

Evaluation of National Lottery Support

Final Report for Playlist for Life



Social Research



Service Design & Innovation



Strategy & Collaboration



Evaluation Support



Social Impact Measurement

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1: Introduction

This document presents an evaluation of National Lottery funding support for Playlist for Life.

About Playlist for Life

Playlist for Life is a music and dementia charity that provides vital support to families living with dementia by using personally meaningful music to improve their quality of life.

Research shows that music can improve the symptoms of dementia, support the recall of some memories and improve communication, helping people reconnect to loved ones and their own pasts. The most powerful music is music that has strong personal associations.

The aim of the charity is to promote the use of personally meaningful music, with the view that everyone living with dementia should have access to a unique personalised playlist to improve their wellbeing, and that everyone who loves and cares for that person should know how to use the playlist. Playlist for Life provide three key activities:

1. **Community Help Points:** Community venues where people can access information and resources.
2. **Knowledge Programme:** providing the general public with information about playlists, through resources, materials, activities and events.
3. **Training Programme:** targeted training for health and care professionals, students and carers to improve the quality of care for people with dementia.

National Lottery funding

In 2019 Playlist for Life were awarded funding of £1.6m from the National Lottery Communities Fund to expand and develop their capacity in key areas:

1. Deliver multi-media awareness-raising and knowledge-building campaigns.
2. Develop grassroots activity around a network of Help Points across the UK.
3. Work in partnership to develop the evidence base for personalised playlists and solutions to some of the key challenges for implementation.
4. Increase organisational capacity to support this, including additional roles in key areas.

The funding supported activities delivered between October 2019 and September 2022.

A core aspect of Playlist for Life's work is the provision of training for people living with or affected by dementia, as well as students and professionals working across healthcare and social care. The impact of these programmes has been evaluated separately, so this document focuses on other functions and activities supported by National Lottery funding¹.

The original funding application lists a set of impacts for the funding programme that combines longer-term organisational objectives with shorter-term programme targets. In simple terms, wider understanding of personalised music and use of playlists is designed to support a range of benefits for people and communities. For example:

- Helping people with dementia and their carers to live happier, easier lives.
- Helping people to navigate their journey through the healthcare and social care systems.

¹ <https://www.playlistforlife.org.uk/wp-content/uploads/2023/06/Impact-Evaluation-of-Playlist-for-Life-Training.pdf>

- Supporting healthcare and social care professionals to deliver greater person-centred care.
- Helping to reduce reliance on psychotropic medication for people with dementia.
- Increasing knowledge, capacity and enthusiasm for personalised music among community and partner organisations.
- Facilitating greater access to relevant information and support in communities across the UK.

Objectives

Playlist for Life required an evaluation of the impact this funding has had for the organisation, and therefore for communities across the UK.

The research needs to balance an assessment of how Lottery funding has been used to **build Playlist for Life's organisational capacity, providing benefits for people and communities** across the country. As part of the evaluation we have collected and presented evidence around organisational and strategy development. The following research and analytical tasks have been carried out:

- Desk review of programme documentation and monitoring information including application and progress updates, information
- Analysis of monitoring reports by Local Organisers and online survey of Help Points (82 respondents)
- Consultations with Playlist for Life management and staff (7)
- (12) interviews with external partners (15 individuals) including national and local stakeholders, academic partners and Help Points.

This evaluation has depended on often extremely busy professionals sharing their thoughts and feedback and we are grateful to everyone who has taken the time to contribute.

Challenges

Evaluations of organisational support seek to understand the extent to which organisational capacity and effectiveness have increased as the result of additional funding, and what this has allowed the beneficiary to achieve. It is not always straightforward to separate existing work from new activities, identify additional impacts or understand where the organisation might be without this support.

We therefore present information on the organisation's scale and outputs before this funding was secured, how capacity has increased in specific areas and what these additional roles and resources have helped achieve.

As always it is extremely difficult to link changes in complex areas like health and wellbeing to a single actor or intervention when multiple other factors are likely to play a role. This requires us to focus on internal and external perspectives of the extent to which funding has helped Playlist for Life increase awareness, share understanding, develop partnerships and support existing structures.

Contents

The report contains the following chapters:

1. Introduction
2. Setting the scene
3. Developing grassroots activity
4. Building awareness and influence
5. Conclusions

2: Setting the scene

This chapter provides information on the context for this funding programme, original objectives and how delivery has evolved.

Baseline situation

It is useful to consider the organisation's scale of activities or outputs delivered before the Lottery funding was secured.

-
- 399 Help Points in January 2020

 - An estimated 21,000 people reached by volunteer speakers.

 - 159 organisations representing 4,500 professionals trained.

 - 51 care homes receiving Playlist for accreditation.

 - Approximately £450k income per year, including £75k from training and donations.

Original Delivery Plan

The original funding application lists a wide variety of planned activities under the four main themes listed above. It includes the following output targets:

-
- 24 Local Organisers across the UK

 - 1,000 Help Points.

 - 85,000 registered Music Detectives.

 - 80,000 people reached.

 - 10,000 attending talks.

 - Partnerships across health and social care to build knowledge and skills.

 - Deliver national campaigns (e.g. Music Day).

 - £160,000 generated via training and donations annually.

Increasing organisational capacity

The National Lottery funding represents around a doubling of Playlist for Life's annual income and workforce capacity, moving from around 10 paid roles in 2019 to 21 part-funded and fully-funded posts in 2021/21 and 19 in 2021/22.

The main additions were new posts in the Communities Team as well as Local Organisers on one year fixed term contracts. Lottery funding was also used to increase capacity across strategic development (policy and practice), and communications (events, press and marketing, social and digital media). The funding also supported staff costs across other functions including business management, recruitment of staff and volunteers, training provision and development of digital (eLearning) offer.

Response to Covid-19

Covid-19 had a serious impact across healthcare and social care, affecting access to wellbeing interventions such as playlists in many health and care settings. It also had an impact on the way Playlist for Life delivered their programme of activities in practice.

Playlist for Life moved resources, support and training online so that they could continue to support communities during the pandemic. This included the development and promotion of e-learning options across the different training courses.

Playlist for Life staff reported that the first national lockdowns took place immediately after the first cohort of Local Organisers had been recruited and inducted, meaning that the team had to urgently review work programmes and methods.

The team were unable to do much of the planned face-to-face engagement with local partners and people affected by dementia. It

became clear that it would be much more difficult to work in care home and hospital settings given restrictions in access and the immense pressure on providers and staff.

As Playlist for Life planned to manage and support Local Organisers remotely using videoconferencing, they were perhaps able to make the adjustment to virtual working more quickly than many other organisations.

It is also apparent that the organisation moved from a more structured process for identifying and recruiting Help Points to a more flexible approach. Playlist for Life describe a Help Point as somewhere that:

“...people affected by dementia can access free information, resources and in some cases support about creating and using a personalised playlist. Any organisation that can provide free advice, support or activity to people affected by dementia are invited to apply, from grassroots community groups to libraries, dementia cafes, sports clubs, community police stations and GP surgeries.”

“Many are based at a physical location where people can pick up leaflets and materials about making a personalised playlist, but others have found new ways of connecting with their service users over the phone or using digital technology.”

The original plan was to focus on organisations with a physical venue and require staff to complete Playlist for Life training before becoming an official Help Point.

In the early stages of the pandemic the team tried to be as supportive as possible, getting useful information out to as many people as possible and working with all kinds of local organisations. An early priority was getting shielding community packs out to public agencies and partners, community anchor organisations and mutual aid groups across the country. By way of an example, staff mentioned the case of a Local Organiser working with their regional Alzheimer’s Society to get information out to thousands of their existing contacts.

During this time the focus was on designing and distributing simple, understandable information that people would be able to use themselves.

“So many of our Help Points had to close [facilities due to Covid]. But what we were able to do was give them something that people can do at home, it's really simple, doesn't cost a lot of money [showing why] playlists are beneficial and are meaningful.”

The pandemic had other practical implications, including the need for a period of reflection after the first cohort of Local Organisers to review lessons and make changes for the next phase. The decision was taken to restructure the programme from three cohorts to two, with a larger second cohort running for a longer period. These reflections also crystallised the need for a more strategic approach to engagement, working with existing structures. This is discussed in more detail in the next chapter.

3: Developing grassroots activity

This chapter looks at how Playlist for Life have utilised Lottery funding to develop networks and support activities across the country.

Local Organisers

The network of Local Organisers was perhaps the main mechanism by which Playlist for Life sought to develop networks at local level across the country, supporting the growth of Help Points and recruitment of volunteers as well as sharing information and knowledge about the use and benefits of personalised music as widely as possible.

Overall this was an ambitious programme to develop relationships with a wide variety of local actors and enhance structures around support and activities for all kinds of people living with dementia or providing care and support. It included making contact with and developing activities with health and social care providers, charities and community groups and public service providers.

The initial plan was to build on a trial of four Local Organisers between November 2018 and March 2019 by recruiting and supporting three cohorts of eight Local Organisers for 12 month periods. As a result of Covid-19 this was reorganised into two cohorts:

Phase 1

-
- London (3)
 - Southwest England (Bath, Bristol, Taunton)
 - Wales (Cardiff and Swansea)
-

Phase 2

-
- Belfast
 - Carlisle
 - Coventry
 - Derbyshire
 - Edinburgh and West Lothian
-

-
- Inverness/Scottish Highlands
 - Manchester
 - Middlesbrough
 - Newcastle-upon-Tyne
 - Sheffield
 - York
-

The Local Organisers had a range of skills and experiences across health and social care, community engagement and other sectors. They were based in local communities, their knowledge of local structures, organisations and contacts meant they were able to build their own approaches to developing networks. The work had three main facets:

Community-focussed – mapping and contacting potential Help Points across a community, for example parish councils.

Knowledge-based – using thematic information or personal knowledge of a specific sector to build partnerships, for example organisations representing the interests of carers.

Strategic – Targeting regional partners and key individuals in organisations with multiple locations, for example neighbourhood police stations.

During the first phase it became clear that while the community-focussed approach helped to reach and engage smaller organisations at grassroots level, creating new relationships with lots of individual contacts is difficult and time-consuming.

There are however numerous examples of Local Organisers attending community events or support groups and providing information or guidance on the benefits and use of personalised music.

We have introduced musical activities in all our dementia groups ... [The Local Organiser] visited us and the groups and did an introductory session on Playlist for Life and the resources . The session went down very well with group members and staff. [One group] has put together a list of songs that they want to make into a playlist and we want to introduce the resources to our newly-formed LGBT+ group. It all started with a Musical Tea which [the Local Organiser] supported us with."

Help Points and partners were very positive about the Local Organiser they worked with.

"[the Local Organiser] was great, she felt like a teammate."

In some cases the contact with Playlist for Life was the first time had they heard about the value of personalised music, while others were already familiar with the concept but wanted to develop their knowledge through training and feel confident they were supporting people in the most appropriate ways.

"In a lot of places people had never even heard of playlists. The Local Organisers went in there and put [the concept] into people's minds and made a lot of really great contacts."

"I'd never heard of it and I was blown away by what they could offer. I then did the training which was excellent."

Help Points

Help Points are able to access Playlist for Life training and provide information and resources free of charge to the people they work with.

The number of registered **Playlist for Life Help Points has increased from nearly 400 to 2,200** (a more than 5-fold increase) meaning that information about personalised music and support in getting started is available right across the UK. Maps showing the changing distribution of Help Points are provided in Annex 1.

Over the same period the number of **volunteers** engaged with individual Help Points or working with Playlist for Life direct **has increased from 1,200 in 2019/20 to 5,900 in 2021/22.**

A key reason for this increase has been the gradual move to a more strategic approach, signing up organisations with multiple locations (e.g. public libraries, police and fire services).

Playlist for Life has been able to find lots of organisations that share their values and interests and want to provide practical information to the people they work with.

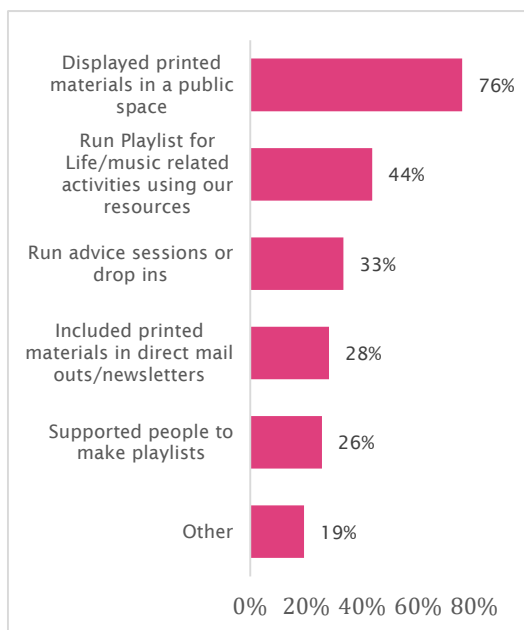
"I don't think there's a day go by I haven't mentioned their name in conversation. It just fits so well with what we do."

Library services align particularly well with the Playlist for Life approach, particularly through their remit to provide good quality health and wellbeing information to local people. Many host volunteers or community drop in sessions for charity groups and there are many examples of memory cafes or reminiscence projects taking place in libraries or supported by public organisations managing library and museum services.

Playlist for Life currently estimates their library network at 1,600 venues. All libraries in Northern Ireland are accredited as Help Points, while The Scottish Libraries Information Service estimates that nearly 500 libraries across 21 local authorities are acting as Help Points.

The following chart displays information from the survey of Help Points to understand the main forms of information provision and support provided across the network.

Fig 3.1 HELP POINT ACTIVITIES



Source: Help Point Survey (78)

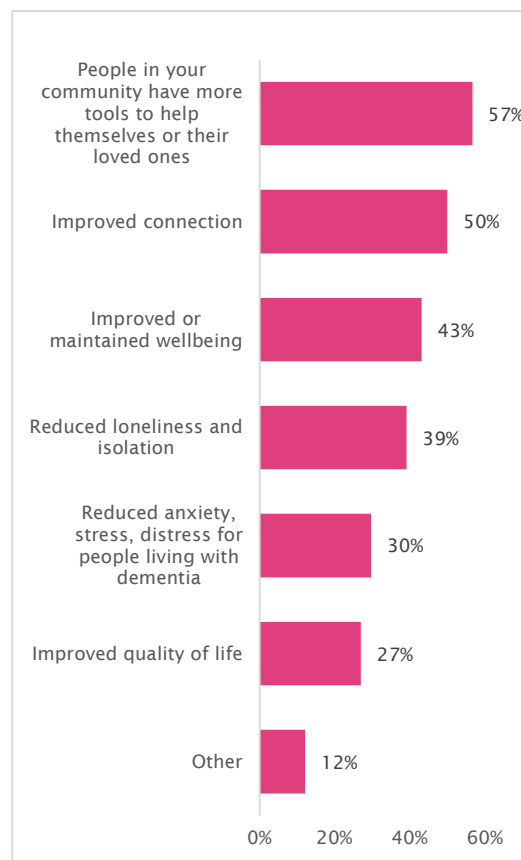
Most Help Points responding to this survey have put Playlist materials out for display or collection (76%) and/or disseminated information (28%). In addition, a significant proportion have delivered Playlist for Life or more general music-related activities for people (44%), run advice or drop-in sessions (33%) or directly helped people to make their own playlists (26%).

Impacts for people and communities

68% of survey respondents felt that becoming a Playlist for Life Help Point had a positive impact those living with dementia, their family or carers in their community. 31% were unsure, and this is likely to reflect the fact that many will have displayed or distributed materials but may not have seen the subsequent impact this has for people living with dementia.

Respondents report witnessing the following benefits since introducing Playlist for Life:

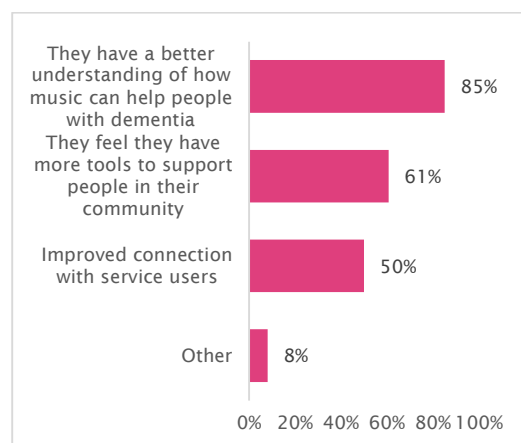
Fig 3.2 BENEFITS FOR SERVICE USERS



Source: Help Point Survey (74)

Many felt that becoming a Help Point had brought significant benefits for staff and volunteers, notably in terms of understanding or access to tools they can use to support people in the community:

Fig. 3.3 BENEFITS FOR STAFF AND VOLUNTEERS



Source: Help Point Survey (78)

There is evidence from both survey and consultations that many have increased their use of music since becoming a Help Point – 78% of those giving an answer to this question agreed.

There are lots of examples of the Playlist approach or resources being integrated in existing activities and helping to improve the quality of services and support.

“We have incorporated it into other activities ...we play their favourite songs when our members come in to welcome them in, or in the background during other activities. The idea of using personal music has spread to our other facilitators who now ask for music requests during ‘Moving Bodies, Moving Minds’ and in our men’s exercise class.”

Playlist for Life have many high impact case studies of individuals and families that have benefited from personalised music, providing evidence that it can boost wellbeing through improved connections, reduce anxiety and distress and help tackle feelings of isolation².

Throughout this process Playlist for Life has engaged lots of positive, committed professionals and volunteers, often with personal experiences and motivations when it comes to dementia care (and many without!). Many have detailed local knowledge and understanding of intermediary organisations and key decision makers in localities that helps to spread the word about playlists and support music initiatives.

“It is often just really super passionate people in the community who want to make a difference.”

Culture Perth and Kinross is a good example where a member of staff has taken on responsibility for developing local partnerships and activities to communicate the benefits of personalised music, this has included Musical Tea and reminiscence sessions at libraries, museum, schools and community venues. She has enlisted library volunteers, shared information via newsletters and social media

and liaised with groups such as community hubs and housing associations.

“Our Archives Officer and I met again with [the Local Organiser] and discussed the potential to use music with photo displays and special local book collections as a different way into thinking about place and identity using songs to get people talking. I can see lots of practical applications for Playlist for Life resources in the work our staff do and groups they will be running.”

Targeting specific communities

Local Organisers and Help Points cite examples of work with specific communities, often via partnerships with organisations and professionals based in particular locations. Examples include the translation of materials into other languages, for example Welsh, Gujarati in Leicester, or Polish in Northern Ireland.

Playlist for Life has also helped bring together Help Points with community organisations and academic institutions (or individual researchers) seeking to engage communities, for example the long-established Chinese community in Liverpool. This has helped to develop understanding of musical preferences but also differences in the way that conditions like dementia are perceived in different cultural traditions.

“A lot of communities don’t talk about dementia or have misconceptions. They see it as maybe a natural part of ageing, which it is not. So if we can do anything to challenge that.”

There has also been extensive partnership working in remote rural areas such as the Scottish Highlands, where the distances involved and low population density make direct community engagement more difficult.

² See examples at <https://www.playlistforlife.org.uk/real-life-stories/>

“In this small town there are many people living with dementia and there are very few activities and resources... I have so much belief and just really like the simplicity of listening to music.”

“They encouraged us to contact other Help Points to make Playlist for Life more accessible in our rural areas. We have opened conversations about intergenerational opportunities using Young Music Detectives resources.”

A more strategic approach

The work developing local-level contacts and networks has also helped the charity to develop partnerships with key organisations at a more strategic level.

For example, working with individual library services has led to greater collaboration with key organisations across Scotland and the UK. The Scottish Library and Information Council (SLIC) and Memories Scotland share Playlist for Life resources with their networks and encourage libraries to become Help Points. Libraries Connected shared information about the Help Point offer in newsletters and CILIP have requested a Playlist for Life webinar for their CPD platform used by library and information professionals.

Furthermore, the work done by Local Organisers with individual emergency services has led to an official partnership with the Scottish Fire and Rescue Service and connections with police services across the country.

The first cohort of Local Organisers were able to try out different approaches to developing contacts and networks. Their experiences have led the charity to focus more on higher-level engagement from the second cohort onwards.

These examples and others have demonstrated that more strategic engagement with stakeholders across dementia care (and public services more generally) has been an effective and efficient way of growing the Help Point network and expanding the charity’s wider influence.

4: Building awareness and influence

This chapter describes how Playlist for Life have developed awareness-raising and influencing activities. It also discusses emerging themes around longer-term sustainability.

Expanding reach

Increasing staff capacity and developing networks has helped Playlist for Life reach many more people across the country, with the following output information provided:

-
- An estimated 93,000 people reached.
-
- 96,000 Music Detectives registered.
-
- An estimated 45,500 people attending talks and webinars.
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- Between 2015 and 2021 5,803 students and 2,476 professionals completed a Playlist for Life training course³.
-
- 37,591 downloads of resources that support people to make a playlist.
-
- 8,482 new followers gained on social media.
-

In addition to this aggregate picture on reach, respondents to the Help Point survey estimated the numbers of people they have reached up to September 2022. This ranges from 0-200, or an average of 31 across all those answering this question.

The total number of individual playlists made ranges from 0-25 with an average of eight per Help Point.

As well as these direct interactions, many Help Points and partners talk about a kind of cascade effect, whereby Help Points and volunteers are able to share information and knowledge with the professionals they come into contact with as well as a range of people

affected by dementia, allowing them to use techniques and resources themselves.

"[So I thought] once I get that confidence in myself to do it, then I'd be able to offer that to the volunteers, get them on the webinar training, and then get the therapists up and running."

"The more volunteers I can get interested, then that the more we can spread the word. And the same with that activity organisers ... when I go to meetings I remind them to promote Playlist for Life, they promote it to people that come to their groups."

The fact that Playlist for Life provide clear, practical communication, and easy to understand materials is a key reason for the success of this approach. Partners also talked about Playlist for Life treating everyone as equal partners when it comes to providing care and support to people living with dementia.

"[I thought] I really need to understand this properly, because it's not as simple as it seems. But actually, they've made it feel quite easy, because they've developed such helpful resources."

"You're in a caring capacity, you've got an awful lot of things to sort out. And usually juggling your own life at the same time. So you need things that make it simple."

³ <https://www.playlistforlife.org.uk/wp-content/uploads/2023/06/Impact-Evaluation-of-Playlist-for-Life-Training.pdf>

Communications campaigns

Playlist for Life has run multiple campaigns during this period, for example:

-
- Connect Through Music

 - Make a Playlist

 - Musical Teas

 - Sport Soundtrack

 - My Festive Memory

 - Songs for Dementia
-

These have generated significant amounts of media coverage and local interest, despite the fact that Playlist for Life has a relatively small communications team and lacks the budget for large scale public relations and advertising campaigns. Playlist for Life campaigns have been shortlisted for awards, for example the Marketing Society Scotland Star Awards for 'Marketing in society (Charity)' and 'Impact on a Limited Budget'.

Some examples of high profile coverage include:

-
- The One Show

 - The Sunday Times

 - Good Housekeeping

 - Woman's Weekly

 - The People's Friend

 - STV News

 - BBC Radio Scotland.
-

The team benefitted from the fixed-term employment of a videographer to support high impact multimedia case studies. The charity's YouTube channel has had 375k views over a three-year period (April 2020-March 2023).

The Communications team worked closely with the Communities team and Local Organisers to share information on campaigns and good practice, supporting dissemination and often generating local media coverage of personalised music and Playlist for Life. Staff talked about the value of having information

on current campaigns in newsletters and social media channels as a way of maintaining engagement with the network of Help Points.

The team have been able to respond to requests from Help Points to provide information and materials that meet local needs and support their work in the community (e.g. digital versions of posters).

There is perhaps a shortage of hard evidence as regards the impact of all this activity on more general awareness of Playlist for Life or wider understanding of how personalised music can be used to support people living with dementia. Nevertheless, partners report that awareness has continued to improve and that many people they interact with have heard about playlists, often via media coverage.

Influencing wider change

As well as expanding the awareness of personalised music and the adoption of playlists, Playlist for Life seek to influence wider change in the way that people affected by dementia are supported.

Personalised music is increasingly seen as a simple and low cost intervention that anyone can support and that can be put in place before dementia progresses or before a formal diagnosis has been made.

A key mechanism for achieving wider uptake is working in partnership with key agencies and national dementia charities. Playlist for Life are well-regarded, seen as expert voices in this field and an important ally (or catalyst) for achieving change.

"I see them as trailblazers, as innovators and as expert voices in this field, and we would certainly go to them."

"We go to [sector] meetings in London and Playlists for Life had links with almost everybody in the room. So while everybody was representing their own organisation and getting to know people, [they already] knew about Playlists for Life."

Playlist for Life take part in (and in some cases are involved in facilitating) policy and practice forums, contributing to the development of care policy and guidelines, particularly in (but not limited to) Scotland. Examples include:

- Scottish Government Dementia Policy Working Group
 - Consultations on the Scottish National Dementia Strategy
 - Consultations around the establishment of a National Care Service in Scotland
-

"It has been, and continues to be, inspirational to witness the effect music can have in dementia care and support"⁴

Staff feel that the community engagement work (by Local Organisers, Help Points and partners) has been an important contributor to raising awareness of Playlist for Life and supporting their involvement in policy and practice forums.

Playlist for Life also work with academic partners to bring research and evidence to a wider audience and support implementation. This includes translating research findings into practical, understandable information for professionals and community groups.

Researchers (including some PhD and early career researchers) talked about how Playlist for Life introduced them to Help Points and community organisations as well as other researchers working in dementia care.

Many education institutions across the country enrol students in the (free) Playlist for Students modules, and there are examples of students benefitting from the networks of local Help Points to meet and support people affected by dementia.

For example Liverpool John Moores University have worked with the local Dementia Action Alliance seeking to improve the lives of people living with dementia and their carers across the city (members include banks, leisure centres, emergency services, supermarkets, local authorities, hospital trusts, transport providers and GP practices).

This was felt to not only help students develop practical experience and support their career development but also a way of sharing

information with the professionals they come into contact with.

"Once they qualify as adult nurses, mental health nurses, social workers or paramedics, they're going to come into contact with people living with dementia regularly, so it's going to increase their knowledge and their confidence."

"Our students are our foot soldiers, they're going into all of these places, they're not only delivering this information to people living with dementia, they're delivering it to other professionals who don't know about the benefits of music for dementia, among activity coordinators or health service and social workers."

In this way Playlist for Life are having an impact on the way that care is provided at a local level.

"Students have told me when they go on placement they do three sessions week for the people on the wards around personalised playlists ... people are not just hearing how great it is, they're changing their care delivery and bringing it in as their everyday practice."

This will be key as several partners mentioned an ongoing process of overcoming remaining scepticism in the medical community about the role and value of wellbeing interventions (i.e. music or art therapy).

Partners also reported that Playlist for Life have helped to change some of the narratives around dementia, introducing more positive, hopeful coverage into public discourse.

"Playlist for Life and music in general can show that there are still those pockets of recognition, there are still those lovely moments [when] people are able to share a song together when it is assumed they were nonverbal."

⁴ Dementia Policy Team at the Scottish Government.

“The dementia choir and the things that the mainstream media pick up include very positive stories, but it’s swamped with all the other horrible stuff.”

The use of personalised music is increasingly seen as a practical way to help a person living with dementia to have positive moments and maintain relationships with family and friends.

“We don’t get to go out much as a family. Putting together our favourite songs is a great activity.”

“It’s great to be at an event that feels normal and is not just focused on talking about dementia.”

Playlist for Life help to empower a range of people affected by dementia in different ways, anyone can use personalised music with loved ones, helping them to feel more involved in caring for them and that they are making a practical difference.

“Playlist for Life is trying to make people feel much more hopeful and positive that there are things that can genuinely make a transformative difference.”

“You’re putting a spotlight on that person and bringing their friends and family together. People who’ve known them over the decades can identify these points in their life that represent them and bring them joy.”

Longer-term sustainability

A core aim of the National Lottery programme was to support the longer-term organisational sustainability of Playlist for Life and durability of the networks that have been developed in recent years. Several partners talked about the importance of Playlist for Life being able to sustain their work and maintain their profile in the sector.

While it was an aspiration for Playlist for Life to develop additional income from training and fundraising via donations, both are at similar level to the pre-funding position. As with many charitable organisations, Covid-19 had a significant impact on community fundraising, with many events and initiatives having to be cancelled. The organisation has some recent

successes applying for external funding but developing additional income from fundraising and donations remains a priority.

As highlighted above, Playlist for Life have worked to develop structures able to continue the work of promoting and delivering personalised music without dedicated local support arrangements (i.e. Local Organisers).

The charity is working to maintain connections with Help Points and partners. They are continuing to provide information, advice and guidance and collect information on changing needs and requirements. This includes:

-
- Monthly Help Point newsletter.
-
- Zoom drop in every Friday where Help Points and volunteers can speak to a member of the Playlist for Life team or connect with other partners.
-
- Help Point materials page that has eLearning, guides on running activities and FAQs for Help Points
-
- Regular collection of feedback and case study information linked to online order form for materials as well as polls in newsletters.
-
- Dementia-friendly presentation that groups can use to introduce and explain the Playlist for Life concept.
-

“It’s given people in communities the skills, resources and training they need to help local people themselves without the need for us to be there.”

“During the last few years, [supported by] the ability to network remotely, we’ve been able to form this little community that’s still going.”

The approach of empowering and trusting all kinds of partners and people to take forward the message and approach is welcomed by many. This needs to be balanced with the fact that Local Organisers were seen as a positive presence and played a key role in developing relationships in the first place.

"I am sorry to hear the local presence will be lost as I think what works in one area won't work in others and it was great to have a person to partner with for events."

It will be important to maintain the momentum and reach of grassroots activities without community-based Local Organisers.

"What I don't want to happen, following the initial connection that we have made with the Local Organisers is that all starts to peter out. That will be so disappointing."

It is clear that there are now lots of passionate and committed volunteers supporting the work of Playlist for Life across the country. However, as people leave positions (there have been many retirements and restructures across these sectors in recent years) some of the personal contacts and relationships may be lost. It will be important to keep records up to date and ensure that people are kept informed and motivated to continue sharing information and guidance.

"I always take the time to explain to people the reasons why they should make a playlist - handing them a leaflet is not enough, they're not going to invest in it unless they have reasons to do it."

5: Conclusions

This chapter sets out the main findings across the key themes and research questions.

Capacity and networks

There has been a substantial increase in Playlist for Life's grassroots network, with original targets for Help Points and volunteers exceeded, despite the impact of Covid-19.

This has been driven by several factors, the work of Local Organisers, more accessible materials, the use of online tools, a more flexible or responsive offer to Help Points, and a more strategic approach to engagement.

The planned approach of sending Local Organisers out into communities to share information and generate contacts was found to be time-consuming and difficult, particularly while Covid-19 restrictions were in place.

The experiences of the first cohort of Local Organisers helped to shape the charity's approach to building contacts and networks. Playlist for Life are focussing more on higher-level engagement with key stakeholders and supporting existing service provision (for example the library network and emergency services).

Nevertheless, there has been a huge amount of information dissemination, reaching people across the country. This includes people living in remote rural communities and members of specific cultural or ethnic groups.

"They have that reach, they go into big organisations, but [also] all the way down to the smallest community group, because I've been in a group in Ullapool and the Playlist for Life poster was on the wall."

Many people have accessed information and resources direct from Local Organisers and Help Points, or attended Playlist for Life talks, webinars and training.

There is also evidence from partners that they have shared Playlist for Life materials and communicated information on the benefits of personalised music, helping its incorporation in existing support groups and activities.

Awareness and influence

Playlist for Life has supported lots of campaigns, achieving notable media coverage and social media engagement.

This is helping to generate more positive, hopeful discussions around dementia through examples of personalised music boosting the wellbeing of people affected by dementia, improving relationships and reducing the anxiety, stress and isolation that affect many people.

Communications activity has supported the work of the Communities team, who have disseminated information on campaigns via partners and local media. Feedback and requests from the Communities team (and network of Help Points) have helped to ensure information tools are relevant and useful.

In the same way that local action has laid the groundwork for higher-level, more strategic engagement with key partner organisations, it has also cemented Playlist for Life's profile and influence in (national) policy and practice circles. This is evidenced by their contribution to recent consultations and strategic forums.

We do not (yet) have concrete examples of Playlist for Life influencing care provision at national levels, though some of the local examples (particularly from educational institutions) show how Playlist for Life is sharing good practice and influencing the way care is provided in communities across the country.

Sustainability

Lottery resources have helped Playlist for Life develop an extensive network of dedicated and committed partners across the country, many of whom have excellent local knowledge and networks across key organisations and support providers.

"[My manager said] well, you're obviously very passionate about it. So why don't you take it as your project and try and get it up and running at our venues?"

Local partners appreciated the presence and contribution of Local Organisers and there some concerns that some of the momentum built up in recent years could be lost.

While it is not feasible for a small organisation like Playlist for Life to maintain and support a large network of Local Organisers, there may still be a case for local engagement support. This could apply to geographical areas with less established community infrastructure, places where partnerships need to be refreshed, or where local or specialist knowledge is required to underserved sections of society.

The evidence collected during this evaluation supports the organisation's strategic direction, organised around the following objectives:

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1. Community work - continue to sustain and grow grassroots Help Point network through strategic partnerships.

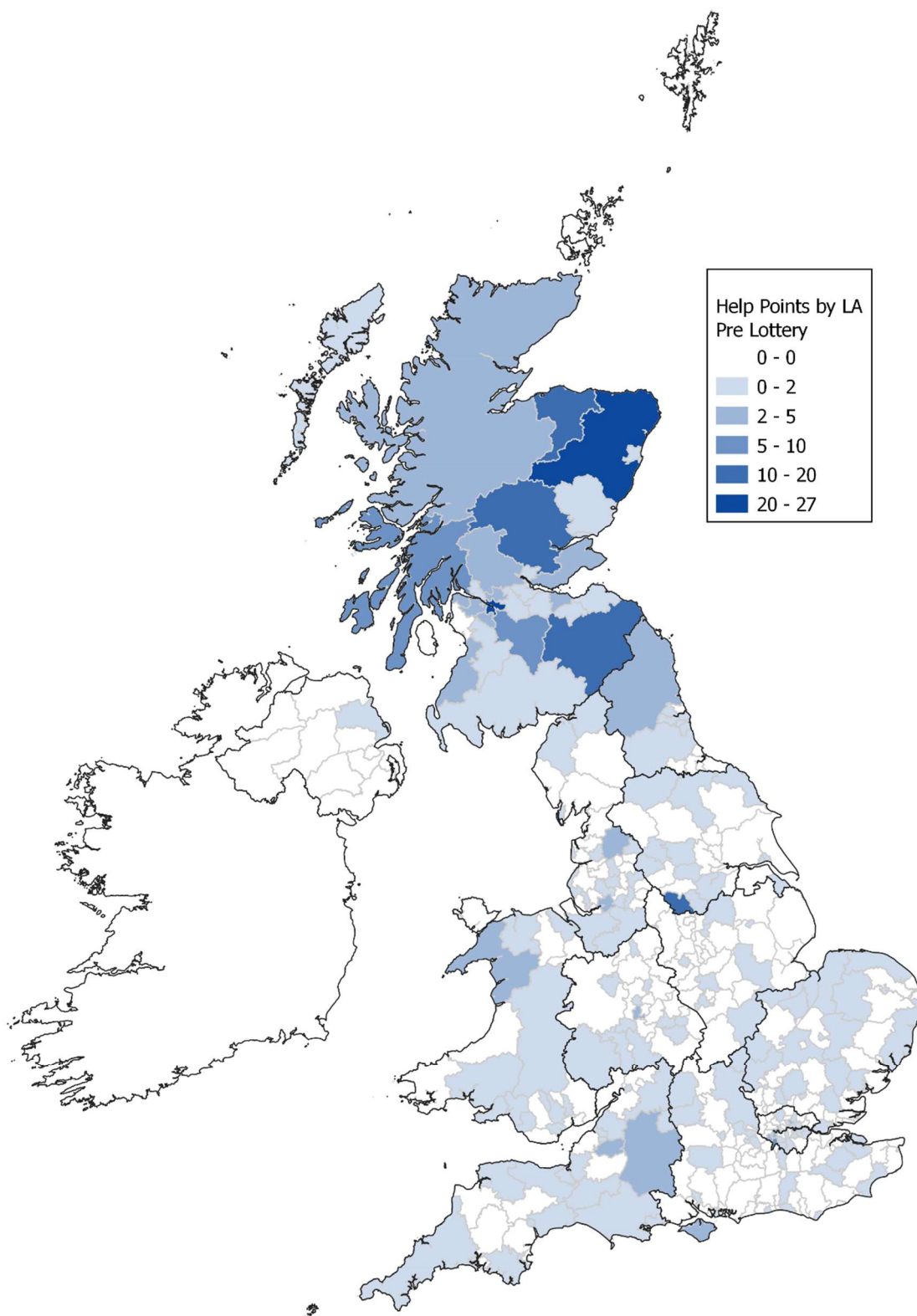
 2. Reach more diverse communities - particularly under-served and under-represented communities.

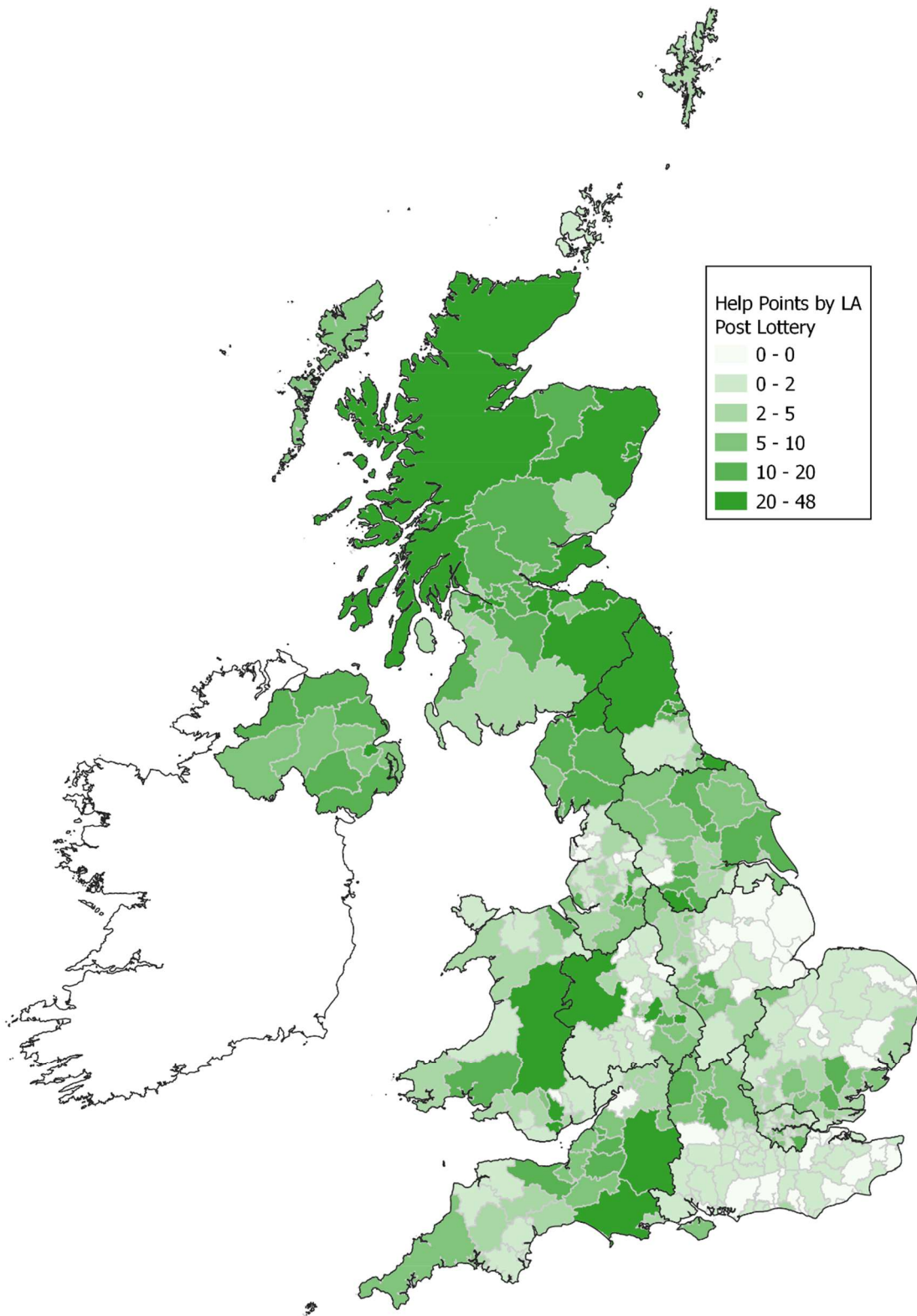
 3. Influence national policy and practice to drive change and ensure that playlists are integrated in public policy related to the care of people living with dementia.

 4. Expand evaluation processes, to drive improvements and share best practice.

 5. Expand training for health and care professionals, including cascading learning through partnerships.
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Annex 1: Help Point Maps





Annex 2: Acknowledgements

Playlist for Life and Social Value Lab would like to thank the partners and stakeholders contributing to this study:

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- Colm and Maxine at Age Scotland

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 - Xiao Xiao (researcher)

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