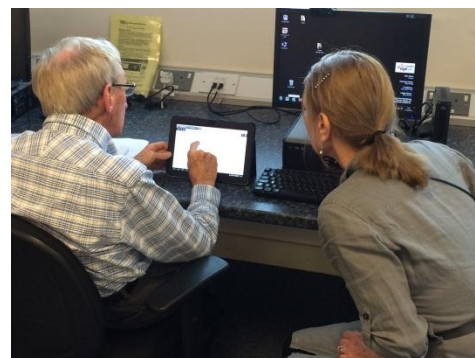


DOWN MEMORY LANE

A Project Level Evaluation



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Summary of Key Findings

The summary of the key findings are based on a sample size whose representativeness cannot be determined. The findings are however consistent with those of similar other projects.

How successful was the project in engaging with and attracting older people?

- The project engaged 3,817 older people at *pop up events* (106% of project target)
- The project attracted 1,707 older people to *taster events* (95% of project target)
- The project attracted 371 older people to *experience sessions* (124% of project target)
- There was variation among local Age UK Brand Partners in meeting their targets

Did older people benefit from attending *experience sessions*?

- Older people became more confident in using technological devices
- Older people gained knowledge and developed new skills
- Older people continued to use their new knowledge and skills
- Older people were stimulated to learn more
- Older people had a sense of achievement
- Older people were mostly satisfied with their experience

What factors contribute to successful delivery?

- Local Age UK Brand Partners having and using a lead in time, preferably of between two and three months, before delivery begins to ensure the infrastructure and capacity required for successful delivery are in place, including providing the opportunity to contribute to the design of advertising materials and meeting other local Age UK Brand Partners involved in the project, which is invaluable to sharing ideas and learning from others experience
- Local Age UK Brand Partners using a dedicated resource to co-ordinate and deliver the project
- Recognising that pop up events are a 'hook' to engage older people and therefore need not necessarily focus on technology but themes that will engage older people. Different themed pop up events will engage older people with different interests
- Pop up events being fun and entertaining, and fronted by people who are able to engage with older people in friendly everyday conversations and are confident enough to take it in their stride when brushed off by people they are attempting to engage
- Recognising that pop up events take time to organise and require having or developing strong networks within the local community
- Having taster sessions follow immediately after pop up sessions, especially for older people who are total novices when it comes to technology
- Making sure the venue and equipment are suitable and working
- Finding out what older people wish to learn and adapting sessions to suit their goals.
- Building a positive experience, especially for older people nervous or new to technology
- Having staff and volunteers who are patient and friendly

1. Introduction

- 1.1. Down Memory Lane is a digital inclusion project that was delivered between April 2014 and October 2014 across six areas of England. The project was funded through a £100,000 donation received by Age UK for being a Google Impact Award finalist in 2013. The project was delivered by six Age UK Brand Partners: Camden, Derby & Derbyshire, Exeter, Gloucestershire, South Tyneside and Sunderland.
- 1.2. The Government Digital by Default strategy signals its intent to shift all of its transactions online by 2015, and although there is intended to be appropriate support for those not able to use digital services, this support is yet to be defined and therefore there is a real risk that some older people will be excluded or face significant barriers from participating in such transactions in the future.
- 1.3. Against this background the Down Memory Lane project aimed to engage older people who had not used technology significantly in their lives so far to demonstrate to them how technology could improve their lives, and begin them on their journey to developing the capabilities and skills to use technology.
- 1.4. The Down Memory Lane project focused on delivering a model based on progressive engagement using reminiscence from the 40s, 50s and 60s as a hook to start conversations about the potential benefits of using technology to the lives of older people. The model involved three stages: *pop up events*, *taster sessions* and *experience sessions* designed to give older people the basic skills to use digital services and technology safely.

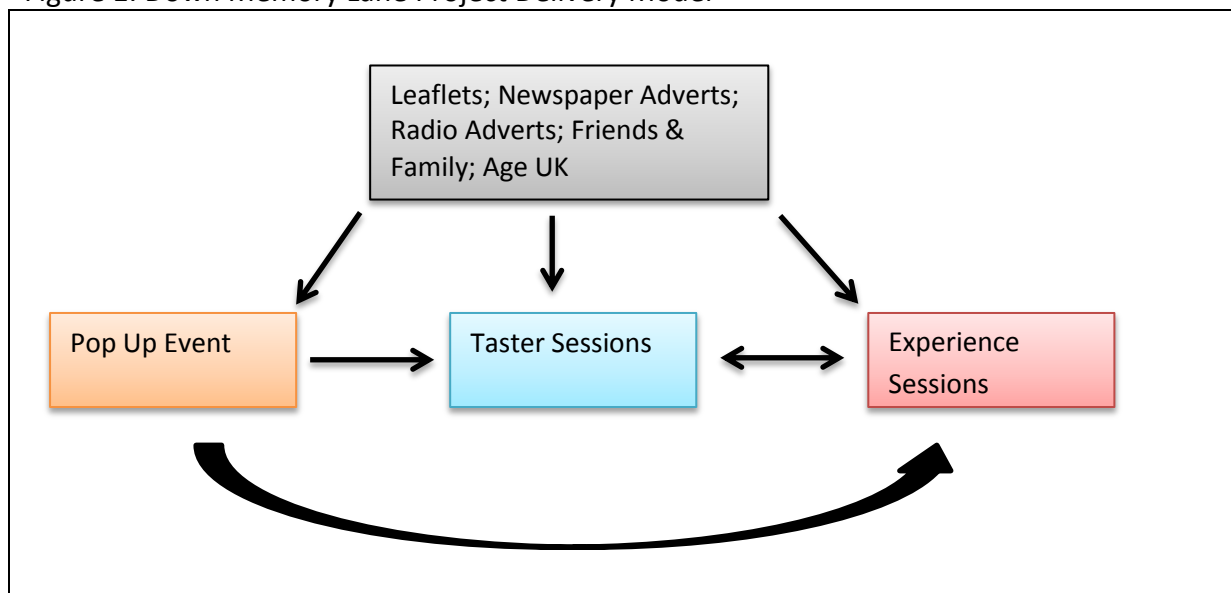
1.5. This report presents the findings of the evaluation of the Down Memory Lane project in meeting its aims and highlights the factors that have been observed as key to successfully delivering such a project. Section 2 of this evaluation describes the delivery model (including participation numbers). Section 3 discusses the outcomes of the project for older people. Section 4 highlights the factors identified for successful delivery of this type of project. Section 5 describes some of the limitations of the evaluation, and section 6 concludes this report with a summary of the overall assessment of the success this project in meeting its aims.

2. Delivery Model and Participation Numbers

2.1. In this section the evaluation report presents information on the models used to deliver the Down Memory Lane project.

2.2. The Down Memory Lane project was designed to be delivered through a three stage model: *pop up events*, *taster sessions* and *experience sessions* designed to give older people the basic skills to use digital services and technology safely.

Figure 1: Down Memory Lane Project Delivery Model



Note: this figure shows the flow of people between different stages of the delivery model¹

Pop Up Events

2.3. The *pop up events* were designed to engage older people through the use of reminiscence from the 40s, 50s and 60s. These *pop up events* were held across a variety of locations: community centres, markets, libraries, supermarkets, clothes stores, parks, summer festivals, cafes, hospital foyers, GP surgeries, residential care homes and sheltered accommodation.

¹ The original model envisaged a linear flow of people from *pop-up events* to *taster sessions* to *experience sessions*; local Age UK brand partners quickly realised a more fluid flow between the stages was required

2.4. The *pop up events* involved a stall that contained a banner advertising the project and items such as goods from the past, old photos of the local area, and music, films and books from the past all being played through various technological devices. The idea was that these items from the past would bring back memories that attract older people to the stall and a conversation can begin as to how technology can help older people recall these memories as a step towards demonstrating how technology can help improve their lives. *“People approached the pop up and did not really know it was about technology so our pop ups were all about reminiscence...so people came to try the old-fashion sweeties or to have a look at the old-fashion tv and once they were there we caught them in the conversation and started to look at old tv programmes on the laptop and talked about computers”*.



Photos: *pop-up events* organised by Age UK Derby & Derbyshire and Age UK Camden

2.5. The *pop up events* involved the use of volunteers across all six local Age UK Brand Partners, with the type and location of the events determining the number and mix of volunteers.

2.6. The *pop up events* were successful at attracting older people who found the reminiscence element of interest but it also attracted older people who were attracted by the fact that the stall was an Age UK stall.

2.7. The local Age UK Brand Partners were expected to engage 600 older people through the *pop up events*, a total of 3,600 for the whole project. As shown in table 1 the total number of older people engaged through *pop up events* exceeded the target for the whole project (reaching 3,817) but there was significant variation between Age UK Brand Partners.

Table 1: Number of older people engaged at *pop up events*

Age UK Brand Partner	Camden	Derby & Derbyshire	Exeter	Gloucestershire	South Tyneside	Sunderland	Total
Target	600	600	600	600	600	600	3600
Actual	507	368	865	592	881	604	3817
Target Achieved	85%	61%	144%	99%	147%	101%	106%

2.8. Age UK Brand Partners Camden and Gloucestershire were a little short of the 600 target, with Sunderland a little above the target and Exeter and South Tyneside reaching significantly greater numbers than the target. Age UK Brand Partner Derby and Derbyshire struggled the most and reached around two-thirds of the target. The primary reason for this was due to the key member of staff needing to take time away from work due to unforeseen health circumstances during the delivery phase of the project which hindered their ability to deliver what they had set out to deliver.

Taster Sessions

2.9. The *taster sessions* were an opportunity for older people to try out different devices or bring their own devices and receive support on particular problems. In some areas the *taster events* were held at the same time as the *pop up events* which enabled interested people at the *pop up events* to attend immediately and in other areas they were held sometime after; and in some areas they were grouped together with the *experience sessions* (i.e. turning it into six session series in the eyes of attendees) or held after the *experience sessions*. The *taster sessions* were also held at particular locations upon invitation from particular groups (i.e. a form of outreach)².

² For example Age UK South Tyneside was invited to give a talk to a group of Polish people, and Age UK Camden was invited by the Irish Women’s Survivor’s group.



Photos: *taster sessions* organised by Age UK Exeter

2.10. Each Age UK Brand Partner was set a target to attract 300 older people to the *taster sessions*. As shown in table 2 the project overall attracted 1,707 older people to the *taster sessions* which was below the overall target (of 1,800) and there was again considerable variation between different areas. The three Age UK Brand Partners (Camden, Derby & Derbyshire and Gloucestershire) who struggled with attracting the target number of people for *pop up events* also struggled to meet the *taster event* targets, whereas the other three partners (Exeter, South Tyneside and Sunderland) comfortably met the 300 older people target.

Table 2: Number older people attending *taster sessions*

Age UK Brand Partner	Camden	Derby & Derbyshire	Exeter	Gloucestershire	South Tyneside	Sunderland	Total
Target	300	300	300	300	300	300	1800
Actual	219	182	307	152	476	371	1707
Target Achieved	73%	61%	102%	51%	159%	124%	95%

2.11. The *taster events* were advertised through various mediums including leaflets, newspapers and social media meaning that although older people attending the *pop up events* attended the *taster events*, there were also older people attending the *taster events* that had not been attracted to the event through the *pop up event*. Therefore with the information provided to the evaluation team it has not been possible to estimate the proportion of older people attending the *taster sessions* that were drawn from *pop up events* (i.e. the conversion rate).

Experience Sessions

2.12. The *experience sessions* were designed to help older people attending with in-depth training on the basics of using specific technological devices. The experience sessions differed between the six areas but one common feature was that the experience sessions were always adapted to suit the goals and needs of the older people. In some areas sessions were delivered on a one-to-one basis, and in other areas in groups where co-ordinators attempted to put older people with similar skills together.

Table 3: Number of older people attending *experience sessions*

Age UK Brand Partner	Camden	Derby & Derbyshire	Exeter	Gloucestershire	South Tyneside	Sunderland	Total
Target	50	50	50	50	50	50	300
Actual	47	94	60	66	57	48	372
Target Achieved	94%	188%	120%	132%	114%	96%	124%

2.13. Each Age UK Brand Partner was set a target to attract 50 older people to attend the *experience sessions*. As shown in table 3 the total number of older people attending the *experience sessions* exceeded the target for the whole project (reaching 372 people) with almost every project reaching their individual target of attracting 50 older people.

Summary

- The Down Memory Lane project had a three stage model: *pop up events*, *taster sessions*, and *experience sessions* – different areas delivered these in different ways
- The project engaged 3,817 older people at *pop up events* (106% of project target)
- The project attracted 1,707 older people to *taster events* (95% of project target)
- The project attracted 371 older people to *experience sessions* (124% of project target)
- There was variation among local Age UK Brand Partners in meeting their individual targets for *pop up events*, *taster events* and *experience sessions*

3. Older People's Experiences & Outcomes

3.1. In this section the evaluation report discusses the experiences and outcomes of older people attending the *experience sessions*. The findings are based on a survey completed by older people after they had attended the *five experience sessions*, interviews with a sample of older people who attended the course and a review of case studies submitted by each of the local Age UK Brand Partners.

3.2. The survey was designed mid-way through the delivery of the project by the Age UK Down Memory Lane project team, and administered by the local Age UK Brand Partners. It was expected that the survey would be completed online, and of the 372 older people who completed the course 76 completed the survey (i.e. response rate 20.4%). The appendix provides more information by local Age UK Brand Partner about the survey response rate, the number of interviews carried out and case studies reviewed.

Outcomes from Participating in Experience Sessions

3.3. The information collected through all three methods (i.e. triangulation of the evidence) indicates that older participating in the *experience sessions* benefited in three ways:

- **Older people became more confident in using technological devices:** over 90% of survey respondents felt that participating in the project helped them use a computer and the internet more confidently

“It’s had a tremendous impact on my confidence at handling the equipment. Shall we say fear of crossing the threshold has been eradicated.”

“An improvement is a gross underestimation. I can’t estimate. It was an absolute terrific improvement...before then I had no confidence.”

“Given me what I wanted...a bit of confidence to try things and see what happens.”

“Best thing about it was confidence”

- **Older people gained knowledge and developed new skills:** around 90% of survey respondents felt that participating in the project helped them learn new skills, understand the abundance of information on the internet and how to find it more easily, and helped them feel safe and secure using the internet.

“Basic ability to certainly do emails, type things and print them off in letter form and internet surfing of website...and got as far as for example doing shopping list and theatre bookings”

“Better knowledge of how to use the internet...which sites to go onto and which not to...don’t click on this don’t click on that otherwise you find yourself downloading things you don’t want or bought something you don’t need...gave us the pitfalls as well”

“Most of the people who come to us have no idea where to start and by the time they finish they are comfortable going on to a computer, switching it on, doing searches, sending emails, things like that”

- **Older people continued to use their new knowledge and skills:** the skills and knowledge learnt through participating in this project are beginning to be used in a variety of ways by some older people in their everyday lives.

Ms C was given an iPad by her children and she thought it would be beneficial to learn how to use it. Following participation in the project Ms C now uses the iPad to keep in touch with friends and family in Nigeria and to email her dentist about appointments.

Mr X attended a session at a homeless hostel and was shown how to download and use the Whatsapp app for communication with friends and family. He is now able to communicate with people with this app at no cost to himself. He has also downloaded the TV catchup app on his phone and is pleased to be able to watch some TV programmes on it.

Ms J wanted to learn about tablets and after being shown how one works at a taster event. She signed up for further sessions, bought a tablet and organised broadband at home. Following attending the course Ms J used the knowledge gained to find information on the internet related to her hobby of quilting and sewing, and finding country cottages to let.

Mr C lives in sheltered accommodation with his wife and has mobility problems and arthritis. He has problems managing appointments and ordering prescriptions as his GP surgery has a phone line open for only one hour a day. After attending a taster event they attended the full course and now communicate with their GP electronically and manage to get their appointments and medication in a timely fashion.

Ms P attended a taster session and was interested in accessing the internet. She attended the full course and has since been using comparison websites for insurance and energy.

- **Older people were stimulated to learn more:** the experience of using technology and not finding it daunting and understating how it can be beneficial led some (but not all) older people to wish to carry on learning.

"It stimulated my interest much further and I want to take it further and look at different aspects....looking at not just family and friends, but various other aspects of things I'm interested in such as natural history. It really has stimulated my interest"

"lot of them go on a long way from that so come on to our different courses ...had people going on to photoshop, word processing and things like that. We have quite a good conversion rate of people starting in the basics and moving on to something else"

"I am really satisfied because I am not someone who is going to use it awful lot...don't think I'll be taking any more lessons"

- **Older people had a sense of achievement:** the feeling of carrying out tasks for the first time, especially those that seemed daunting or difficult, gave older people a sense of achievement that they could do things with technology that they could not before participating in the *experience sessions*.

"Realising that is was something that you were capable of doing...it's been quite rewarding to find out that it isn't as difficult as what you thought and that you're enjoying it"

"I'm not this silly old guy walking around not knowing what [I'm] doing. I can do it once shown properly. "

Satisfaction from Participating

3.4. The information collected through all three methods (i.e. triangulation of the evidence) indicates that older participating in the *experience sessions* were **mostly satisfied with their experience**. Over 60% of survey respondents were very satisfied with their experience and 30% fairly satisfied, with only 3 (of the 76 respondents) indicating that they were not very satisfied.

“I just really like the course. I just like the people...they were relaxing and informative”

“I was 100% impressed. The dedication of the volunteer instructors particularly; their ability, their knowledge, their patients, the approach of the whole team was absolutely first class...and the way in which each individual dealt with you as I say was absolutely exemplary”

“Found it very unsatisfactory...too many people in the local wifi so couldn’t really move forward with learning...made me doubt my own abilities”

Summary

- Older people became more confident in using technological devices
- Older people gained knowledge and developed new skills
- Older people continued to use their new knowledge and skills
- Older people were stimulated to learn more
- Older people had a sense of achievement
- Older people were mostly satisfied with their experience

4. Lessons for effective delivery of model

4.1. In this section the evaluation report discusses the experiences of delivering this model, focusing on the areas that have been highlighted as important to deliver this model effectively. The findings are based on interviewing each of the six local Age UK Brand Partners delivering the Down Memory Lane project and understanding the successes and challenges they faced, along with the interviews with older people participating.

4.2. Through the interviews the following issues were raised as important elements to the successful delivery of the Down Memory Lane project:

- **There needs to be a realistic expectation on what Age UK Brand Partners can achieve and provide within the set delivery period.** The Down Memory Lane project was only to run for a six month period and this required a *“disproportionately large amount of effort [which] spread across twelve months would feel different”*. The short length of delivery time meant that for local Age UK Brand Partners it felt as if things had only just begun when things were actually coming to an end. This was not an insurmountable issue *“as long as we understand that it is short term and we accept that...the only thing is that if it is going to be short term you need to be realistic about what to expect [from local Age UKs]”*. The short length of the project did however *“create some problems in terms of capacity because people keep coming to you and you need to be able to try and help them”*.
- **Local Age UK Brand Partners having a dedicated resource to co-ordinate and deliver the project is crucial.** The ability of Age UK Brand Partners to successful delivery a project is dependent on the resource available. The Down Memory Lane project with its various activities benefits from a dedicated resource to bring everything together and stay on top of issues. Without a dedicated resource the ability to hire venues for pop up events (and tasters) and have sufficient supporting

members of the team can be compromised. *“Day to day running to a specific coordinator. Unfortunately that person became very unwell and could not continue...[this] fundamentally changed how we delivered the project as well”.*

- **Pop up events are a ‘hook’ to engage older people and therefore should not necessarily focus on technology but themes that will engage older people. Different themed pop up events will engage older people with different interests.** Older people may not be interested in technology because they are either unaware of the benefits or because they are anti-technology. Therefore pop up events can provide a useful tool to engage with older people on a particular topic and use this to segue into how technology may help with their interest. Since different groups of older people will be attracted by different themes it may be advisable for different pop up sessions to have different themes (such as health or security) and not just the same theme around reminiscence.
- **Pop up events are successful when fun and entertaining, and fronted by people who are able to engage with older people in friendly everyday conversations and are confident enough to take it in their stride when brushed off by people they are attempting to engage.** The pop up events were about engaging older people and segueing the conversation into how technology may be beneficial to them. It takes *“quite a bit of confidence and determination to stand in the middle of street to actually stop people and take minutes out of their time that they did not really plan for to tell them about a service you trying to promote or offer to them.”* To successfully achieve that it is helpful to have a team of people fronting the pop up events that are *“not bothered by stopping people, like street fund raisers”* who are able to have a conversation about the person standing in front of them rather than immediately linking the conversation to technology.

Pop up events take time to organise and require developing strong networks within the local community. Organising venues for pop up events can be challenging. There may be legal issues to consider: *“although we wanted to be in markets there were issues of licences, and didn’t really want to spend time getting licences, insurance, security”*. There may also be difficulties of finding venues that can provide suitable time slots: *“although did do a pop up in three supermarkets it was hard setting those up. There was a lot of back and forth, chasing up with phone calls...you can’t do this time but you can do this time or we get to the store and you cannot use that location anymore”*. Local businesses tend to be helpful and visiting stores for a face-to-face conversation makes it more personal.

- **If delivery model is to have Taster sessions follow pop up events then having one follow immediately after the other may in general be more effective especially for older people who are total novices when it comes to technology.** Pop up events are a way of engaging older people, and for those older people wishing to learn more or at least try other devices (not available at the pop up session) it is in general more effective to be able to direct them to a taster session as quickly as possible to maintain their interest. *“We’d have a pop up in a particular location and we couldn’t easily put people through to a taster right there and then. So what we had to do was have a pop up on a particular day and tell people if you come to this location on the following week that is not too far from here you can have a taster...you know I might talk to 25 people at a pop up but not half of those will show up for a taster because obviously it is a week in-between the pop up and the taster.”* This was however not the case in one area where a difference of one week did not appear to cause many older people not to attend a taster event that they had shown an interest in attending at a pop up event.
- **Make sure the venue and equipment are suitable and working.** It is important that the venue and equipment to be used is suitable and working - *“Computers they had*

on site they seemed to be breaking down” - so that older people receive a positive experience when engaging with technology, especially if they are novices or nervous. “Make sure the locations are the right locations...footfall...we’ve work with couple of smaller venues and we’ve basically end up blocking the thing because we do generate interest and lot of people come over and block route past for everyone else...powerpoint and things like that sorted out that could be a problem depending on where you are and obviously internet access; we generally use wifi for that...carry them around with us”

- **Find out what older people wish to learn and adapt courses to suit their goals and needs.** *“People want to know what they want to know. They don’t want to be told that oh you can use technology to remember a time in your life or you can do this or that. Very much what happen was people will come and ask how can I email my daughter, if I want to buy something online how do I do it, how do I search for information , I want to book my hospital appointment, I want to book my GP appointment. So I think very much the older generation although holding back on technology, when they cross that line they already have an idea of what they want to do”. It is helpful to have a general programme that covers the basics which can then be adapted. “[We] adapt a course to an individual if they want something specific. Yes we have a general programme that takes you through the basics but after that adapt the final couple of sessions to what they want to do...if people want to skype we will focus on that, if people want to go online we do that, we did a bit of security and again that was individualised” .*
- **Building a positive experience is crucial for older people nervous or new to technology.** Some older people had some kind of technological device that they felt they should become better at but others were complete novices, and for this group of people, it was important that any interaction with technology was a positive experience. *“Particular for people who were nervous what you needed to do is not*

stop until they got some confidence and had a positive experience because otherwise they went away and imploded because they couldn't still do it and it was frightening and anxious. So found it better to keep going with someone until they had successfully...just did something".

- **Have staff and volunteers who are patient and friendly.** Every positive experience has been accompanied by positive remarks about the staff and volunteers who supported the older people. Having the right staff and volunteers is crucial to providing a positive experience for older people.

"The tutor is very patient – he goes round and round watching everybody and if we press the wrong button he gets us out of it"

"It might as well have been one-to-one because you're taught so closely. It's a small group but really I almost felt as though it was a one-to-one tutorial you know because the people there were moving around helping you with each stage. Everybody feels the same – very good indeed. I'll recommend it."

"I just really like the course. I just like the people...they were very relaxing and informative"

Summary

- There needs to be a realistic expectation on what Age UK Brand Partners can achieve and provide within the set delivery period.
- Local Age UK Brand Partners having a dedicated resource to co-ordinate and delivery the project is crucial.
- Pop up events are a 'hook' to engage older people and therefore need not necessarily focus on technology but themes that will engage older people. Different themed pop up events will engage older people will different interests.
- Pop up events are successful when fun and entertaining, and fronted by people who are able to engage with older people in friendly everyday conversations and are confident enough to take it in their stride when brushed off by people they are attempting to engage.
- Pop up events take time to organise and require developing strong networks within the local community.
- If delivery model is to have Taster sessions follow pop up events then having one follow immediately after the other may in general be more effective especially for older people who are total novices when it comes to technology
- Make sure the venue and equipment are suitable and working
- Find out what older people wish to learn and adapt courses to suit their goals and needs.
- Building a positive experience is crucial for older people nervous or new to technology.
- Have staff and volunteers who are patient and friendly

5. Limitations of the evaluation

5.1. In this section the evaluation report discusses the limitations of the evaluation.

5.2. The evaluation findings are based on documentary analysis, monitoring information collected by the Down Memory Lane project team, interviews with each of the six local Age UK Brand Partners delivering the project, a survey completed by older people after they had attended the *five experience sessions*, interviews with a sample of older people who attended the *experience sessions* and review of case studies developed by each of the local Age UK Brand Partners.

5.3. The Age UK Research Team was commissioned to carry out the evaluation of the Down Memory Lane project mid-way through the delivery phase. The Research Team was therefore not involved in the design of the project or the decision on what monitoring data was collected. This meant that there was information that would have added insight into the success or otherwise of the project that was not collected as it was not identified as being required at the design phase of the project.

5.4. The involvement of the Age UK Research Team towards the end of the project also meant that resources that could be devoted to the evaluation were minimal and so in-depth work looking at how different models differed in their success could not be investigated in detail, meaning a key element of the evaluation could not be effectively carried out.

Summary

- The evaluation framework should be designed as the project is developed to ensure appropriate information is identified for collection in the least burdensome way
- The evaluation team not being involved at the design stage of the project limited the types of questions that the evaluation could answer, and in particular meant learning on the successes of different delivery models could not be assessed in detail

6. Conclusion

- 6.1. The Down Memory Lane project aimed to engage older people who had not used technology significantly in their lives so far, using reminiscence from the 40s, 50s and 60s, to demonstrate to them how technology could improve their lives and begin them on their journey to developing the capabilities and skills to use technology.
- 6.2. The project was broadly successful in reaching the target number of older people, with many of those attending the *experience sessions* becoming more confident in using technological devices, gaining knowledge and developing new skills. They also felt a sense of achievement and were mostly satisfied with their experience of participating.
- 6.3. Many older people built on their confidence and continued to use the skills they developed beyond the project, including for the purposes of coming in contact with friends and family, finding information on the internet, booking GP appointments, using comparison sites and using apps. Some also decided to continue their learning by attending further courses on different topics.
- 6.4. There were differences among the Age UK Brand Partners as to their success in meeting their individual targets. The differences in success and approaches have identified a number of factors that contributed to a successful delivery of the Down Memory Lane type of project delivery model. Many of these identified factors are things that can be resolved through having a longer lead in time, preferably between two and three months, before delivery begins and having in place the processes to ensure that local Age UK Brand Partners chosen to deliver the project have and are able to demonstrate the appropriate knowledge, skills and experience.

Annex – Sources of Evidence for Evaluation

The findings of this evaluation are based on documentary analysis, monitoring information collected by the Down Memory Lane project team, interviews with each of the six local Age UK Brand Partners delivering the project, a survey completed by older people after they had attended the *five experience sessions*, interviews with a sample of older people who attended the *experience sessions* and review of case studies developed by each of the local Age UK Brand Partners.

Monitoring Data

Monitoring data was collected by the Down Memory Project Lane team and consisted of information on the number of older people being recruited / attracted to the *pop up events*, *taster sessions* and *experience sessions* on a monthly basis; the number of events held and the number of new volunteers recruited.

Survey

The survey was created by the Down Memory Lane project team for older people to complete after they had attended the *five experience sessions*. It was to be completed online although in some cases paper copies were completed and then the information inputted into the online survey by the local Age UK Brand Partner staff members. Table A1 shows that the total number of people completing the *experience sessions* by local Age UK Brand Partner and the number of these older people who completed the survey.

Table A1: Survey Completion Rate

Age UK Brand Partner	Number attendng <i>experience sessions</i>	Number Completing Survey	Proportion of attendees completing survey
Camden	47	11	23.4%
Derby & Derbyshire	94	0	0.0%
Exeter	60	12	20.0%
Gloucestershire	66	26	39.4%
South Tyneside	57	10	17.5%
Sunderland	48	17	35.4%
Total	372	76	20.4%

76 older people of the 372 who attended the *experience sessions* completed the survey – a response rate of 20.4%. The profile of those completing the survey is as follows:

- Almost 61% are female (number of older people responding, n =71);
- Ranged in age between 51 and 96 (n=68);
- 87.5% are retired with 4.2% employed (n=72);
- almost 84% are White British, almost 7% White Irish, almost 3% other white background and almost 3% Black / Black British - African (n=73);
- 50% had previously received computer and/or internet training (n=76)

Interviews

The evaluation team carried out 19 telephone interviews – one with each of the local Age UK Brand Partners delivering the project and thirteen with older people who participated in the *experience sessions*. Table A2 provides information on the number of older people interviewed, by the local Age UK Brand Partner that delivered the service to them.

Table A2: Number of Interviews

Age UK Brand Partner	Number of staff interviewed	Number of older people participating interviewed
Camden	1	2
Derby & Derbyshire	1	4
Exeter	1	1
Gloucestershire	1	3
South Tyneside	1	2
Sunderland	1	1
Total	6	13

Case Studies

The local Age UK Brand Partners developed case studies of older people who participated in the project. Table A3 provides information on the number of case studies reviewed by the evaluation team.

Table A3: Number of Case Studies Reviewed

Age UK Brand Partner	Number of case studies reviewed
Camden	6
Derby & Derbyshire	10*
Exeter	9
Gloucestershire	7
South Tyneside	5
Sunderland	10
Total	47

*case studies taken from Age UK Derby & Derbyshire report

References

Gaskell-Sinclair, G. & Karania, V.K. (2013) *Technology Together Pilot Evaluation (Survey Findings)*, Age UK, London. Available at http://www.ageuk.org.uk/Documents/EN-GB/For-professionals/Research/Technology_Together_Pilot_Evaluation-Survey_Findings.pdf?dtrk=true (accessed on 25th November 2014)

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