

Warm & Well Programme Evaluation  
Year 2 Impact Report  
Age UK

Summary Report  
May 2019

## Wavehill Ltd.

- West England office: 12 Orchard Street, Bristol, BS1 5EH
- London office: 52 Cecile Park, Crouch End, London, N8 9AS
- North of England office: Milburn House, Dean Street, Newcastle Upon Tyne, NE1 1LE
- Wales office: 21 Alban Square, Aberaeron, Ceredigion, SA46 0DB

### Contact details:

Tel: 01545 571711

Email: [info@wavehill.com](mailto:info@wavehill.com)

Twitter: @wavehilltweets

### More information:

[www.wavehill.com](http://www.wavehill.com)

<https://twitter.com/wavehilltweets>

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### Authors:

Andy Parkinson, Anna Burgess and Paula Gallagher

Any questions in relation to this report should be directed in the first instance to Andy Parkinson ([andy.parkinson@wavehill.com](mailto:andy.parkinson@wavehill.com))

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Client contact: Joe Parker, Age UK, [Joe.Parker@ageuk.org.uk](mailto:Joe.Parker@ageuk.org.uk)

## Acknowledgements

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## List of abbreviations

EPC	Energy Performance Certificate
I&A	Information and Advice
PRS	Private Rented Sector

# 1 Introduction

The Warm and Well programme aims to provide Information and Advice (I&A) to help older people ensure that they are receiving all the welfare benefits, grants and other income available to them. It also aims to help older people to stay warm and well in their homes. The programme commenced in November 2016 and is funded for a period of three years until November 2019.

The programme is delivered through tailored I&A sessions for vulnerable older people (clients) with an expectation that at least three quarters of these sessions will take place in the older person's home with the remaining sessions completed via face-to-face sessions at community locations (e.g. libraries), in a local Age UK site or on the telephone. During the three-year duration of the programme, each Age UK local site has a target to deliver 330 benefit advice sessions and support a minimum of 220 people per year.

In December 2016 Consilium Research and Consultancy, now part of Wavehill Ltd, was appointed by Age UK to undertake an evaluation of the Warm and Well programme. This report provides a summary on the impact of the programme in the second year of delivery and draws on monitoring information collated by Age UK, consultations with local sites and client data derived from postal survey responses and follow-up telephone depth interviews.

## 1.1 Methodology

The evaluation has adopted a mixed-method tiered approach to capture the impact of the Warm and Well programme on the clients supported. This includes:

- Level 1 – Postal survey disseminated to a sample of clients
- Level 2 - Telephone survey of a sample of clients
- Level 3 - Face-to-face depth interviews / focus groups

The postal survey has been administered by Age UK and distributed to a sample of 2,240 clients on a quarterly rolling basis during each year of the programme. A minimum response rate of 150 responses per year was established as a target to ensure that the analysis of the survey findings would be statistically robust over the three-year duration of the programme.

The sample for the telephone consultations has been drawn from clients that have provided consent to be contacted in their postal survey response. Telephone consultations have been scheduled with these clients approximately three months following the advice session with their local Age UK / Age Cymru adviser. Up to the end of October 2018 a total of 100 follow-up telephone consultations have been undertaken with clients in Year 2.

## 2 Impact Key Findings

In this report summary on impact, it has been found that:

- **Nearly two thirds of clients were not aware of what benefits they were entitled to** before receiving the advice through the Warm and Well programme. One in four stated that they were aware that they qualified for benefits but stated that they didn't know how to go about claiming them.
- Clients' concerns regarding their advice needs were affecting them in a range of ways. **For four out of ten clients their concerns were making them feel stressed or anxious or leading them to worry about their health.** Around a third reported that they were struggling to cope at home and one in ten that they felt lonely or isolated.
- **Most clients (81%) were able to act on the support and advice provided** through the programme, which suggests that the advice sessions are proving instrumental in supporting older people to address the issues that are causing them concern.
- **Just under half of clients indicated that in the absence of the advice sessions they either didn't know where they would have gone for support or wouldn't have looked for help.** This suggests that in the absence of the programme the reasons for them requiring advice and support would have remained unresolved.
- When asked what impact the energy advice and additional income has had, the most common responses were that **clients were more able to pay their fuel bills** and manage their weekly outgoings followed by worrying less about putting their heating on.
- Feedback from the telephone interviews indicates that **one third of clients have made energy efficiency improvements to their home as a result of the advice and support provided through the programme,** most commonly by replacing their boiler or having new windows installed.

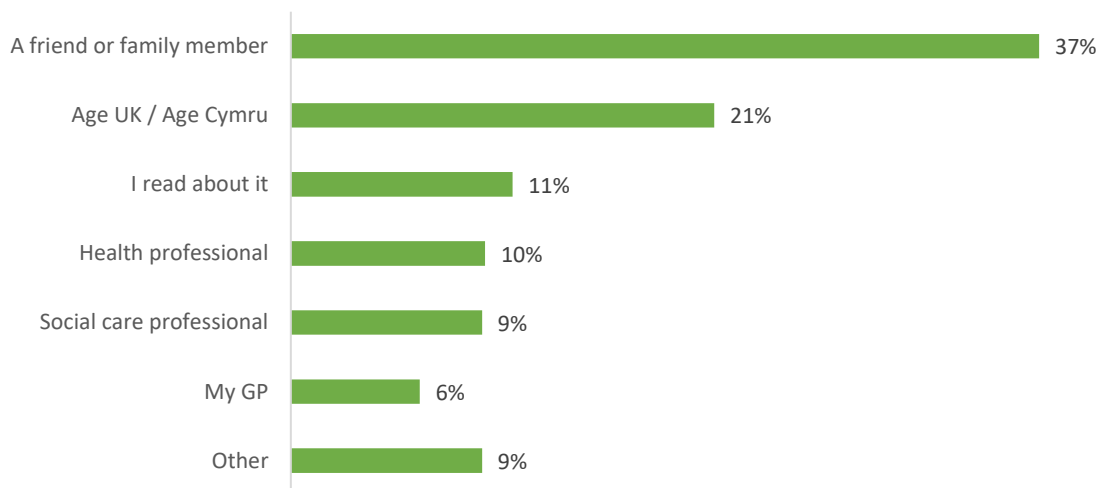
# 3 Programme impact

This section presents the key findings from the analysis of the impact data derived from the postal survey and follow-up qualitative telephone interviews with older people engaged through the Warm and Well programme.

## 3.1 Client engagement

- A total of 1,336 clients have completed the postal survey in the first two years of the programme. Of which, 56% were female clients, 68% were aged 75 or over, nine out of ten clients identified as White British, nine out of ten also reported to have disability or long-term health condition and 44% indicated that they live alone.
- Based on the postal survey responses, which combines both Years 1 and 2 of the Warm and Well programme, (See Figure 3.1 below) the most common route for clients hearing about the service was through a friend or family member (37%) or by making direct contact with their local Age UK / Age Cymru office (21%)

Figure 3.1- How clients heard about the service, postal survey Years 1 and 2 combined



- The monitoring data for Year 2 indicates however that majority (47%) of referrals in the second year of the programme have been self-referral, with family and friends accounting for around one third (30%) of total the referrals. Some 10% of referrals into the Warm and Well programme have been received from a health professional and 4% from another advice agency (Table 3.1 overleaf).

Table 3.1 – Monitoring data overview of inward referrals in Year 2

Referral source	Number	% of Total referrals
Self-referral	2,276	47%
Family and friends	1,445	30%
Health professional	498	10%
Other advice agency	194	4%
Other	426	9%
<b>Total</b>	<b>4,839</b>	<b>100</b>

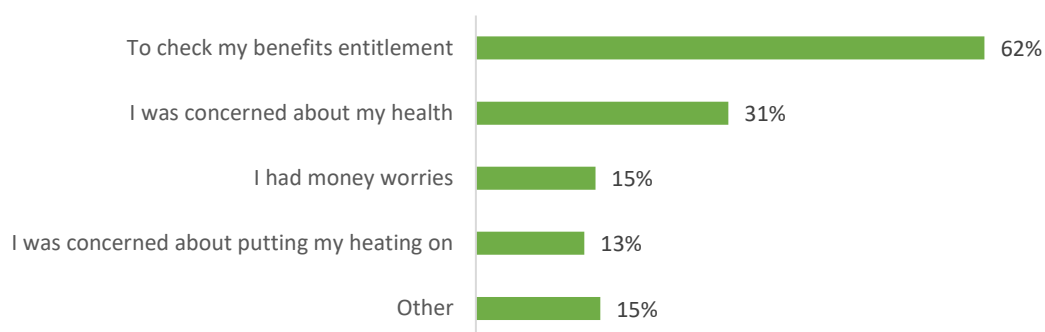
- The majority of clients (76%) reported that they received the service in their home (19% received the service at the Age UK office and 2% received it by telephone). This indicates that the programme is achieving the target of ensuring that at least 75% of advice sessions are delivered in the client’s home.
- Table 3.2 below shows the method by which clients received the service, broken down by age. The results demonstrate that home visits are more frequently used for older clients, which is likely to be explained by a correlation between a client’s age and their mobility and self-reported disability status. Clients aged 50-64 were four times more likely to receive the service at the Age UK / Age Cymru office than clients aged 85 and over. Analysis of the delivery of the service by disability status reveals that 77% of clients with a disability received a home visit compared with 59% with no self-reported disability. This also demonstrates the effectiveness of local sites in targeting the use of home visits for more vulnerable clients.

Table 3.2- How respondents received the service

Service received...	50-64	65-74	75-84	85 and over
<b>In my home</b>	52%	66%	80%	83%
<b>At the Age UK / Age Cymru office</b>	40%	26%	17%	10%
<b>By telephone</b>	3%	3%	1%	3%
<b>Other (please specify)</b>	4%	5%	2%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

- For nearly two thirds of clients the reason for contacting their local Age UK / Age Cymru office was to seek help with checking their benefits entitlement. For around one third the reason was motivated by concerns regarding their health. Around one in ten made contact because they were concerned about putting their heating on (see Figure 3.2).

**Figure 3.2- Why respondents contacted Age UK / Age Cymru**



- Analysis of the Year 2 postal client responses largely mirror the themes identified in the first year of delivery. Nearly two thirds of clients (65%) responding to the postal survey indicated that they were not aware of what benefits they were entitled to before receiving the advice through the Warm and Well programme, whilst one in four stated that they were aware that they qualified for benefits but stated that they didn't know how to go about claiming them (25%) and one in ten clients (10%) had attempted to claim benefits previously but had been rejected.
- Clients' concerns regarding their advice needs were affecting them in a range of ways. For four out of ten clients, their concerns were making them feel stressed or anxious or leading them to worry about their health. Around a third reported that they were struggling to cope at home and one in ten that they felt lonely or isolated.

### 3.2 Service provided

- Most respondents (81%) indicated that they were able to act on the support and advice provided through the Warm and Well programme, suggesting that the advice sessions are proving instrumental in supporting older people to address the issues that are causing them concern. Analysis of respondents' ability to act on the support and advice provided, by method of delivery, suggests that clients supported in their own home felt more able to act on the support and advice provided.

**Table 3.3- Ability to act on the support and advice provided by service method**

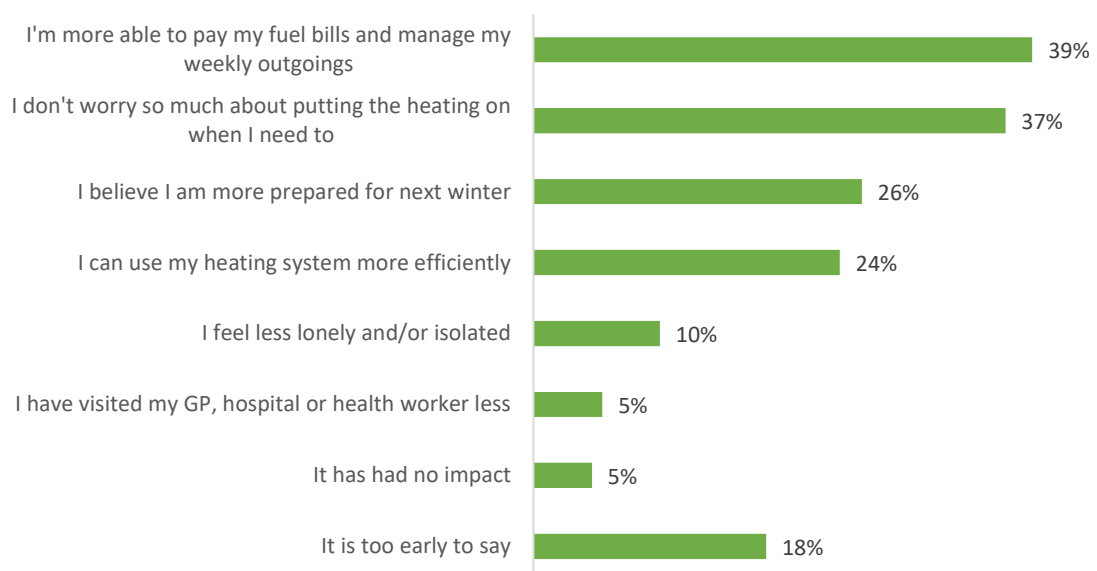
	In my home	At the Age UK / Age Cymru office	By telephone	Other
<b>Yes</b>	92%	88%	83%	81%
<b>Not sure</b>	6%	5%	7%	14%
<b>No</b>	2%	7%	10%	5%

- Local sites have distributed 4,094 copies of the Winter Wrapped Up guide, which represents coverage of 85% of the clients supported in the second year of the programme. Based on the advice sessions delivered in Year 2 some 95% of clients

would recommend the service provided by their local Age UK / Age Cymru (compared with 91% in Year 1).

- Just under half (48%) of respondents reported that they found the Winter Wrapped Up guide useful, although around one in seven (15%) indicated that they were unsure. This may suggest that they hadn't yet had sufficient time to digest the information. Around one third (34%) of respondents stated that they hadn't received the Winter Wrapped Up guide. Analysis on the perceived usefulness of the guide by age of respondent also reveals a marked reduction as the client's age increases. This is possibly influenced by the client's ability to read the guide (due to failing eyesight) and/or a preference by older age groups to discuss some of the guide's content rather than read it.
- To support an assessment of the Warm and Well programme, respondents were asked where they would have gone for support in the absence of the advice sessions provided by their local Age UK / Age Cymru office. Just under half (45%) of respondents in Year 2 indicated that they either didn't know where they would have gone for support or wouldn't have looked for help.
- When asked what impact the energy advice and additional income has had, the most common responses were that clients were more able to pay their fuel bills and manage their weekly outgoings (39%), followed by worrying less about putting their heating on (37%) whilst only a minority (5%) of respondents reported that the advice they had received hadn't had an impact on them (Figure 3.3 below).

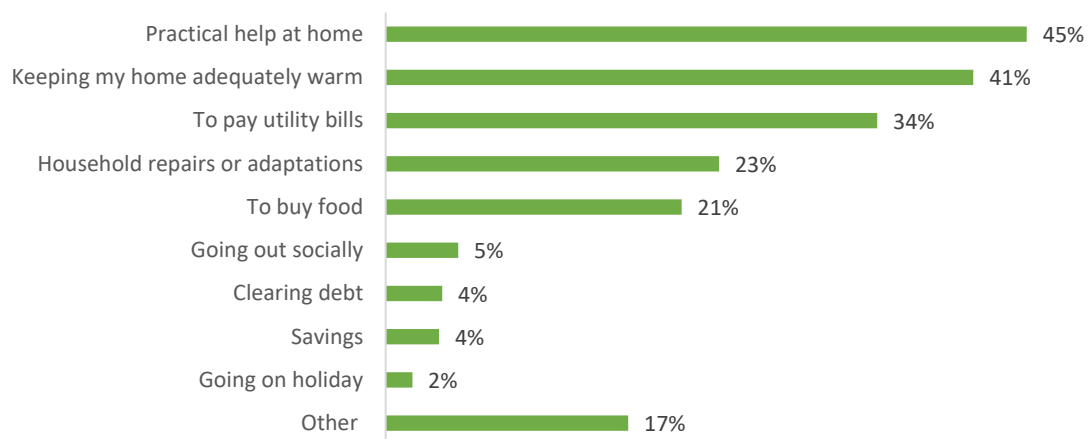
Figure 3.3- Impact of the energy advice and additional income





- In the second year of delivery, the programme has identified a total of £16.9 million of additional benefits for older people (compared to £15.9 million in Year 1). This equates to an average annual benefit claim of £3,514 (compared to £3,426 in Year 1).
- Respondents outlined a range of uses for any additional income they have received as a result of the Warm and Well programme (Figure 3.4 overleaf). The most commonly referenced use was to pay for practical help at home (45%) followed by keeping their home adequately warm (41%) or paying their utility bills (34%).

Figure 3.4- Use of additional income received as a result of the service



- When asked to rate their overall experience of the Warm and Well programme, respondents were overwhelmingly positive with 94% rating the service as either 'excellent' or 'good'.

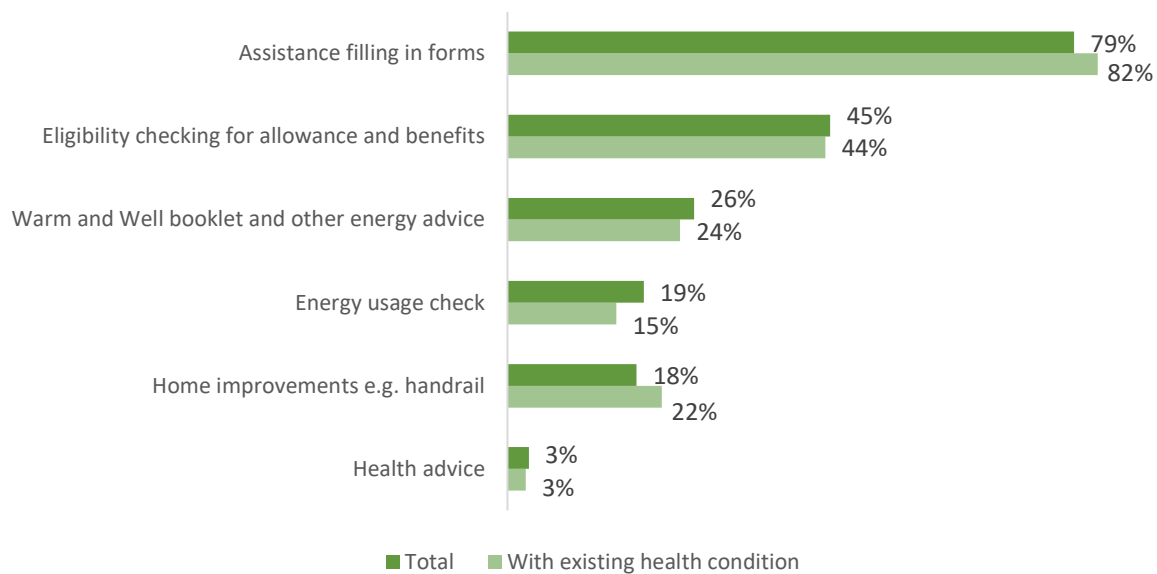
### 3.3 Follow-up consultations

- In the second year of the programme a total of 100 follow-up telephone interviews have been completed with older people accessing support through the Warm and Well programme.
- The main reason provided for older people contacting Age UK / Age Cymru for advice and support was to check their benefits entitlement, which accounted for seven in ten clients (72%). Nearly three in five of the respondents stated that they accessed the Warm and Well programme because they were concerned about their health (28%) and one in five because they had money worries (18%).
- When asked how the concerns that caused them to contact Age UK / Age Cymru were affecting them, clients provided a range of responses which cover broadly similar themes, namely struggling to manage their household finances (57%), having difficulty with day-to-day tasks within their own homes (51%) and their situation having an adverse impact on their health (44%).

*'I felt lonely and isolated and I was struggling to cope in my home. I went into hospital and had my leg amputated so when I came home I needed help with daily living, support at home, getting washed and dressed etc. I had carers coming in four times a day for five or six weeks for free but after that period, I was passed onto the private care sector where I would have to pay for support myself so I got in touch with Age UK to help me fill in the PIP forms to be able to afford that.'*

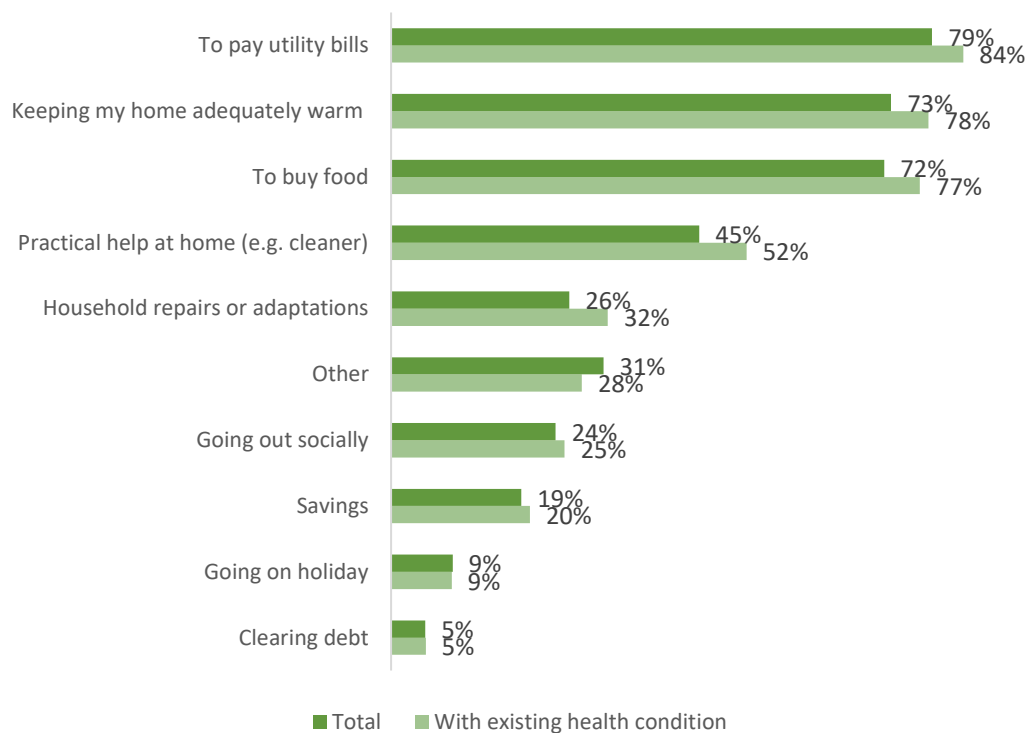
- When asked what support they received through their advice session, clients reported that they received advice on a number of areas:

**Figure 3.5- Advice and support provided by Age UK advisers**



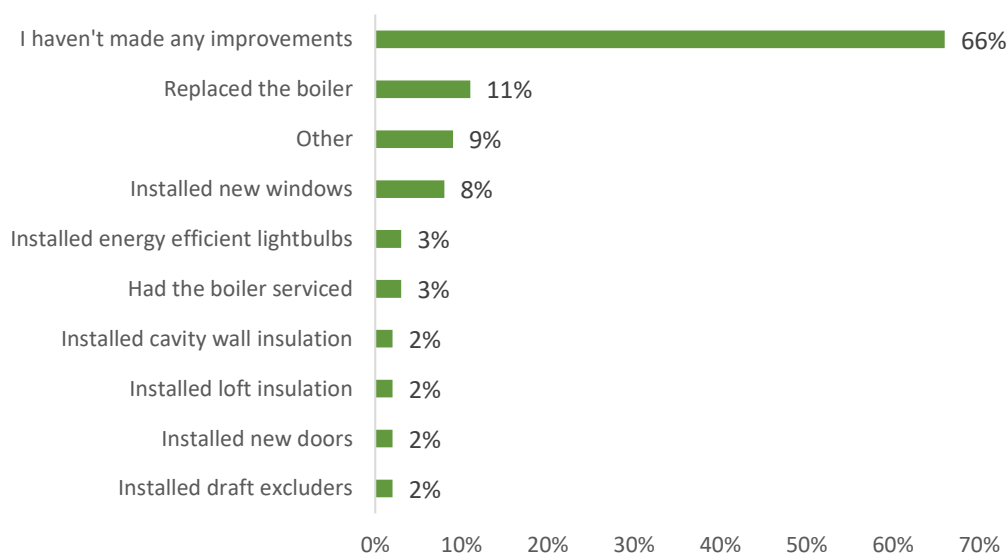
- Consistent with findings from first year of the programme, the use of home visits has proven invaluable for many clients. Face-to-face advice sessions delivered at home has helped clients to discuss some of the complexities of the issues they were facing in a more relaxed manner (52%) and overcome the barrier of travel for some (47%).
- The key impacts reported by respondents related to improvements in their ability to pay their bills and manage their household finances (76%) and being less stressed and anxious as a result (60%). Respondents also worried less about putting their heating on thus reducing their risk of suffering negative health effects from living in a cold home (51%).
- Consistent with the first year of the programme, majority of respondents have used any additional income received to pay their utility bills (79%), keep their home adequately warm (73%) and to buy food (72%). All of these can help to reduce an older person's vulnerability to suffering adverse health outcomes as a result of cold weather, in particular over winter months (Figure 3.6 overleaf).

**Figure 3.6 Use of additional income received as a result of the service**



- Around half of respondents have also used the additional income to purchase help for undertaking practical tasks around the home, including carer support, help with gardening or taking care of minor repairs.
- One third of clients reported to have made energy efficiency improvements to their home as a result of the advice and support provided by Age UK, most commonly by replacing their boiler or having new windows installed (Figure 3.7). The most common response in the 'Other' category was respondents having smart meters installed to help them to manage their energy use.

**Figure 3.7 - Improving energy efficiency in the home**



## 3.4 Areas for improvement

- The vast majority (91%) of respondents stated that the service could not be improved and suggested that they were already getting everything they needed. Consistent with feedback from Year 1, in some instances, respondents suggested that the service should be more widely promoted because they themselves had not known what was on offer, whilst others suggested that additional services such as cooking support and handyman services would be helpful.

*'People need to be told that Age UK are there. Let the people know that the service is available because I didn't know about it. DWP should let people know about it.'*

*'In my entire life, I've never had to use this kind of service but the young lady who came to see me and the general outlook of the service was very good, excellent in fact'*

## 3.5 Summary

A summary of the second year of the Warm and Well programme delivery is provided below:

- The programme is currently performing strongly and has overachieved in terms of the number of sessions delivered and the number of clients supported in the second year of the programme
- Two thirds of clients in Year 2 had not been to their local Age UK before which demonstrates the continuing success of the programme in reaching out into their communities and supporting older people by making referrals to a range of local support services.
- Most of advice sessions in Year 2 have been delivered using home visits and local sites have exceeded the target of 75% for the programme.
- 95% of clients would recommend the service provided by their local Age UK / Age Cymru
- In the second year of delivery, the programme has identified a total of £16.9 million of additional benefits for older people, equating to an average annual benefit claim of £3,514.