



A WORKSHOP TO DEVELOP AN OPERATIONAL AND EVALUATION PLAN FOR A NEW SOCIAL PRESCRIBING AND SLEEP INITIATIVE IN POWYS: REPORT



Authors: Dr Carolyn Wallace, Megan Elliott, Keri Davies, Nigel Elgar and Prof David Pontin.



Acknowledgements: We would like to thank Molly Curtis, Leanne Hadley, Dr Sally Rees and Tom Roberts for their support in facilitating the workshop. We would also like to thank Dŵr Cymru for arranging the venue and refreshments.



5th December 2019

What did we do?

On Friday 13th September 2019 the team hosted a World Café style workshop in Crai Village Hall to begin the development of an operational and evaluation plan for a new social prescribing and sleep initiative in Powys. The workshop began with attendees completing a 'life in a day' form, to set the context and get them to think about their usual daily activities and sleeping habits. Attendees were then taken on a walking tour of the proposed site for the initiative, given an introduction to the topic of well-being and social prescribing and some background information on the area. During the workshop participants were labelled as flowers, bees or butterflies. Flowers stayed positioned at one of seven tables alongside a facilitator. Bees moved sequentially around the tables and butterflies moved around the tables in a random order. Each of the seven tables collected ideas, suggestions and comments from attendees regarding a specific table question. There were seven table changes and then facilitators fed back the top three actions from their table to all attendees.

The Workshop

A total of 34 people attended the workshop. Attendees came from a range of organisations including universities, third sector organisations, not-for-profit companies, health boards and the local council. In the 'life in a day' tasks, attendees were invited to share some information describing themselves, responses included; *student, daughter, farmer, manager of self-catering tourism venture, farmer, retired farmer, agricultural consultant, lecturer, chronic condition, work for a large charity, consultant, sister, health coach, husband, wife, mother, project co-ordinator, working mother, researcher, carer, project manager, operations manager, active in YFC, community connector.*

Attendees ranged in age from 24 to 80 (Median = 52 years). Through a content analysis of completed 'life in a day' forms, it was evident that there was a large variety in the amount of time participants spent sleeping, working and not-working. Time sleeping ranged from 5 to 9 hours (Median = 7), time spent working ranged from 0 to 18 hours (Median = 8.1) and time spent doing other activities unrelated to work ranged from 1 to 16 hours (Median = 8.9).

Twenty seven attendees completed anonymous evaluation forms at the end of the workshop. Answers rating the workshop on a scale of 1 (☹) to 10 (☺) were very varied, with a mean response of 6.7, a most frequent (mode) response of 10 and answers ranging from 1 through to 10.

The Findings

Table 1: What is going on inside the building?

Ideas for features inside the building included; sensory rooms for therapy, light stimulation rooms, quiet spaces for mindfulness, art sessions, space for local well-being workshops, yoga, physical types of activities (gym, pool, hydrotherapy), a space for farmers to get relief or take a break.

To achieve this, it will be important to involve; a stakeholder group, local businesses, people who will be using the building/services, schools, colleges and the local community.

It will be important to consider; affordability of the venue (costs to use), accessibility of the venue and how this initiative will compliment the existing village hall.

1. Involve local people from the beginning	2. Find out what needs are and what is important to people	3. Hold engagement events with local people and other potential users
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Table 2: What is going on around and outside the building?

It will be important to integrate this initiative within the local area and consider existing features such as; walking groups, playgrounds, social inclusion groups, chapels, churches, community hall, bus club, schools, cafes, pubs, shops, tourism ventures, sports/activity groups.

Delivery of activities could be done by Welsh Government (GLASTIR, sustainable land management), the local community (employment opportunities), existing established social prescribing initiatives.

It will be important to consider; planning permission, community buy in, investment from collaborators, transport, continued support, infrastructure, environment control, transport issues.

1. Reach out to the local community to identify skills and resources	2. Programme of events linked to local themes, an outpost of activity in Brecon	3. Develop a network of resources, activities, opportunities to link to
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Table 3: What will the building look like?

It is important that the building feels; safe, welcoming, calming, inviting, homely, familiar, comfortable, engaging, accessible and open.

Key features of the building could include; disability access, sliding partitions to open/close spaces, welcome desk, food preparation and eating area, lots of natural light and reflective surfaces, gender neutral toilets, chatty benches, quiet spaces, therapy/counselling spaces, sound room, multi-purpose rooms, meeting rooms.

Ideas for uses of the building included; community kitchen, garden, sensory spaces, digital detox, making the most of dark skies, arts, mindfulness.

1. Enhance the environment – use natural resources, dark spaces, bright outdoors	2. Disability access to all parts of the building	3. Multi-functional, having spaces with different purposes
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Table 4: Who are our stakeholders? How will we engage with the wider audience?

Stakeholders include; local council, CVCs, community nurses & health visitors, health board, community members, local businesses, social workers, people with disabilities, GPs/GP surgeries, housing associations, vulnerable groups, public services and third sector service providers.

It will be important to engage people of all ages. Engagement could happen through; fun days, taster sessions, advocates, advertising, talks at existing groups, offer space for hire to local organisations, schools and volunteering (e.g. Duke of Edinburgh), universities, connecting with local farms, corporate market, media contact.

Next steps include identifying existing community assets, engaging the community, developing the vision, mapping stakeholders, define outcomes/success factors for each stakeholder group.

1. Develop a shared vision with the local community	2. Who are the target stakeholders?	3. Develop an ongoing operational plan in partnership with stakeholders and local community
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Table 5: What will good look like? How will we evaluate the project?

Suggested performance indicators included; achieving financial sustainability, creating employment opportunities, becoming a norm for prescribing, well-being solutions, replicability, measures for the individual and prescribing community, reduced costs of health and care, growth of link worker community, addressing inequalities, engagement, enjoyment, tracking the journey, case studies, staff satisfaction, sick levels, productivity, sleep phases, biomarkers, client experience, mental health outcomes, equal opportunities, inclusivity and individual and community resilience.

It will be important to involve the following groups in the evaluation; farmers, local authorities, health boards, universities, service users, Dŵr Cymru, peer advocates, third sector organisations, youth agency, community councils, GP surgeries, postman/milkman, retailers, utility providers and the local community.

1. Accessibility for the people who need it. Can you get there?	2. Affordability – Can you afford it?	3. Adaptability – change science, ideas, etc.	4. Can it make a difference to you?
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Table 6: How will we sell this to stakeholders?

It will first be important to establish the aims and objectives and provide clarity on exactly what is being offered. From this, it will then be possible to identify the target market and identity gaps and need that this initiative could address.

Engagement with stakeholders should begin in the local community and subsequently expand to other communities, sharing ideas regarding the design, the services, sustainability, referrals, etc. It will be important to have consistent branding, a clear message, potentially an icon or patron to draw people in and make the initiative recognisable. Identifying funding streams, referral/engagement pathways and providing feedback to stakeholders will also be key to engaging them.

1. Identify stakeholders and ask what they want	2. Continually engage with the community	3. Keep to your promises – do what you say you are going to do
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Table 7: What are the risks and how can we mitigate them?

Potential risks to the initiative that were identified included; withdrawal of funding, health board buy in, sustainability model, planning permission, third sector buy in, cost benefit analysis, getting too big for the community, not aligning with community values, tourism at the detriment of well-being, non participation, transport, recovering costs, rain in Crai, duplication of village hall, cost to user, awareness in prescribing community.

Ideas to mitigate risks included: developing a focused business plan, getting contribution of business stakeholders, conducting a cost/benefit analysis, pilot research data, constant monitoring, identifying what people want, employment opportunities for locals, engaging GPs.

1. Employment	2. Community benefit	3. Business case – clear demarcation
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Conclusions and next steps

The workshop yielded some interesting suggestions and points for consideration to take forward the development of the operational and evaluation plans. Findings were discussed at a steering group (30.10.2019) and a number of ‘next steps’ have been identified:

- Hold an engagement event with local people and other potential users.
- Find out what is important to people and what their needs are, drawing on a range of sources, e.g. the engagement event, National Parks survey, 3rd sector communities, sleep and health data, the Wales Social Prescribing Research Network.
- Conduct a scoping exercise to identify existing activities in the local and wider context. Involve local GPs in this process.
- Incorporate suggestions from the workshop into discussions with the architect and development of the planning proposal.
- Define aims and objectives of the project. Build an operational plan which aligns with these aims. Have an agreed direction of travel, whilst remaining adaptable and flexible to changing circumstances. Build trusting relationships with stakeholders.
- Create an evaluation framework alongside the operational delivery plan. Identify individual, service and local outcomes to be measured over time, using quantitative and qualitative methods. Collect data that matters to people, services and policy.
- Build a risk register and monitor risk at regular steering group meetings.
- Formulate a plan for activities and programmes that will be held in Crai. Identify the expertise that will be required to deliver high-quality services.
- Build a business case that addresses financial sustainability from the start. This would include the ownership of the building, the CIO, which will be responsible for the day to day running of the initiative, income generation events to provide for sustainability and low cost/free at point of use initiatives for the local community.