |
| Befriending Service        | County council, borough council, PCT; volunteer time  |
| Sole Mates                 | County and district councils, PCTs; volunteer time; user charges  |
| Cinnamon Trust             | Legacies and donations; volunteer time  |
| Digging Deep               | NHS, county council, PCT and Age Concern partnership funds; New Opportunities Fund; volunteer time  |
| RISE                       | Health Improvement grant, Neighbourhood Renewal Fund; user charges and fundraising; volunteer time  |
| SMILE                      | Borough council; user charges   |
| Social and Activity Centre | Range of sources including social services; user charges; volunteer time  |
| Keeping In-Touch           | Social services, district council, Nationwide Foundation Department of Health Opportunities for Volunteering Scheme; user charges and fundraising; volunteer time |
| Retail Stores: An Ideal    | User charges!   |

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### **3 The role of shops, shopping and supermarkets**

*Norma Raynes, Kezia Barker, Juliet Crissel, Yvonne Jones, Jennifer Beecham and Older People's Inquiry members*

#### **Introduction**

Shopping is part of daily life for most people. We all use department stores and supermarkets from time to time. For many of us the supermarket has replaced local corner shops and increasingly supermarkets can be found that sell clothing and household goods. A recent report, *Where Britain Shops: Supermarkets*, examines changes in consumer shopping patterns over the past five years. It is derived from a survey of 6,000 consumers and examines their current shopping habits, tastes and preferences and analyses how these might change over time. The survey, carried out by the market research company Verdict in 2005, noted that

Supermarkets' focus on food and grocery means that the vast majority of us regularly pass through their doors. More single person households, the reducing significance of traditional family roles and expanding non-food ranges are giving more reasons to visit. Since 2001 supermarkets have recorded year-on-year gains every year, with six out of seven consumers now counting themselves as supermarket shoppers.

(<http://www.verdict.co.uk/>)

Older people do not differ from other members of society in their need to use these shops.

#### **Methods**

During the course of the Older People's Inquiry into 'That Bit of Help', enquiries were made to some national stores and supermarkets to ascertain if they did anything in their stores which would help older people remain independent and carry on shopping. From the helpful responses we obtained, we distilled the attributes of a model store. This was presented along with other exemplars of services to the members of the Inquiry in booklet one in December 2004 (Chapter 1). From the 26

examples of different kinds of services contained in the booklet the members were asked to select their 'top ten'. Such is the significance of shopping in our lives that one of those selected was the model supermarket. The attributes of this model are listed below. All of these were reported to exist in at least some of the stores of the companies to whom we spoke:

- making all stores accessible to anybody who might want to use them
- seating in shops or prompt provision if there isn't a seat in the right place
- free delivery service provided for shoppers within a 30-mile radius
- collection point(s) for purchases
- a restaurant facility in all shops
- an in-store telephone ordering service staffed by people who know the products
- web-based ordering services
- literature available on all these services in all stores in a variety of formats
- an advisory service for shoppers that covers all products
- a connection service, e.g. for washing machines to be plumbed in
- a safe place to store packages purchased elsewhere
- smart trolleys
- accessible, well-lit toilets.

Six large retail companies (John Lewis, Marks and Spencer, Sainsbury's, Tesco, Asda, Morrisons) were sent a short questionnaire to ask whether these desirable attributes were frequently available in their stores. If they were not available we asked what it would cost to ensure they were available and what obstacles there were to putting these items in place. These enquiries were followed by visits to local stores by members of the Inquiry.

## Findings from the questionnaire

Five organisations responded to our questionnaire. One company provided information on the costs and non-financial obstacles (see Chapter 2).

John Lewis reported that they provide all the attributes except a storage point for packages bought elsewhere, as this was felt to be a security risk, and smart trolleys (only baskets provided). There are leaflets about all of the listed items (except the availability of chairs) in all their stores. There is a charge for timed delivery slots (otherwise delivery is free within a 30-mile radius) and the connection service.

Marks and Spencer's response was similarly comprehensive, although the connection service was reported as not applicable and they have a free food delivery service (spend over £50) in only about 50 stores. Packages bought elsewhere can be stored to be collected by car and literature is available on about half the items listed. Postal rates apply if telephone and web-based orders are sent by mail.

Morrisons reported that all their stores are accessible to anybody wanting to use them and have seating available. The majority of larger shops have a restaurant facility. All stores are reported to have a safe place to store packages bought elsewhere and to have accessible well-lit toilets. They have a variety of trolleys available at their stores, including different sizes for different uses and those that can be used by customers with mobility problems. They report that literature on these services is available in all shops in a variety of formats.

Tesco stores do not have a shop-based delivery service, but orders from their web-based service are delivered for a charge of £5. All their shops are accessible, and have an advisory service, a connection service, and literature in a variety of formats on these services. They report that 96 per cent of their shops have accessible and well-lit toilets, about three-quarters of shops have seating available, about half have a restaurant facility, and about 15 per cent have smart trolleys. A few of their Metro stores have a collection point system but no shops will store packages bought elsewhere.

Sainsbury's reported that the majority of their stores provide all the attributes listed, except a delivery service for those shopping in person. There are both telephone and web-based delivery services, for which a £5 charge is made. Customers can leave their purchases at the customer service desk if space is available. All their shops are accessible and chairs can be provided when requested. Larger stores have more facilities, including restaurants and a wider range of trolley styles, although motorised scooters are available at most stores. Personal shoppers are available, as is an



advisory service and leaflets on their products. A charge is made for their connection service.

### **Findings from the Inquiry members' visits**

Members of the Inquiry found some local stores had more of the desirable attributes available than others. They were able to visit 23 sites across the country. Most visits confirmed the presence of developments that have made stores accessible. Seats, toilets and restaurants were available nearly everywhere. Less conspicuous was the provision of a free delivery service and a connection service. The delivery service is helpful for older people who may not have cars to transport their purchases. We note that in one of the stores a bus service was provided by the company which permitted a one-and-a-half-hour shopping slot: this goes some way to meeting the desirable attribute of free delivery within a 30-mile radius of the store.

We have put together brief accounts of the stores visited. These show that steps are being made nearly everywhere to address the attributes of the model store that would assist older people to retain their independence. We would hope that as our society becomes older (20 per cent, or 12.2 million people, are projected to be over age 65 by 2010), more stores with all of the attributes in our model will be accessible in people's neighbourhoods.

The vast majority of the Sainsbury's stores visited were accessible to all and provided seating for customers. The only delivery services available were web-based and at a cost to the customer; however, most stores had a telephone ordering service. Restaurants and advisory services were only found in a few stores, but the latter were not free. More than half of the stores had accessible, well-lit toilets and smart trolleys; one type of trolley was reported to be adapted to 'carry plastic boxes in lieu of bags'. Collection points and safe places to store packages purchased elsewhere were in most stores, but a £1 returnable fee was required for use of some of these, with others offering to hold packages at Customer Services. Literature on these services was available at most stores.

The John Lewis stores visited provided most of the services investigated. They provided seating, a free delivery service, a collection point system, a restaurant, a web-based ordering service, an advisory service and accessible well-lit toilets. The stores offered a connection service, of which only one branch reported a cost to the customer. No branches had smart trolleys. Some branches were reported to be accessible and to have a telephone ordering service. Likewise some branches

offered a safe place to store packages from elsewhere, and had literature on services available.

All Marks and Spencer stores visited provided seating for customers, and almost all offered a free advisory service, although one was limited to advice on purchasing bras. Most stores were accessible, but restaurants, accessible and well-lit toilets and smart trolleys were found in less than 50 per cent of those visited. Free collection points and safe places to store the shopper's own packages were only found in a few stores, some of which were at Customer Services. A delivery service does exist, but only in one case was it found to be free. Some stores have a telephone ordering service at a cost to the customer and more had a web-based ordering service, but no cost was mentioned. A few stores offered a connection service, some at a cost, but literature on all these services was available in very few stores. It was noted that some stores provided assistance for people who used wheelchairs.

In more than half of the Tesco shops visited, Inquiry members found seats, restaurants and well-lit toilets. Additionally the majority of shops provided smart trolleys, had an advisory service available and a web-based ordering service, and had literature on all of the services. Tesco provides a safe place to store packages purchased elsewhere. Less common were a collection point for shopping and a connection service. None of the stores provided a free delivery service within a 30-mile radius of the store. A charge was made for the delivery service linked to the web-based ordering system and this varied across the stores visited.

One Inquiry member learnt that smart trolleys with wheel locks were due in their local store in 2005 and another commented on the availability of wheelchairs and staff support in their local store, both of which were appreciated.

We are very grateful for the help we have had from the companies named in our report. Their leadership in this area has our thanks.

## **Conclusion**

Verdict's report explores customers' views about aspects of 69 shops. From their enquiries about customer care, range of goods, overall price, quality and layout they generate an overall score and have produced a Customer Satisfaction Index. Stores are categorised on this basis and can also be classified in terms of their standing on any of the attributes. Not all stores that ranked highly on the index put in a good financial performance; some of course did. As the authors of the report point out,

however, 'ability to satisfy customers in a highly competitive environment is a significant skill' (Verdict, 2005).

Older people form an increasing segment of the market. Addressing their needs, some of which are attributes of our 'model store', is in the interest of not only the older shopper but also younger members of the community. We do not doubt that making shopping easier for everyone would also be in the interest of the companies who design and run these shops, and their shareholders.

The companies who were kind enough to help us in this small-scale study are leaders in the field, not just in terms of market share but also in their thinking about customer needs and customer care. Perhaps one of them, working with the Department of Health to fulfil the goals of *Choosing Health* (2004), will fund an annual award to promote healthy eating and a shopping environment that facilitates independence for older people.

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# Appendix 1: Inquiry members' biographies

## Members

### ***Malcolm Dean – Chair***

Malcolm Dean is an assistant editor of *The Guardian*. He has worked for the paper for 35 years, writing its editorials on health and social policy for 25 of them. He was seconded by *The Guardian* in 1978 to serve as special adviser to the Secretary of State for Social Services in the last Labour government. On rejoining *The Guardian* in 1979, he launched the paper's Society section, which has grown from a weekly column to a specialist section running up to 160 pages. For the last 14 years, he has written regular dispatches on health politics for the *Lancet* medical journal. He was invited 20 years ago by Michael Young, the social entrepreneur, to be one of the founder members of the College of Health.

### ***Stan Davison – Deputy Chair***

Stan Davison is the chairperson of the JRF Older People's Research Programme Steering Group and has been retired for many years. He was an electrician in his working life and was very involved in trade union work. In his last ten years before retirement he was convenor of all garage craftsmen in London's bus garages. A strong believer in the need for campaigning and the value of good research, he helped to form, and chaired, a transport research organisation – CILT (the Centre for Independent Research into London's Public Transport). During the same period he was Secretary of CAPITAL (Campaign to Improve London's Transport). On retirement he decided to help advance the cause of older people and getting a good community hospital in his locality.

### ***Vera Bolter***

Vera Bolter's last employment was as Secretary of Newcastle Community Health Council. In retirement her interest in health issues has continued through work as a Look after Yourself tutor with retired people and acting as Voluntary Co-ordinator for

Look After Your Heart community initiatives. Involvement in a Whole Systems initiative to promote the well-being of older people in Newcastle was followed by membership nationally and locally of the Better Government for Older People Programme. As a founder member of the Elders Council of Newcastle there are currently more opportunities than ever to champion the interest of older people in health and social care services.

Organising Old Spice, an older people's drama group, Vera helps extend the ways in which ageist attitudes can be challenged through humour in the performance of songs, sketches etc. to a range of audiences.

### ***Gisela Feldman***

I was born in Berlin in 1923 and came to England as a refugee from Hitler in 1939. As there was no financial support and we were only permitted to do domestic work I had to find a cleaning job in order to buy food and pay rent. I was 15. I was very happy to be in a safe environment. During the war I made soldiers' uniforms and gunpowder bags.

I got married in 1943 and worked to enable my husband to study for his degree. We had three children. Later on I did part-time teaching, teaching German and English as a foreign language. I took an OU degree at the age of 49 and was offered a full-time lectureship.

After losing my husband 11 years ago I moved from London to Manchester to be near my family. I spend a lot of time doing voluntary work locally. My interests are music, theatre, reading and travelling.

### ***David Johnson***

I was born in the West Riding of Yorkshire 67 years ago. I attended a boys' grammar school in Bradford, followed by the University of Leeds where I studied English Literature and History for a BA degree.

Like many graduates in the early 1960s, I drifted into teaching but stayed when I discovered it to be an enjoyable and rewarding profession. I became Head of English in a comprehensive school. My first awareness of the cares connected with age came via my wife's work in the physiotherapy department of a local hospital where

she was involved in assessing home conditions of returning patients. I am an active member of the University of the Third Age. I have enjoyed reading round the subject and found the meetings thought provoking and stimulating.

### ***Harold Jones***

Harold Jones comes from a background of many years in industry and commerce where he served on numerous national and European committees. As a Methodist he serves the Birmingham District and also at local level.

In 1976 he joined the Management Committee of the Visiting Service for Older People, which amalgamated with Age Concern and became Age Concern Birmingham. He continued to serve as a trustee and following a period as vice-chair he became chair until he retired in 2002.

Having served the Birmingham Advisory Council of Older People from its inception he became chair in 2004. He represented the Advisory Council on numerous Social Service and NHS committees and was chair of North Birmingham's NSF Standard 1 Sub-Committee.

### ***Ann Macfarlane MBE***

Ann Macfarlane is a leading Disability Rights and Equalities consultant, trainer and researcher. She specialises in Independent Living and Direct Payments and has been involved in the Disabled People's Movement in the UK for many years. She is a consultant for the National Centre for Independent Living and on their Policy Committee. She is a lay assessor for the Commission for Social Care Inspection and serves on the Social Care Institute of Excellence Partners' Council. She has recently been appointed to the Age Reference Group for the Commission for Equality and Human Rights. She is well recognised in the local community for her voluntary sector commitment and holds positions of president and vice-president in disability and health organisations. Ann writes on disability issues for specialist journals and books. She received her MBE for her work with disabled people nationally and internationally.

In her leisure time she enjoys art galleries, museums and gardens. She is a serving elder in the United Reformed Church in Kingston upon Thames.

***Imogene Martin***

I came from the West Indies, one of the Caribbean Island called Jamaica. I have worked in different kind of 'jobs' in my country, of which when I came to England I was not qualify to do. I then accepted whatever job I could get for income, working first as a Hospital Ward Orderly and after I was trained, as a Domestic Supervisor, this job I did, my one and only job I worked in for 23 years until I was retired.

With much energy in me I got joined up with a few voluntary organisations, and was very much involved in their different projects, which brought out some of the skills within me. Some of which are social and religious entertainments, drama, singing recital and story telling. I did and is still doing lots of reminiscence in homes and the local primary schools.

I am involved in the new project with children and older people called the Intergenerational Project, I go to the school and sometimes the children come to the Centre.

At the Pepperpot Centre I have been a volunteer, a member of the Management Committee, members' representative for many years, helping the building up of its work. I have been on many other committees, and took part in the Joseph Rowntree Foundation's Older People's Steering Group and being an older person I have had lots of experience which I share from time to time with other people.

***Nell McFadden MBE***

Nell McFadden is a 77-year-old widow, a mum, a gran and a great-gran. She is chairperson of Inverclyde Elderly Forum, Inverclyde Community Care Forum and Inverclyde Royal Hospital Forum.

Nell sits on many committees. Her local ones include: the Crime Prevention Panel, Care & Repair, Asthmatic Caring Group, Regeneration Partnership and Inverclyde Joint Care Board. Her Scottish committees are: NHS Scotland, Mental Health and Well-Being in Older People and Beyond Barriers – Fair for All – the Wider Challenge. In London, she is involved with the Help the Aged Speaking Up for Our Age campaign, and the Joseph Rowntree Foundation Independent Living Reference Group and Low Level Support Group.

Nell has been awarded the Paul Harris Fellowship Medal through the Rotary Club of Greenock for her work in the community.

She was also awarded a NOJO – 'Not Old Just Older' – award by Help the Aged in the Quality of Life category for her services to older people at the Dorchester in London, and, as Nell says, the icing on the cake is the MBE she received from Her Majesty the Queen at Buckingham Palace in 2002.

Nell travels all over the country to speak up for older people, is happy to be involved and deems it an honour to be asked to represent others. In that capacity she has campaigned in London, Blackpool, Edinburgh, Glasgow and many other towns.

She has met the Prime Minister and his wife Cherie Blair at No. 10 and Jack McConnell, the Scottish First Minister, at Bute House, Edinburgh. Nell says she will keep on speaking up for older people as long as she is able.

### ***Dorothy Runnicles***

Dorothy Runnicles is an 80-year-old adviser and advocate for older people's rights as citizens. She is experienced in community work and teaching.

She is an activist and provides a perspective on services as a consumer, in an attempt to improve services. She works in various research programmes and participates in governance structures locally, regionally and nationally. Currently Dorothy is involved with the Better Government for Older People Network – the Eastern Region Older People's Advisory Group. She also works with others to develop self-help groups of older people in her locality.

### ***Tom Shepherd***

Tom Shepherd was a priest in North Wales for almost 30 years, holding the rank of Monsignor and chairman of the National Conference of Priests, and was also appointed Organiser of the National Pastoral Congress in 1978–80. Pastoral experience has largely influenced his concern for people and the services undertaken. Tom has been Director of Age Concern Portsmouth for the past 18 years. During this period the group became an independent charity, devoted to the care and support of older persons. Within the Age Concern Federation it ranks as a major organisation. He was regional chairman of Debate of the Age in 1998–2000.

Age Concern Portsmouth now provides a variety of services giving 'that little bit of help' which prevent mental and physical deterioration and promote continued independent living.



***Brenda Williams***

Brenda Williams is retired from building society management. Caring for elderly parents gave an insight into the need for partnership working at the planning stage. She was a founder member of the Older People Advisory Forum in Rhondda Cynon Taff and involved in the Better Government for Older People pilot at local and national level. She is currently member of UKOPAG and BGOP Cymru Management Board and involved with the CHAIN (Community Health Alliance Information Network) Project which is working in partnership with BGOP in helping to make the Strategy for Older People in Wales a reality. Attending the UN World Assembly on Ageing with the British delegation and also the NGO forum held alongside was a valued opportunity. The Strategy for Older People in Wales takes into account the UN principles. Involvement in the consultation period and in the implementation of the strategy is another valued opportunity. The saying 'Be careful what you wish for – it might be granted' applies. Interests include music, gardening, the Historical Society and physical activity with the grandchildren.

***Gloria Williams***

I was the former Director of the Pepper Pot Club in North Kensington until I retired. As a matter of fact I was one of a group of four people who started the club. I am still involved in it, but to a much lesser degree. I am also a member of various clubs in the area, e.g. Sixty Plus of which I am on the governing board, and am a member of Open Age which is also a club for pensioners, who take a number of the pensioners to different places of interest that during their working days they never had the opportunity to go to.

I am also a working member of Age Concern Kensington and Chelsea. I also belong to the reading group which is an offshoot of the Better Government for Older People of which I was a member. This group looks at letters the Council of Kensington and Chelsea sends out and corrects any mistakes etc. I belong to a lot of other clubs in and around North Kensington which are too many to list here. I am also on the Joseph Rowntree Foundation's Older People's Steering Group.

***Jane Carrier***

Jane Carrier is Policy and Professional Lead on older people and adult services at the Audit Commission, where she leads the Commission's work on older people. Her

current role includes developing new ways of inspecting the whole range of services used by older people through Comprehensive Performance Assessment and the Review of the National Service Framework for Older People. Jane also led the Audit Commission's national studies on Integrated Services for Older People and, more recently, on Older People, Independence and Well-Being. She was previously Older People's Lead at NHS London Region, where she played a key role in supporting the modernisation of older people's services. For ten years, Jane worked in several strategic and service development roles in HIV and sexual health. Supporting inter-agency and cross-boundary working has been Jane's main interest throughout her career.

### ***Melanie Henwood***

Melanie Henwood has worked as an independent Health and Social Care Consultant since 1991, with particular interests in community care, service users and carers, and older people. She is an adviser to the Joseph Rowntree Foundation, a Specialist Adviser to the House of Commons Health Select Committee and a lay member of the General Social Care Council. Melanie is involved in a range of research and policy development work within a whole systems framework across health, social care and the wider community.

Melanie is a Visiting Fellow at the LSE, and has previously held visiting fellowships with the University of Leeds, and the University of New South Wales in Sydney. She has published many reports and articles on health and social care issues, and is a frequent contributor to professional journals and national newspapers.

Before establishing her consultancy, Melanie held posts with the King's Fund Institute (1989–91), the Family Policy Studies Centre (1983–9), and the University of Bath (1981–3).

### ***Glenys Jones***

I am currently the Director of Social Services in Sunderland, having been Director of Social Services in Middlesbrough for six years until 2003. I arrived there when it was a new unitary authority and the social services team have been through some difficult times. Prior to joining Middlesbrough I was the Deputy Director at Sheffield. This city has many features similar to Sunderland and while I was there it was my job to implement the new Children's Act and the Community Care Legislation.

Before moving to Sheffield I was the Chief Adviser in the Social Services in Cumbria, to develop quality assurance and good practice throughout social services. I worked closely with the Department of Health in developing this new role. My roots, however, lie in social work and I started my career in residential childcare, before working with older people and then with the Family Service Unit in Manchester. Then I moved into the academic world, becoming a lecturer in social policy and social work at the Universities of North Wales and Lancaster. Whilst there I completed research which focused on services for older people. I am currently the co-chair of the Association of Directors of Social Services Older People's Committee and chair of the Action Team on the Single Assessment Process for Older People.

### ***Catherine Mangan***

Catherine Mangan is the Senior Project Officer, Education and Social Policy Directorate at the Local Government Association. The main focus of her work is adult social care, leading on the shared priority of improving the quality of life of older people and project managing the LGA's work on mental health.

### ***Simon Northmore***

I have worked for Age Concern England since February 2003, as Practice Development and Research Manager within the Research and Development Unit. A key element of this role is to provide evidence for the need, effectiveness and impact of new and existing services for older people. A major focus has been the development of resources and information for local Age Concern groups on the evidence base for preventive services.

I have experience as a researcher and practitioner in the field of health and social care. I worked in community development in London and was Director of Brighton CVS. I have also worked as an independent consultant, and was a lecturer and Research Fellow at the University of Brighton Health and Social Policy Research Centre.

### ***Tom Owen***

Following ten years of working as a social worker with older people in the care sector, Tom Owen moved into the area of applied social research, taking a position at Oxford University and later working as an independent research consultant.

Tom moved to Help the Aged five years ago where he took the position of Policy Research Manager. As well as being responsible for managing all commissioned research on behalf of the charity, Tom is editor of the Help the Aged policy magazine *Age Today* and is a spokesperson for the charity on issues around dying, social isolation, depression and the lived experience of growing older. Tom is an adviser to the Joseph Rowntree Foundation.

Tom works part-time and is based in London.

### ***Edna Robinson***

Edna Robinson works as a freelance Public Sector Adviser. She has been a Chief Executive in the NHS and is interested in issues of governance, leadership and social equality. She currently acts as the NHS Confederation policy adviser on primary care, leads the English NHS Primary Care Trust Networks, and is advising the Home Office on leadership within the police service.

### ***Kenneth Spencer***

Ken Spencer is Director of Foundations, the National Co-ordinating Body for Home Improvement Agencies. He is also Chief Executive of Collective Enterprises Limited (CEL), the company that supports Foundations.

Ken has been working with non-profit sector clients for the past 18 years. More specifically, he has undertaken research, consultancy and training work in education, economic regeneration and the social housing sector in Europe and North America.

His postgraduate qualifications are in management and marketing and he is a Fellow of the RSA. He worked in printing, engineering and higher education before founding CEL in 1987. He is a member of the Learning and Skills Council for Derbyshire and lives in Buxton with his family. Ken describes himself as an apprentice older person and has learnt a great deal through his involvement in this project.

## Secretariat

### ***Professor Norma Raynes***

Professor Norma Raynes was Head of the Secretariat to the Older People's Inquiry. Prior to this she directed many research projects, working in universities in England and the USA. She was Director of a Research Institute at the University of Salford. Norma has also worked in local government, the National Health Service and secondary schools.

Professor Raynes has worked independently in research and development since 2004. Her main interests are to help improve opportunities for older and younger people and find ways to link research to practice. She is the founder and chair of an intergenerational partnership between schools and older people, Intergen, and is a member of a European intergenerational network.

She was chair of a PCT, an Early Years and Childcare Development Partnership and the governing body of a large secondary school. She has written many articles and books.

### ***Dr Jennifer Beecham***

Dr Jennifer Beecham is a Reader in Social Policy at the PSSRU at the University of Kent. She is also Senior Lecturer and Assistant Director at the Centre for the Economics of Mental Health, Institute of Psychiatry, London. In her research, she has explored a wide range of cost-related issues in community care for people with needs relating to mental health, learning disabilities and old age. Recently, Jennifer was funded by the Department of Health to develop methodologies for better unit-cost estimation in children's social care services to inform guidelines for economic evaluations, nationally compiled data collections and commissioning activities. She has published numerous journal articles and book chapters and co-edited the book *Costing Community Care: Theory and Practice*.

**Dr Heather Clark**

Dr Heather Clark is Reader in Social Gerontology in the School of Social Studies, University of Chichester. She has wide experience of research with and involving older people and is committed to making research count. She is lead author of *Going Home: Older People Leaving Hospital*, *'That Bit of Help': The High Value of Low Level Preventative Services for Older People*, *Piloting Choice and Control for Older People*, and *'It Pays Dividends': Older People and Direct Payments*. When she is not researching, Heather teaches social policy and sociology to diverse groups of students, including social workers. She endeavours to ensure that her students leave her with an awareness that everybody has the right to enjoy life.

**Juliet Crissell**

Juliet Crissell studied for a degree in Biology at University College London, and while there she contributed to the University's research by spending many summer days lying down in a Guildford car park, studying the behaviour of bees. Since graduating she has worked as a Research Assistant to the Schistosomiasis Control Initiative at Imperial College London, and as personal assistant to a barrister, but would like to pursue a career in physiotherapy. She is a keen cellist, and enjoys treading the boards with various amateur theatre groups.

**Kezia Barker**

Kezia Barker achieved a first in MA Geography at Edinburgh University, specialising in environmental and historical geography and qualitative methods. After studying for her MSc in Science, Environment and Society at University College London, she has begun a PhD in Geography, focusing on New Zealand's biosecurity system. Kezia has worked as a classroom assistant and play supervisor in a number of special needs schools and residential units. She loves gardening and is studying horticulture part-time with Capel Manor College. Kezia lives on a boat with her cat in West London.

***Yvonne Jones***

Yvonne Jones joined the Joseph Rowntree research project towards the end of October 2004 as Project Assistant to the Older People's Inquiry into 'that bit of help' and PA to Professor Norma Raynes.

Born in East London, South Africa, she completed her education at a secretarial school. Yvonne and her family emigrated from South Africa to the UK in March 2003.

In her leisure time she enjoys the outdoors, reading, fabric painting and cake decorating.

## Appendix 2: Organisations and people providing evidence to the Inquiry

|  |  |
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| Accent Yorkshire Limited                       | Borough of Lambeth                           |
| Adamson, Patricia M.                           | Borough of Merton                            |
| Age Concern England                            | Borough of Richmond upon Thames              |
| Alton Community Association                    | Borough of Wandsworth                        |
| Amber Valley Community Volunteer Service (CVS) | Bradford City PCT                            |
| Amber Valley Primary Care Trust (PCT)          | Bradford South & West PCT                    |
| Anchor Staying Put – Cotswolds                 | Brent PCT                                    |
| Anna Fleming                                   | Brentwood BC                                 |
| Arthritis Care                                 | Bristol South & West PCT                     |
| Ashfield District Council (DC)                 | Bromley PCT                                  |
| Association of Oxford University Pensioners    | Broxbourne BC                                |
| Barker, Digby                                  | Bruce, Mrs Elizabeth M.                      |
| Bealey, Phyllis                                | Buckinghamshire County Council (CC)          |
| Bedford PCT                                    | Burnley BC                                   |
| Bexley PCT                                     | Burnett, Dr A., Help the Aged                |
| Blackpool                                      | Careplus                                     |
| Borough Council (BC) (Unitary)                 | Caring Together in Woodhouse & Little London |
| Bolton Metropolitan Borough Council (MBC)      | Carters Meadow Retirement Homes              |
| Bolton PCT                                     | Castle Morpeth BC                            |
| Borough of Barking & Dagenham                  | Catchpole, Mrs Lucyna                        |
| Borough of Greenwich                           | Charnwood BC                                 |
| Borough of Havering                            | Cheltenham & Tewkesbury PCT                  |
|  | Cherwell DC                                  |



|  |  |
|--|--|
| Cherwell Vale PCT                                      | Gateshead PCT  |
| Cheshire CC  | Gibson, Mrs W.A.                                       |
| Chesterfield PCT                                       | Gill, Mr G.A.  |
| City of Wakefield Metropolitan District Council (MDC)  | Gold Collective Club, Age Concern                      |
| Coe, Vera  | Great Yarmouth BC                                      |
| Collins, Mrs Brenda                                    | Greater Derby PCT                                      |
| Communicare  | Halton Moor and Osmondthorpe Project for Elders (HOPE) |
| Cotswold Council for Voluntary Service                 | HANDS: Help A Neighbour in Distress Scheme             |
| Craven, Harrogate & Rural District PCT                 | Hartlepool PCT   |
| Crewe & Nantwich BC                                    | Hayden, William  |
| Dalewood Trust   | Heart of Birmingham Teaching PCT                       |
| Darlington BC (Unitary)                                | Helen Hamlyn Research Centre, Royal College of Art     |
| Dartford, Gravesham & Swanley PCT                      | Help the Aged  |
| Davies, Rhiann   | Herefordshire PCT                                      |
| Devon CC   | Hirst Healthy Living Centre                            |
| Dorset CC  | Homegroup: Sheltered Housing & Older Persons Services  |
| Dudley MBC   | Homeshare Daycare                                      |
| Durham Dales PCT                                       | Homeshare International                                |
| East Hampshire PCT                                     | Homeshare Placements Ltd                               |
| Eastern Birmingham PCT                                 | Horsham & Chanctonbury PCT                             |
| Elgin Close Resource Centre/Notting Hill Housing Group | Huntleigh Healthcare                                   |
| EngAGE   | In-Touch   |
| Equalities National Council                            | Islington PCT  |
| Exeter Volunteer Bureau                                | John Lewis Partnership                                 |
| Farnham Christian Community Trust                      | Johnson, P.M.  |
| Friends of Senior Citizens                             |  |

## The report of the Older People's Inquiry into 'That Bit of Help' ---

|                                  |   |
|----------------------------------|---|
| Kingston PCT                     | Retford Community Link                          |
| Leg Club – Legs4Life             | Richmondshire DC                                |
| Lincolnshire CC                  | Rochford DC                                     |
| London Energy                    | Rother DC                                       |
| Luton BC (Unitary)               | Royal Borough of Windsor & Maidenhead (Unitary) |
| Marks and Spencer                | Royal Society of Arts                           |
| Melton, Rutland & Harborough PCT | Sainsbury's                                     |
| Merton Association of Pensioners | Share and Care                                  |
| Methodist Homes for the Aged     | Slough Council (Unitary)                        |
| Mid Sussex DC                    | South Birmingham PCT                            |
| Middlesbrough Council (Unitary)  | South Derbyshire DC                             |
| Morrisons                        | South Holland DC                                |
| Newark & Sherwood PCT            | South Kesteven DC                               |
| Newcastle under Lyme PCT         | South Leeds PCT                                 |
| North Devon PCT                  | South Manchester PCT                            |
| North Sheffield PCT              | South Tyneside MBC                              |
| North Stoke PCT                  | South Tyneside PCT                              |
| North Yorkshire CC               | South West Dorset PCT                           |
| Northamptonshire CC              | South Worcestershire PCT                        |
| Northumberland Care Trust        | Southampton City Council (Unitary)              |
| Nuneaton & Bedworth BC           | Southwark PCT                                   |
| Otley Action For Older People    | St Helens PCT                                   |
| Oxford City Council              | Stockport PCT                                   |
| Oxfordshire CC                   | Suffolk CC                                      |
| Parkstone Christian Centre       | Swale BC  |
| Plymouth Teaching PCT            | Teesdale DC                                     |
| Renshaw, Mrs Valerie             | Tesco Stores                                    |
| REGENERATE.com                   |   |

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|--------------------------------|-----------------------|
| The Arndale Community Project  | Welwyn Hatfield PCT   |
| The Stroke Association         | West Dorset DC        |
| The Wimbledon Guild            | West Lincolnshire PCT |
| Tinker, Professor Anthea       | West Norfolk PCT      |
| Trafford MBC                   | West Sussex CC        |
| Trinity Centre                 | Westminster PCT       |
| Tuer, Ms Flo                   | Whitehead, W.J.       |
| Wai Yin Chinese Women's Centre | Wiltshire Farm Foods  |
| Wandsworth PCT                 | Wirral MBC            |
| Warrington PCT                 | Wood, Peter B.        |
| Waverley BC                    | Vivian, Mrs F.R.      |

