



# Realising the Value of Kindness



## Contents

Chapter		Page
	Foreword	3
1	Background and Outcomes Tree	4
2	Compassionate Citizens	8
3	Neighbourly support	12
4	Improving Wellbeing	15
5	Collective Corporate Action	18
6	Sharing the Learning	22
7	Conclusions	28
8	Annex	



*For all the people who are leading the movement, those who respond to call outs and shout outs, those who are benefiting from and those who are giving the gift of their time, energy, creativity and compassion*

## Foreword

This is our third report on Compassionate Inverclyde, a multi-award winning social movement established in 2017 as the first Compassionate Community in Scotland. Inverclyde has a population of around 80,000 living in a mixed urban / coastal area with high levels of poverty, disability and trauma. But these challenges don't define the people of Inverclyde as evidenced by the creativity and compassion of the local citizens and organisations. Our independent evaluation in 2018 described the remarkable outcomes achieved in the first phase of Compassionate Inverclyde. The three formative evaluation reports<sup>1</sup> describe the design principles, the many benefits for citizens, communities and organisations, and the contribution the programme makes to realising local and national Outcomes.

Our second report<sup>2</sup> described an Active Learning Programme that brought together 78 people from 39 communities or organisations across Scotland to walk alongside Compassionate Inverclyde. As the programme coincided with the COVID-19 pandemic, it was delivered virtually through monthly online sessions from May 2020 to March 2021. The programme materials and report helped to spread the learning from Inverclyde across Scotland at a time when many areas were looking to new community led initiatives to create greater resilience.

It is widely acknowledged that COVID-19 has had a devastating impact on our health, economy and society in Scotland, further exacerbating longstanding inequalities. As our public services strive to recover in the face of unprecedented economic and workforce challenges, investment in proactive care and prevention struggles to compete with the increasing demands for reactive care and support. The need to demonstrate impact from investment in prevention and community led solutions is more pressing than ever. Therefore, our third report describes the wide range of benefits for people, communities and for the health and care system and considers the social value realised over the five years Compassionate Inverclyde has been fully operational.

Estimated social value exceeds **£1,265,173**, excluding additional value realised from the High 5 programme and work with children and young people. This represents a **3:1 social return on investment** for people and communities through creating wellbeing, resilience and social capital in addition to the costs avoided for citizens and for statutory services. We trust that the impacts described in this report will inspire a continuing commitment to this remarkable social movement.

Actions and stories always speak louder than words and statistics.

To truly understand the essence of Compassionate Inverclyde we suggest you watch this overview [here](#) or the digital case study: [A Place of Kindness](#). Or visit Inverclyde and meet the amazing people who help their fellow citizens and communities thrive by living the values of Kindness, Helpfulness and Neighbourliness.

*Professor Anne Hendry*

*Director IFIC Scotland, [International Centre for Integrated Care](#)*

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<sup>1</sup> available at [ArdgowanHospice.org.uk](https://ardgowanhospice.org.uk)

<sup>2</sup> Compassionate Communities Active Learning Programme Cohort 1  
available at [https://integratedcarefoundation.org/ific\\_hub/ific-scotland-programmes](https://integratedcarefoundation.org/ific_hub/ific-scotland-programmes)

## 1. Background

In 2016, the Director of Care at Ardgowan Hospice, Inverclyde, began to explore local attitudes and behaviours around loneliness, isolation, death, dying and bereavement, inspired by Professor Allan Kellehear's work on Compassionate Communities<sup>3</sup>. At the initial public event, 150 people pledged to make Inverclyde a more Compassionate Community acknowledging that caring for one another at times of crisis and loss is everyone's responsibility. Through a series of community listening events over 200 people identified what they valued most about living in Inverclyde. The values of **Kindness, Helpfulness and Neighbourliness** became the brand of Compassionate Inverclyde, bringing a sense of common purpose and inspiring a wide range of actions to achieve four strategic objectives:

- To improve well being
- To promote compassionate citizenship
- To raise awareness and education about kindness
- To identify and help create compassionate organisations

A wide range of citizen led initiatives are clustered around three mutually reinforcing work streams.

- **Compassionate citizens**
- **Neighbourly support**
- **Improving wellbeing**



Volunteers, befrienders, companions, community cafes, faith groups, neighbourhoods, voluntary organisations and local businesses work alongside care providers, hospice, schools, college, police and prison service. The ethos is very person centred, focusing on what matters to local people, and strength based, recognising and nurturing the strengths and assets of individuals, families and neighbourhoods. Those involved find creative ways to make it easy for people of all ages and backgrounds to be involved and to contribute, ensuring they have a strong and equal voice. Compassionate Inverclyde was led by a programme board of local stakeholders and members, co-chaired by a local government Councillor and by the Health and Social Care Partnership Chief Officer. It has become a vibrant social movement of compassionate citizens who care for each other and work alongside local health and care services. From 2021, a cross sector collaboration of organisations across Inverclyde have been working together as **Inverclyde Cares**. This network of partners steers collective action on Bereavement, stigma and on recognition of Kindness, complementing the citizen led Compassionate Inverclyde work streams.

This report describes the status of each Compassionate Inverclyde initiative using data that has been collated by the programme lead and support officer. The wide range of initiatives are at varying stages of development and reach and also differ in how readily their associated benefits can be quantified. For example, **No One Dies Alone** is now well established with an abundance of positive feedback from families alongside compelling data for costs avoided by compassionate citizen companions releasing staff time to care for other patients. Similarly, **Back Home Boxes** can evidence significant tangible benefits from essential goods delivered on an almost industrial scale. Numerous thank you letters

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<sup>3</sup> Kellehear, A. (2005) *Compassionate Cities: Public Health and End of Life Care*. Routledge: London

highlight the positive impact on wellbeing at a time of transition from hospital to home alone. Some initiatives, such as the **Prescription Delivery service**, provided a valuable but time-limited response during lockdown and so don't have such enduring impact.

The report provides extracts from letters and short personal narratives to illustrate the outcomes, benefits and social value realised for those who benefit from the compassionate support. The impact on volunteers is captured in some **digital stories** - like **this one from Vari, Clare and Doris** <https://vimeo.com/257931254>

Our 2018 evaluation report describes in more detail the many individual, relational and community outcomes achieved by volunteers, patients, carers, families, citizens and staff. However the relationship between cause and effect is not linear and there are many interdependencies in what contributed to achieving these outcomes.

Figure 1 depicts the 11 national outcomes in Scotland's National Performance Framework<sup>4</sup>.

**Figure 1 Scotland's National Performance Framework**



The Compassionate Inverclyde Outcomes Tree (Fig 2) illustrates the various inputs, initiatives and related outcomes, noting their contribution to the nine national health and wellbeing outcomes and to the 11 national outcomes. It represents our Theory of Change.

<sup>4</sup> [www.nationalperformance.gov.scot](http://www.nationalperformance.gov.scot)

**Figure 2 Compassionate Inverclyde Outcomes Tree**

<b>We are a society that treats all our people with kindness, dignity and compassion, respects the rule of law, and operates in an open and transparent way</b>		
<b>11 National Outcomes</b>		
<ul style="list-style-type: none"> <li>❖ We grow up loved, safe and respected so that we realise our full potential</li> <li>❖ We live in communities that are inclusive, empowered, resilient and safe</li> <li>❖ We are creative and our vibrant and diverse cultures are expressed and enjoyed widely</li> <li>❖ We have a globally competitive, entrepreneurial, inclusive and sustainable economy</li> <li>❖ We are well educated, skilled and able to contribute to society</li> <li>❖ We value, enjoy, protect and enhance our environment</li> <li>❖ We have thriving and innovative businesses, with quality jobs and fair work for everyone</li> <li>❖ We are healthy and active</li> <li>❖ We respect, protect and fulfil human rights and live free from discrimination</li> <li>❖ We are open, connected and make a positive contribution internationally</li> <li>❖ We tackle poverty sharing opportunities, wealth and power more equally</li> </ul>		
<b>National Indicators</b>		
Perceptions of local area Places to interact Work related ill health Quality of public services Public services treat people with dignity and respect Scotland's reputation International networks	Loneliness Confidence Resilience Participation Social capital Influence over local decisions Trust in public organisations	Healthy life expectancy Premature mortality Mental wellbeing Healthy weight Health risk behaviours Physical activity Quality of care experience
<b>9 National Health and Wellbeing Outcomes</b>		
People are able to look after and improve their own health and wellbeing and live in good health for longer. People, are able to live independently and at home or in a homely setting in their community. People who use services have positive experiences of those services, and have their dignity respected. Health and social care services are centred on helping to maintain or improve quality of life Health and social care services contribute to reducing health inequalities. People who provide unpaid care are supported to look after their own health and wellbeing People using health and social care services are safe from harm. People who work in health and social care services feel engaged and are supported to continuously improve Resources are used effectively and efficiently in the provision of health and social care services.		
<b>Outcomes achieved with Compassionate Inverclyde</b>		
<b>Community Wellbeing</b> Community voice and identity Intrinsic community values are recognised, encouraged and celebrated Community capability awareness Community resilience Commitment to common good Intergenerational working and respect Increased community cohesion Community hope (and sense of possibility for next generation) Active youth participation in decision-making and action Renewed community pride Local workplaces begin to have compassionate illness, carers and bereavement policies in place	<b>Relational Wellbeing</b> Affirming, enduring friendships Mutual nurturance and affection Norms of mutual support, caring and affection Respect for diversity Reciprocity Heightened attentiveness to the situations of known and unknown others within the community Stronger, increased networks of support Resilient neighbourhood networks of people who care and help each other Collaborative norms Democratic participation in decision making processes	<b>Individual Wellbeing</b> Increased confidence Improved self-esteem / self-respect Sense of belonging Sense of meaning and purpose Making a contribution Sense of significance More able to think and talk about dying, death and bereavement Reduced fear of dying / death Feeling reassured that a dying person is being cared for Feeling less alone

### **Compassionate Inverclyde Initiatives**

No One Dies Alone companions  
Back Home Boxes and helpers  
Back Home visitors  
New Mums companions  
Work with Schools, Colleges, Faith groups, Prison  
Friendship hub  
High 5 Wellbeing programme  
Homeless Forum  
Absent Friends Festival  
Bereavement Charter  
Kindness Award

### **Collective Actions and Behaviours**

- Hold open space public conversations to understand local values and priorities
- Promote wellbeing and kindness in schools and colleges
- Identify individual and collective opportunities to be kind, helpful and neighbourly
- Facilitate local awareness-raising and training events
- Create opportunities for people to build and nurture connections and relationships
- Support volunteers to use their caring skills and other talents to help other people
- Value and enable the contribution of compassionate citizens, befrienders and companions
- Support local workplaces to develop compassionate policies
- Celebrate achievements and hold an annual programme of public events and celebrations
- Implement an accreditation scheme across Compassionate Inverclyde partners

### **Citizens and Community Partners involved**

Fundraisers; volunteers; compassionate companions;  
Befrienders; community cafes;  
schools and colleges;  
shops and businesses;  
churches and faith groups;  
healthcare staff; hospitals; social care providers; ambulance staff;  
community leisure; transport;  
community police; prison;  
Carer centre; Care homes

As the National Performance Framework is due to be refreshed in 2023, some outcomes may change. However there is likely to be a continuing focus on the First Minister's three missions<sup>5</sup>:

- ❖ Equality: Tackling poverty, protecting people from harm and improve the life chances of people across our country.
- ❖ Opportunity: A fair, green and growing economy by harnessing the skills and ingenuity of our people and seizing the economic and social opportunities from meeting our net zero targets.
- ❖ Community: Prioritising and delivering sustainable, person-centred public services with a focus on tackling inequalities.

**This report signposts the important contribution that Compassionate Inverclyde makes to achieving Scotland's National Outcomes and the missions of the new Cabinet.**

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<sup>5</sup> [Equality, opportunity, community. New leadership – A fresh start.](#)

## 2. Compassionate Citizens

The original aim of Compassionate Inverclyde was to begin to transform societal, institutional and individual attitudes about death and dying in a natural, locally relevant way and to reduce suffering associated with life-limiting illness, survivorship, dying, death and bereavement. The first initiative was the introduction of **No One Dies Alone (NODA)** companions to support people in the last hours of life, initially in hospital then gradually extending to care homes and at home.



The Comfort Care Bag carried by NODA Companions contains a CD player, a variety of genres of CDs, a NODA vigil journal that documents the present vigil for the oncoming Companion, a notebook to record thoughts/experiences, NODA cards and envelopes to leave a note for the patient or family, a Bible or rosary if applicable, insightful readings and poems, and evaluation forms that the Companion completes at the end of the vigil.

*I have been volunteering as a NODA companion for about four and a half years. I find it a huge privilege to sit with someone at the very end of life. For many different reasons, a person may find themselves in the position of being alone in those final hours of life, and we as NODA companions sit quietly at the bedside, reassuring them we are there and ensuring that their final moments will not be solitary. In some situations a patient may have a family who is exhausted and we step in to enable the family members to get some much needed rest. The families are always extremely grateful that we are there and all of them comment on what a special service NODA provides. There is assurance for them that their loved one will not die alone and we are there both for the patient and their family members.*

*NODA Companion*

NODA directly benefits the people who are supported at the end of their life, and families who may be living at some distance or juggling other caring responsibilities and are reassured that their loved one is being cared for.

*“My father sadly passed away last week after a long stay in IRH. During his last few days he and the family were supported by NODA volunteers. My brother and I would like to express our gratitude for the help and comfort we were all given during this time. The volunteer companions were understanding and supportive and totally non-judgemental about the amount of time the family were able to spend with my father, allowing us to also spend time at home looking after our mother”*

*I just wanted to thank you for your help in last few days of my mother in laws life, she passed away on Thursday and my father in law requires a high level of care. My family has been torn between both of them for weeks, it's been a real struggle. CI came and sat with my mother in law and we could then rest and care for my father in law during her last few days knowing someone was with her when we couldn't be. It made ALL of the difference in those last few days of her life, especially to my Mother in law who was frightened. I'm a nurse and we don't have this where I work, it's an amazing initiative and I thanks you from the bottom of my heart, I will make sure as many people know about you as I can thank you.*



The sense of comfort and reassurance has a positive impact on early stages of bereavement.

*My father-in-law was recently in Ward J North at IRH receiving end of life care. We met a couple of your lovely volunteers who came to sit with Dad. I'm sure there were other volunteers too. We were totally overwhelmed that a complete stranger would give up their precious time to sit with another stranger; such a selfless act, full of compassion. It was such a comfort to us that someone would always be with Dad when we couldn't be with him. Along with the rest of our family, we would like to say a huge Thank You. We had never heard of such a lovely service and our heartfelt thanks go out to all your volunteers.*

*Your NODA group recently sat with my Gran during the lead up to her passing. I met quite a few of the volunteers in the days running up as I popped in to see my Gran and all of them were absolutely amazing. You are all providing an amazing service at a time when it is very difficult for family to be available. I would like to sincerely thank you all for the work that you do and the comfort that you provide to the elderly and their families. Please pass on our thanks as a family to your group of 'Inverclyde Angels' for everything they have done for us.*

*My father was receiving end of life care at Inverclyde Hospital in July of this year. I was travelling 52 miles each time I visited, and, along with working full time, having 2 teenage children, a supporting and also exhausted husband, a disabled brother, and a dog I was struggling to cope. On one occasion after the third visit in 24 hours a nurse came up to me and said 'you look exhausted'. She told me at that time about the existence of the NODA. Programme and asked if I thought that this may be of help. With one of my biggest fears being that my father would die alone in hospital without me being there I immediately saw a benefit. 20 minutes later a lady appeared and introduced herself as from NODA. She explained how NODA worked to support people at end of life and then sat with me and dad and just let me talk.....& talk..... and talk. I left the ward that day knowing that my Dad was going to have someone with him when I could not be there and would not be alone. I was asked if there was anything special that she could do to comfort him. Simply being there for him, holding his hand, being his advocate by making the nursing staff aware when he was becoming unsettled, and talking to him was better than I ever thought imaginable. I could not believe that this service was voluntary. Your team are amazing and I am sorry that I could not meet each and every one of them to let them know what an incredible difference they made. I thought it was great that this team gave a handover when they changed shift – again I was reassured that there was continuity in care and support for dad. Dad died on 24th July with G by his side. I have no regrets about not being able to be there with him because I knew that G was. She also went over and above what I would have expected by waiting at the hospital until I arrived so that she could share his last moments. This is something that I will never forget and if there is any way that I can help to promote or support NODA moving forward please do not hesitate to let me know. I would like you to pass on my heartfelt thanks to the whole team – you are a team of shining lights and make an immeasurable difference.*

Staff also benefit from the NODA service. It can be a source of frustration and stress for staff trying to find time to sit with people who are dying when they have so many other calls on their time. With the current staffing and financial situation, it is not easy to secure additional capacity on a shift to allow a member of staff to sit alongside a patient who would otherwise be alone. Local health and care professionals value the NODA offer and find the system highly responsive and easy to access.

*“As a charge nurse, this was the first time we had called and required the service. I was able to get in contact easily and companions names were given to the ward quickly, When the companions arrived on the ward they were efficient and professional, I would highly recommend this” (ward manager)*

*“It helped as it was reassuring to have someone with the patient until their relative arrived. Also allowed nursing staff to tend to the other patients on the ward” (Nurse)*

*There’s this journal that the family can look through and they say “Oh right, did that happen that night with my mum.” It’s a great thing. (Nurse)*

**Palliative Care Companions** support people who are transitioning to a palliative stage of their illness.

*When I first met Ann I spent some time getting to know her and finding out what support she would benefit from. Ann decided she would like to go out for coffee as she felt isolated at home as her family did not live nearby. I felt privileged to have the opportunity to get to know Ann and offer her support during a very difficult period in her life. During my support, Ann told me she really enjoyed going out, and looked forward to our time together as this was something she enjoyed with friends (who had since passed away) before covid. Ann’s daughter also told me that her mum greatly enjoyed and benefited from our days out and she and her brothers felt very relieved that their mum was getting this support when they couldn’t be there. When Ann passed away her daughter came to see me to thank me for the support I had provided for her mum.*

**Back Home Visiting** offers face to face and telephone befriending support for people who are returning home from hospital and face loneliness or isolation. This Compassionate Inverclyde support has not scaled up as there are other befriending services available within Inverclyde.

*I visited a gentleman on only two occasions to sit with him, thereby allowing his wife to keep appointments. He was mobile with walking aids and chatty, with a keen sense of humour and a good recall of events in the past. He thoroughly enjoyed having a “new face” to talk to and chatted for about half an hour, before saying he was tired, and I helped him through to his bed. When his wife returned, she too was keen to sit and chat and I felt that she was quite lonely. After the second “booked” visit, I asked them to contact me if they needed my help again, but they had something else arranged. I enjoyed talking with both the gentleman and his wife and I felt that it brightened their day which gave me a feeling of satisfaction.*

**New Mum’s Companions** is a recent initiative to support young mums, particularly new Scots who have recently moved to the area and don’t have a family support network.

*Being a new mum companion has been really important to me. If that had been around when my kids were born I would have really benefited from having someone there to support me with breastfeeding. It’s a very rewarding feeling to visit a new mum who is having some struggles and being there to support her as she goes through it. You can see the impact being there has on the mum - even just sitting with her to listen and have a chat makes all the difference. There can be many hurdles to feeding, or just being a new mum, so being able to give back and be a small part of someone else’s journey is an amazing experience.*

Table 1 sets out the reach, support provided, benefits and estimated employer costs avoided from each initiative. The HSCP chief officer agreed the grade of statutory staff who would have been required to provide the support in the absence of Compassionate Inverclyde. Costs are based on 2022/23 published salary scales including employer on-costs, for the specific grade.

Initiative	Reach, type of support provided, estimated benefits and staff costs avoided			Staff hours avoided	£ Costs avoided	
<b>NODA Companions - Hospital</b>	<b>102 hospital patients and families supported</b>	3791 NODA companion hours	Patients and families feel cared for and supported to the end of their lives.  A good death for individuals  Positive early bereavement experience for families	Hospital staff time released and less stress	3791 hours of Band 3 healthcare assistant	<b>£67,772</b>
<b>NODA Companions – Care Home</b>	<b>9 Care Home residents and families supported</b>	276 NODA companion hours		Care home staff time released and less stress	276 hours of social care support worker	<b>£4,745</b>
<b>NODA Companions at home</b>	<b>3 people and families supported</b>	241 NODA companion hours at home		Community staff time released	241 hours of Band 3 healthcare assistant	<b>£4,308</b>
<b>Lockdown Prescription delivery</b>	<b>513 prescriptions collected and delivered to homes</b>	513 hours of practical volunteer support	People are able to continue their medicines safely and without delay	Family time released and travel costs avoided	513 hrs of Grade 3 support worker driver	<b>£8,820</b>
<b>Palliative Care companions</b>	<b>7 people and families supported</b>	36 companion hours at home	People feel cared about and supported to deal with uncertainty	Contributes to improvement in % of last 6 months spent at home	18 hours of band 3 healthcare assistant	<b>£322</b>
<b>Back Home Visitors</b>	<b>27 people returning home from hospital alone visited at home and / or had calls</b>	528 befriending hours provided at home plus phone calls	People returning home feel less isolated, more connected and confident	Improved transitions of care and reduced early avoidable readmissions	264 hours of social care support worker	<b>£4,539</b>
<b>New Mums Companions</b>	<b>11 new mums visited for average 2hr for 8 weeks</b>	Each 2 hr visit provides friendship, emotional support and helps connect the new mum to the neighbourhood	New mums feel less isolated; better supported and connected to their new community	Contributes to nurture and attachment  GP and Health Visitor consultation time and costs avoided	88 hours of Healthcare Assistant	<b>£1573</b>

**Total estimated costs avoided from compassionate citizens releasing staff time = £92,079**

This excludes the benefits from goods received and from less tangible wellbeing benefits experienced by the people and families who are supported and by the volunteers. These benefits are explored in the next section.

### 3. Neighbourly support

The **Back Home Boxes** Hub at Inverclyde Royal Hospital coordinates the supply and delivery of Back Home Boxes to all who return home from hospital alone. The boxes contain essential items such as tea, milk, bread and tinned food so recipients don't have to worry about shopping. The boxes also contain a get-well card made by local children and a hand-knitted blanket from members of the local community. People, businesses, organisations and groups across Inverclyde donate the contents of the boxes. So Back Home Boxes directly benefit recipients and their family members and also touch the lives of thousands of people of all ages across Inverclyde who knit the blankets, make cards and donate goods as a community act of kindness for the "a wee box of love".

**Stacey describes how the system works in this video:** <https://vimeo.com/287450782>

The Back Home Boxes are universally well received as these letters affirm. The contents facilitate timely discharges and reduce the need for a social care visit immediately after discharge.

*I am writing to thank you and your organisation for your kind gift of the box of 'goodies' which accompanied me home from hospital when I was discharged after a stay of almost three weeks. I am 93 years old and not as comfortable with computer keyboards as I used to be, so have asked my daughter to write to you on my behalf. The crocheted rug is beautifully warm and I popped it over my knees as soon as I sat down in my favourite chair. The little heart tag was beautifully made and lent a very personal touch to the gift. I especially loved the card from 'Anna, aged 5'. What a perfect connection across the space from 5 to 93! Thank you so much for your thoughtful present. It contributed to a happy 'Welcome Home'.*

*What a beautiful and thoughtful idea your Back Home Boxes are. I was admitted to Inverclyde hospital with chest pains and was finally discharged late on Monday afternoon. I had no idea how or when I was going to be able to do any shopping but I had a beautiful surprise just prior to my discharge. When I arrived home I opened my Back Home Box and was totally taken aback with the contents, there was everything I needed to see me through for a few days and I didn't have to worry about going out to get shopping, I was totally lost for words and when I finally reached the bottom of the box I discovered the envelope, I opened the envelope took out the contents and was immediately brought to tears when I saw the two decorated heart shapes and the Happy Easter/Get Well Soon card. I was feeling a wee bit sorry for myself but the box and the envelope contents really lifted my spirits - Thanks to You and everyone who contributed to my Back Home Box and long may you continue to provide such an excellent service.*

*I am a pensioner and live alone in a one bedroom flat in Largs. I attended an appointment at the Hot Clinic at IRH and was immediately admitted to ward 18. When well enough to be discharged I was handed a box and told it contained a few things which I might find useful. Words cannot convey my feelings when I got home and opened the box. As a number of my food items had spoiled while in hospital, the contents of the box allowed me to recover for a couple of days until I was strong enough to go shopping. However as I sorted through the contents I had to stop and have a little cry to myself as I looked at the beautiful hand crafted card which had obviously been done by a child. I would like to thank whole heartedly everyone who took the time and effort to make my past few days much easier for me. Thank you so much Compassionate Inverclyde.*

During lockdown Compassionate Inverclyde provided **Helping Hand Food Boxes** for people who were isolating at home and did not have local family support.

*Just a wee note to send my appreciation and thanks for the fantastic service you all provided for my mother, she was over the moon with what she received, I myself can't get over to see her at the moment due to my low immune system so really your service was a God send, my mother is a very independent lady and before this lockdown she would go down to Morrison's twice a week but as you know that's impossible at the moment, so once again we both thank you from the bottom of our hearts for the sterling work that all doing for the community and surrounding areas. God bless each and every one of you.*

The team also distributed toiletries, clean nightwear and other essential items for patients isolating in hospital and unable to have visitors. This was very much appreciated by patients, families and staff.

*This is a letter sending heartfelt thanks to let you all know how much I appreciate each and every one of you and the invaluable service you provide to our patients. I am an Occupational Therapist and was working in the Medicine for the Elderly wards when the Coronavirus restrictions started which meant patient's families were no longer able to visit. This resulted in elderly patients running out of toiletries and having to wear hospital gowns as their nightwear required laundered. A simple phone call was made to Alison then an SOS was sent out to the generous people of Inverclyde then patients were provided with nightdresses, pyjamas, toiletries, diluting juice, biscuits and chocolates, crocheted blankets and back home boxes. Some of our patients are overwhelmed with this generosity, I am always proud to tell them that all items are donated by the people of Inverclyde and we are very lucky to have this level of compassion within the local community.*

*I love visiting your office to tell you about our patients and the gratitude they have. There is always a willing volunteer available to offer help, no request is ever too much problem with volunteers frequently visiting local shops the same day to obtain requested items that are not available such as socks, dental floss and clothing items. For instance I had a gentleman with a learning disability who enjoyed colouring in so a request was made and then colouring in books and pencils were provided to him. The same man had a birthday during his hospital admission so Compassionate Inverclyde provided a gift bag with pyjamas, toffees, chocolate bars, a cup with lid, toiletries and a birthday card and this ensured that his day was extra special. It is very reassuring to know that you are just a phone call away and readily available to provide the personal things that truly benefit our patient's and this definitely contributes to making their hospital stay bearable. Thank you for everything you do you are all amazing.*

Compassionate Inverclyde **Jolly Boxes** are distributed every Christmas – a time when loneliness is often experienced more acutely. In 2019 Compassionate Inverclyde organised a Christmas Day dinner for 100 lonely people in collaboration with Greenock Morton football club and third sector partners.

Table 2 lists the range of gifts and essential items provided through donations and delivered by the Compassionate Inverclyde Back Home Boxes team. Costs are based on value at 2022.

Table 2

Initiative		2017-2019	2020	2021	2022	Total to date	Value of Goods
<b>Emergency supply of essential goods</b>	Toiletries items @£1	561	2220	3967	1770	8518	8518
	Comfort bags@£12	21	12	10	7	50	600
	Nightwear– Male @£12		478	205	53	736	8832
	Nightwear – female@£12		529	322	89	940	11280
	Blankets @£20		213	183	144	540	10800
	Twiddle muffs £15		19	74	39	132	1980
	Extras @£5		1570	1312	464	2946	<u>14730</u> <b>£56,740</b>
<b>Back Home Boxes</b>	Number distributed Value of content @£16	3070	637	362	398	4467	<b>£71,472</b>
<b>Helping Hand Boxes</b>	Number distributed Value of content @£30		390	113	-	503	<b>£15,090</b>
<b>Jolly Boxes</b>	Number distributed Value of content @£9		1540	362	362	2264	<b>£20,376</b>
<b>Christmas Dinner 2019</b>	Number attending Value of dinner + gift + Back Home Box = @£50 / person	100 5000				100	<b>£5,000</b>
<b>Easter gifts</b>	Eggs @50p			2856	662	3518	<b>£1,759</b>
<b>TOTAL</b>							<b>£170,706</b>

HSCP staff acknowledge the Back Home Boxes make a contribution to their strong national performance in reducing delays to discharge and preventing early readmissions to hospital. (Appendix 1). It is likely that they contribute to a reduction in stay awaiting social care support and in the need for an early post discharge social care visit for a proportion of those returning home alone.

- ❖ Assuming a reduction in stay of 1 day awaiting social care support for 20% of those returning home alone with a Back Home Box = 894 acute hospital bed days avoided. This equates to **£522,096 costs avoided** based on hospital bed day costs @£584 (Public Health Scotland Gross Costs Book 2019/20).
- ❖ Assuming a 50% reduction in demand for an early post discharge social care visit of 30 minutes equates to 1117 hours of Band 3 social care worker **avoided and £19,205 costs avoided.**

**These estimated system costs avoided add to the benefits listed in Table 1 and Table 2 increasing the total estimated benefits from inception to end of 2022 to £804,086.**

As NODA and Back Home Box activities had to pause due to lockdown restrictions the benefits realised to end of 2022 underestimate the anticipated benefits had these Compassionate Inverclyde supports continued at the pre-pandemic level.

## 4. Improving wellbeing

Although the initial focus of Compassionate Inverclyde was support for people at times of crisis and loss, local community conversations soon prompted actions to support people who were lonely, isolated, had poor mental health or felt excluded from their local community. Poverty and poor mental health affect people at all life stages.

A **bereavement café** has evolved into a community **friendship hub** at St John's Church, Greenock. Around 45 people meet every Tuesday offering networks of support for people who are lonely or isolated. Volunteers created a tree and placed a coloured leaf with one word on each branch to say what the hub meant to them and to those who attend. Words such as *friendly*, *kindness* and *happy* were used, alongside pictures of the volunteers and the events celebrated throughout the year.

*The branches are growing in different directions but are held together by the trunk which represent the hub and makes us all one family. Caring, sharing, laughter, fun and above all compassion are very important in our hub and we will always strive to achieve this.*

*The more I went [to the bereavement café], the more fruitful and the more help I was getting and even my psychiatrist said he's seen a big, big change in me for the better... I felt wanted and understood ... I feel I've got a purpose in my life now, I've got that extra get up and go and I feel motivated.*

Hear more from Charlie's experience in this short video <https://vimeo.com/260206689>

Compassionate Inverclyde devised a **High 5 wellbeing programme** based on evidence from the New Economics Foundation 2008 report on five ways to improve mental wellbeing.<sup>6</sup> The High 5 programme was adapted for primary pupils in a fun and creative way tailored to their age and learning style and to the mental, emotional, social and physical wellbeing experience and outcomes of Curriculum for Excellence. It has been delivered to almost 2000 pupils in 32 schools. Around 120 High School pupils have completed a version developed for adolescents and established links with the Homeless Centre. The High 5 programme has also been completed by 500 adults including carers, people affected by mental health issues and by staff and prisoners from Greenock Prison.



**Alison speaks of the powerful personal impact of participating in the High 5 programme and how it was a catalyst to turning her life around and becoming a volunteer** <https://vimeo.com/260146177>

A sample of the impact of the High 5 programme on wellbeing is described in Appendix 2. Wellbeing scores improved in 24/28 participants surveyed.

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<sup>6</sup> [Five Ways to Mental Wellbeing.](#)

There is a strong sense of reciprocity among the 106 Compassionate Inverclyde volunteers who help in various roles. They include four adults with Learning disability.

*It's helped me... I wasn't in a place to do paid work. I was very low and then a friend told me about this and said there would be something I could do. I contacted Alison and we met up... That's been since last May... But what it did for me is helped me feel I belong somewhere and it has helped me feel useful – it has helped my wellbeing a lot.*

NODA companions describe finding fulfilment and reward in their roles.

*"It was a real privilege to sit with someone at the end of life"      "I found it rewarding"*  
*"It was a very fulfilling experience"      "Gives me peace"*

Some volunteers like Jessie have supported more than one aspect of Compassionate Inverclyde.

*I became involved in Compassionate Inverclyde in 2018 when I answered an advertisement in Greenock Telegraph for Back home Visitors. As I had just retired from being a home support worker for 17 years I thought this would be a great opportunity to be still involved with the community as I had a lot of experience from working with the elderly and people less fortunate. I was pleased to be accepted for this role which entailed visiting people from the community in their own homes - people who were house bound or lonely or just home from hospital and had no family nearby. It was just to spend an hour or more a week with them or whatever suited both parties ...a nice cup of tea and chat always goes down a treat and also breaks the day for them. It's also ideal if possible to meet relatives of the person involved in their own homes to give them added security.*

*To be honest I hadn't heard of Compassionate Inverclyde until that time and feel very privileged to be accepted into this part of the community. I started visiting people in their homes and made regular visits which I enjoyed as did they. Unfortunately Covid kicked in and visits were no longer possible so I started to call people at their homes with their permission and kept in touch that way which was good for their wellbeing and mental health and also mine.*

*After Covid I went on to become involved in the Friendship hub in St John's hall on Jamaica Street where we provide refreshments, biscuits and light lunch to anyone who wants to come along for company and a chat and sometimes a bit of music. This is a great place to be where people can come together with all our volunteers for a chat and sometimes be involved in some of our activities. Being part of Compassionate Inverclyde means a lot to me as it's rewarding to know that I can bring some happiness to other people and also be able to spend valuable time with people who otherwise have no one to chat to. It also helps my physical health and wellbeing...when I retired I thought where do I go from here? Only to find that another door was just round the corner waiting for me to walk through...this has brought joy and meaning to my life after retirement and I'm so proud to be part of Compassionate Inverclyde.*

Volunteers formed a Singing Group in 2019. This meets monthly, consolidating their enduring friendships and providing another source of community wellbeing.



Table 3 lists the range of supports to enhance wellbeing and the many related benefits.

<b>Initiative</b>	<b>Reach, participation and support</b>		<b>Benefits identified</b>
<b>School Partnerships</b>	32 primary schools  5 High schools	1920 primary school pupils in 32 schools  120 High school pupils involved in the High 5 programme	Sense of achievement Giving / receiving kindness Improved wellbeing by understanding emotions Mutual respect Included in community initiatives and by peers
<b>Girl Guides, scouts + schools</b>	Writing cards for Back Home Boxes and seasonal gift boxes	10,000 hand- made cards produced and personal messages written	Giving / receiving kindness Included in community initiatives
<b>Friendship Hub</b>	50 sessions / year each lasting 2 hours since 2019	45 people attend each session	affirming and enduring friendships reduced loneliness networks of support
<b>Adult High5</b>	500 people completed the programme	Wellbeing scores increased in 24 / 28 sampled	improved wellbeing for around 430 people
<b>Singing Group</b>	Meets monthly since 2019	14 – 16 people participate each month	affirming and enduring friendships reduced loneliness networks of support
<b>Homeless Centre @ St Mary's</b>	6 young people are involved	60 homeless adults reached	Giving / receiving kindness respect for diversity Heightened attentiveness to the situations of others Reduced loneliness
<b>Community supporters</b>	e.g. 6500 blankets knitted by community	Anonymous donors for Back Home Box content, gifts and blankets	Sense of purpose and community cohesion participation reciprocity

These wellbeing activities and community connections create social value through increased community cohesion and many positive individual and relational outcomes achieved:

- affirming and enduring friendships
- nurturance and affection
- respect for diversity
- networks of support and collaboration
- democratic participation in decision making processes
- community voice and renewed community pride
- heightened attentiveness to the situations of others
- restored community values and neighbourliness
- community hope for the next generation and resilience
- active youth participation in decision-making and community action

Social Return on Investment (SROI) methodology aims to identify wider socio-economic outcomes and a broader estimation of social value<sup>7</sup>. Estimating social value is a complex science and a full SROI economic analysis is beyond the scope of this report. Our Outcomes Tree on page six illustrates Compassionate Inverclyde's theory of change or contribution story: the positive outcomes achieved and their contribution to health and wellbeing outcomes and wider national outcomes. It does not attempt to measure direct attribution. For a SROI analysis, informed assumptions are required to mitigate the consequences of deadweight (the proportion of the change in outcomes that would have been experienced over time without Compassionate Inverclyde), attribution (understanding the influence of other factors on the outcomes realised) and attrition (the expected drop off in influence of Compassionate Inverclyde on the outcomes over time).

SROI requires an agreed methodology to assign a monetary value to intangible benefits such as reduced loneliness and improved relationships. The Housing Associations' Charitable Trust (HACT) has a bank of monetary values (per annum) that have been assigned to specific personal, social, and community outcomes.<sup>8</sup> We selected HACT social value bank monetary values to illustrate an approach to estimating the additional social value for two outcomes commonly reported by people supported by Compassionate Inverclyde, following the methodology from a SROI evaluation of palliative care in Wales.<sup>9</sup> The two outcomes were:

- ❖ Feel belonging to a neighbourhood – full one-year value = £3,753
- ❖ Relief from depression/anxiety (adult), any age – full one-year value = £36,766

The following calculations are illustrative to highlight the additional social value from intangible benefits that increase the overall social return on investment from Compassionate Inverclyde.

For the 45 people who regularly attend the friendship hub, total estimated benefit could be as high as **£168,885** as the sense of belonging and connectedness outcome is likely to have high attribution, low deadweight and low attrition over the year. In contrast, the relief from anxiety / depression for 159 families supported on a time limited basis by NODA, Back Home visiting or New mum companions is likely to have lower attribution, as Compassionate Inverclyde is one of many concurrent interventions, and higher deadweight and attrition due to the resolution expected over time in the reactive nature of the anxiety. This means the full one-year value has to be filtered. This is not an exact science. Applying a 20% attribution and anticipating deadweight and drop off of Compassionate Inverclyde effects by 3 months, estimated social value from these 1:1 supports could still be as high as **£292,202**.

**Quantifiable benefits estimated at £804,086 + Intangible benefits estimated at £461,087**  
**Total estimated social value = £1,265,173.**

This excludes benefits realised by children and young people and by wider non-statutory partners.

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<sup>7</sup> Banke-Thomas AO, Madaj B, Charles A, van den Broek N. Social Return on Investment (SROI) methodology to account for value for money of public health interventions: a systematic review. BMC Public Health. 2015;15:582. doi:10.1186/s12889-015-1935-7.

<sup>8</sup> <https://hact.org.uk/tools-and-services/uk-social-value-bank/>

<sup>9</sup> Nicole Hughes Thesis in [https://research.bangor.ac.uk/portal/en/theses/social-return-on-investment-a-mixed-methods-approach-to-assessing-the-value-of-adult-hospice-services-in-north-wales\(57ac7d1a-96cd-489d-94dd-d07197e23e23\).html](https://research.bangor.ac.uk/portal/en/theses/social-return-on-investment-a-mixed-methods-approach-to-assessing-the-value-of-adult-hospice-services-in-north-wales(57ac7d1a-96cd-489d-94dd-d07197e23e23).html)

## 5. Collective Corporate Actions

Building on the success of Compassionate Inverclyde, Inverclyde Cares was established as a strategic network of local organisations from the third, public and private sectors underpinned by values of kindness, compassion and equality. Together they are seeking to create a compassionate Inverclyde where people look out for and support each other. The partner organisations champion the three citizen led Compassionate Inverclyde work streams and directly oversee collective work streams on:

- **Bereavement**
- **Inverclyde Kindness Awards**
- **COVID Memorial**
- **Challenging Stigma**

These four work streams carry the brand of Inverclyde Cares and its organisational partners.



### Bereavement



In April 2020 Scotland's first Bereavement Charter for Children and Adults<sup>10</sup> was launched. The Charter is designed to help us understand not only the importance of bereavement support, but what that support needs to look like. It contains 13 statements which describe what we can do to support individuals and communities who struggle with the death of someone they know or someone in their community. Whilst accepting that every death is unique and that the way we each come to terms with a death is individual, this Charter and Guidance remind us that it is the responsibility of everyone within Scotland to ensure that this is achieved.

To date more than 100 people in Inverclyde have participated in bereavement training and 11 Inverclyde based organisations have achieved their Bereavement Charter Mark. This work has been able to make use of Good Life Good Death Good Grief's resources to help managers, employers and colleagues create more bereavement friendly workplaces. A well supported bereavement experience will support staff to return to productive work at the right time with less psychological morbidity, in turn benefiting the employing organisation.

*"What I thought was really good about the process of gaining the Bereavement Charter and policy, and some of the issues behind it, was I realised how blind I had been to what was glaringly obvious: we should have better bereavement policies. It's kindness, but it also something that should be a right. So I'm really pleased that you helped us see something that we should've seen before.*

*Policies, and the workplace in general, can sometimes dehumanise people, almost by accident. So it's good to step back and look at policies."* Manager Inverclyde Carers Centre

<sup>10</sup> [https://www.goodlifedeathgrief.org.uk/content/bereavement\\_charter/](https://www.goodlifedeathgrief.org.uk/content/bereavement_charter/)

## No One Grieves Alone

In February 2022 Inverclyde Culture Collective hosted a series of creative research events at the Beacon Arts Centre, Greenock. The events brought together representatives from over 15 local Arts and Health & Social Care organisations to explore the past, present and future relationship of creative practice within health and social care contexts. The sessions explored the overarching question of: "How can the arts be a driver for improving health and wellbeing in Inverclyde?"

No One Grieves Alone and the associated artist residencies were formed through these conversations and subsequent research in partnership with Inverclyde Cares. This research explored the links and possibilities between placing creativity and arts within different health and social services and settings. Inverclyde Cares have been working with Inverclyde Culture Collective to see how the arts could be part of their recently developed work and charter around bereavement across different services across Inverclyde.

53 people participated in the first No One Grieves Alone event at The Beacon Art Centre in May 2023. The feedback on the various speakers and art workshop was very positive and all agreed this should be an annual event as part of the National Demystifying death week.

*"I really enjoyed the event, the balance between listening to professionals and organisations talking about their work versus having space to reflect more personally was effective. The speakers were all engaging and interesting. Thank you for an inclusive and enjoyable event!"*

## Tailz of Love

The loss of a pet is a deeply distressing and emotionally personal time, experienced differently by everyone. Whether you are an adult, an adolescent or a child the intensity of grief can be overwhelming. This is because the relationship a person has with their pet can be more profound than any other relationship. Those who have recently lost their companion are often shocked by the depth of their grief. Inverclyde Cares takes the death of a pet seriously and wants to connect people so they are not alone in their grief for the loss of a beloved pet. Five people attended the first session of an eight week Tailz of Love programme that will help them work through and express their feelings of grief in a safe space accompanied by compassionate facilitators.



## Pet Bereavement Wellbeing Programme

## Inverclyde Kindness Awards



Inverclyde’s Kindness Awards were launched at the Beacon Arts Centre in November 2022.

*The Kindness Award will capture people’s stories of being kind. If we can promote kindness as a way of being – through actions and words and attitudes – then we can transform Inverclyde into an amazing place.*

Councillor Colin Jackson, Inverclyde Council's health and social care convener, said:

*“I’m proud to support the launch of the Inverclyde Kindness Awards which will recognise individuals and organisations for acts of kindness in our community no matter how big or small. We know Inverclyde is a caring and compassionate place to live, work and visit and we see many examples on a daily basis but not everyone gets the recognition they deserve. These awards are a celebration of the wonderful, everyday acts of kindness that makes Inverclyde such a special place and well done to Alison and Willie for driving this on with support from the various partners.”*

To date 165 people have received an individual kindness award and 11 organisations have received a Bronze award in recognition of their work to achieve a Bereavement charter mark. CVS Inverclyde has achieved a Silver award as they created a Kindness Charter for their organisation. Plans are underway to embed Kindness Awards in the five local High Schools.



Charlotte More, Halo hairstylists, Gourock was nominated for a Kindness Award by a client:



*I’d like to nominate my hairdresser for a kindness award. I think she exemplifies kindness in our community. Following a recent cancer diagnosis I am currently going through chemotherapy treatment. A significant side effect has been my hair loss. When I advised my hairdresser she was so caring. We were able to discuss my preparation for hair loss. My hairdresser sent me flowers at Christmas and then sent flowers for my mum. When my hair subsequently fell out I contacted her to ask if she would mind shaving the rest of my hair. She not only agreed but opened up her salon on her day off to do this. She has been so caring and understanding and doing everything she can to help at a really difficult time. I think Charlotte demonstrates what the kindness award is all about.*

## COVID Memorial: *Remembering together Inverclyde*

Over the course of six months RIG Arts undertook a consultation with local community groups, young people and Your Voice Long COVID support group to explore stories from the pandemic and ideas for a COVID memorial. The emerging idea is for a series of local memorials that are places for people to visit and reflect on the past together. The suggestion to use community gardens, outdoor green spaces or trails resonates with a sense of growth, hope and renewal. Each community green space could incorporate interactive artworks created by local community groups. Phase 2 will begin in June 2023 to take these ideas forward.

## Challenging Stigma

CVS Inverclyde has established a local network to build resilience, foster hope and improve support for people experiencing multiple inequalities. This work was inspired by the Hard-edges Scotland report<sup>11</sup> and has prompted a more holistic and cross sector approach to challenging stigma, including more careful use of language. In 2022 the Resilience Network hosted an online “Challenge Stigma” event to explore stigma in Inverclyde, its impact on different groups in the community, and what can address its harmful effects. The event brought together a wide range of partners from Inverclyde’s third and public sector, and members of the community, many of whom had lived experience of stigma. Three people shared their personal stories of experiencing stigma as a result of drug addiction and/or homelessness, and as a New Scot. These short films are available on CVS Inverclyde’s YouTube channel.<sup>12</sup>

*The kindness exhibited at the event can be recognised through sharing the words of the participants*



*“It takes a whole community to address stigma – it takes every person, assuring everyone has a voice.”  
Inverclyde Council’s CEO Louise Long*

You can read more about this work in the reflection by the Inverclyde Resilience Network.<sup>13</sup>

<sup>11</sup> [hard-edges-scotland](#) report

<sup>12</sup> <https://www.youtube.com/channel/UCw5bp7reDrBDQZUmgXhU-HA>

<sup>13</sup> [challenging-stigma](#)

## 6. Sharing the Learning

People from many different areas have visited Inverclyde to learn about Compassionate Inverclyde and the Programme lead has shared their learning widely at events across Scotland:

- NHS Scotland Event x 2 parallel sessions (June 2017)
- NHS Lanarkshire Senior NMAHP Forum (August, 2017)
- Volunteering Network event (Scottish Health Council) (September 2017)
- Podcast on Your Small Voice Radio (October 2017)
- Hearing Loss Scotland (November 2017)
- Ayrshire Hospice Learning event (November 2017)
- St Andrews Hospice Airdrie (February 2018)
- MacMillan Palliative Care Conference (March 2018)
- QNIS Conference (March 2018)
- SPPC Conference (April 2018)
- Pan Ayrshire Business planning workshop (August 2018)
- Glasgow City HSCP with Scottish care and Marie Curie (August 2018)
- Redesign with Glasgow University and Glasgow School of Art (September 2018)
- The international institute of graduate women (September 2018)
- NHS Grampian palliative care conference (November 2018) plenary speaker
- Palliative Medicine Training Day (Ayr) Feb 2023
- Royal College of Nursing (RCN) Symposium (Glasgow) Feb 2023
- Homelessness forum (online) March 2023
- Fireside Speaker, Queen's nurses Scotland (Balbirnie) March 2023
- Palliative Medicine Congress (Edinburgh) March 2023
- IFIC Scotland Compassionate Communities Webinar March 2023
- EICSP Online Zoom Forum April 2023

Some communities are developing their own local programme. For example, **Strathcarron Hospice** is working on an assets based community development programme with their local communities. **Glasgow City** is taking forward early development work on kindness. **East Dunbartonshire** is starting to develop a NODA programme and compassionate community. Some initiatives may not be branded as Compassionate Communities but the principles are the same – creating inclusive and connected communities that help people live their best lives. For example, **East Ayrshire Vibrant Communities**<sup>14</sup> is a well-established asset based approach that empowers people and communities, young and old, to live happy, healthy, connected and fulfilling lives in East Ayrshire. There are 30+ community led local action plans with many examples of participatory budgeting. Success has been achieved by continually reframing from deficits to assets, organising inclusive 'Full of Life' intergenerational events in localities and by a consistent community focused outcomes narrative. Citizens are positioned at the heart of planning fairer, cleaner greener, caring, kind, connected communities.

**The local approach needs to be Right for People, Right for the Place, Right for the Circumstances**

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<sup>14</sup> <https://www.east-ayrshire.gov.uk/CouncilAndGovernment/About-the-Council/East-Ayrshire-Council-Structure/Safer-Communities/HousingandCommunities/VibrantCommunities.aspx>

Dementia Friendly communities similarly describe a culture of kindness that supports people with dementia and their carers to be connected and live a good life. For example, in **Dementia Friendly Aberfeldy**, local people led changes to street and town lighting and signage, opportunities for intergenerational discussions and awareness education on dementia for staff from local businesses and services. The Birks Cinema Trust was proactive from the start and other areas / organisations are following by becoming dementia friendly too. The carer support group functions as a peer action learning set and the town has recently received funding from Age Scotland and secured permission from the council to establish a Dementia Meeting Centre in the Town Hall. Information on Dementia Friendly Communities can be found in Age Scotland's forum<sup>15</sup> or in this webinar [presentation](#)

Nine areas in Scotland are working on **Community Led Support (CLS)**<sup>16</sup> which has much in common with the principles of Compassionate Communities. CLS evaluation reports<sup>17 18</sup> show people can access support quicker, are less likely to draw on formal services, and are able to remain independent at home for longer. For example, **Orkney HSCP** is taking CLS forward to help people to do more for themselves and to improve lives. There is much synergy between their GP practice Community Link practitioners, third sector wellbeing coordinators, and other community supports they have introduced through the empowering communities fund.

Compassionate Inverclyde linked with the Truacanta Project.<sup>19</sup> This two year project led by Good Life Good Death Good Grief supported several creative compassionate community initiatives.

- ❖ **Truacanta Perthshire** grew some [Selfie Wings](#), giving local people a place and space to reflect and share their experiences and created a remembrance trail using QR codes.
- ❖ **Ayrshire** have only recently started mapping activity to identify gaps and held a face to face engagement event to get input from the local community.
- ❖ **Say Something Dundee** organised online Conversation Cafes, as well as Information Sessions in partnership with a local solicitor. They have an active [Facebook page](#), and have hosted Facebook Live events. They are looking at the possibility of funding a development post.
- ❖ **Highland Truacanta** held regular Virtual Tea Breaks and Creative Conversations where they've looked at ways of **celebrating and remembering people who have died**, including using poetry and arts and crafts activities. One of the group has also trained as an EASE Online volunteer facilitator and is aiming to deliver a course to local people.
- ❖ **North Berwick Compassionate Community** invited local people to Online Armchair Chats with speakers, music and poetry. They also organised in-person events at their local [Fringe by the Sea](#). Two volunteers have trained as [EASE Online](#) Facilitators and delivered courses. They are working with St Columba's Hospice to build a local pool of [Compassionate Neighbours](#), and now have a paid member of staff to take this forward.

None of the Truacanta projects have achieved the scale and impact of Compassionate Inverclyde.

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<sup>15</sup> <https://www.ageuk.org.uk/scotland/what-we-do/dementia/about-dementia/#:~:text=About%20Dementia%20is%20Scotland's%20forum,practice%20that%20matters%20to%20them>

<sup>16</sup> <https://www.ndti.org.uk/projects/cls-in-scotland>

<sup>17</sup> <https://www.ndti.org.uk/research-and-evaluation/evaluation/community-led-support-evidence-learning>

<sup>18</sup> <https://www.ndti.org.uk/report-valuing-community-led-support>

<sup>19</sup> [The Truacanta Project](#)



Participants in our Active Learning Programme shared updates on progress in their communities, inspired by Compassionate Inverclyde. Two examples are summarised below.

### **Compassionate Lanarkshire (CLAN)**

CLAN is a partnership project between St Andrew's, Kilbryde and Strathcarron Hospices which aims to support vulnerable and isolated individuals and carers in Lanarkshire affected by a life-limiting illness. The project offers emotional, therapeutic and practical support to help individuals and families identify, value and build on their strengths to achieve the best possible quality of life.

The model is based on three roles:

- CLAN Co-ordinator & Community Link worker offer support to clients and carers at home.
- CLAN Befriender provides friendship, support and short-term respite.
- CLAN Complementary Therapists provide treatments such as reiki, reflexology/massage and aromatherapy, usually for a series of six sessions.

CLAN identify and build on strengths and existing support networks of people with a life-limiting illness to create a person-centred action plan concentrating on 'What Matters to Them'. They work with people and families within their own localities to empower them to make community connections.

#### **Who/ what infrastructure supports this and how is that funded and hosted?**

St Andrews Hospice lead the project management. The project is funded by the National Lottery Community Fund and match funded by South Lanarkshire Health & Social Care Partnership.

#### **The challenges we face and how we are overcoming them**

- Funding has been granted on a significantly reduced scale due to the available resources, resulting in reduced hours of working for Coordinator, Link worker & Complementary therapist.
- Recruitment of volunteer befrienders - recruitment drives and adverts in shops etc.
- Setting priorities and making best use of time available to offer quality to the service users around 'what matters to them'.

#### **What we notice is better and how this makes us feel**

- Responses of service users, that someone wants to listen to what is important to them and not only clinical issues.
- The joy when service users are able to achieve the goals they set, when they thought it was not possible.

#### **Words of advice and encouragement for others**

- ❖ There will always be mountains to climb along the way, but don't give up.
- ❖ For all the 'bad' days, the good will eventually out number them.
- ❖ Remember who you are doing this for, and the enjoyment of life it can bring back to a person who thought they were just waiting to die.

## A Listening Ear: Dumfries & Galloway

A Listening Ear (ALE) was founded in April 2020 as a short term response to Covid. Local people offered to telephone lonely and isolated members of our community using their own mobiles. The service grew very quickly, we started receiving referrals from the NHS and developed a Waiting List while recruiting more volunteers without any funds until local people started to donate to ALE which helped us to buy mobiles, laptop etc. Lots of hours have been donated from over 30 volunteers to get us to where we are today, plus the help from an amazing CIC called Sleeping Giants who guided and supported ALE in successfully gaining a small amount of funding to employ a Volunteer Coordinator p/time for a year and to take the founding Trustees through training and development in achieving Charitable registration with OSCR.

ALE has had further success in accessing funding to develop ALE region wide across Dumfries and Galloway, providing Telephone Befriending and more recently based on feedback from the people we support we have started to develop Friendship Cafes across the region. The service secured funds to purchase shopping vouchers to send to our Phone Friends before Xmas , a total of 24 people received such vouchers and we are about to distribute a further 50 shopping vouchers and warm blankets donated from another local project for people in the West of the region. The project is supported by 2 part time Volunteer Coordinators, 1 part time Admin Asst, 4 Trustees and 38 volunteers. Some of our Phone Friends are now trained Telephone Befrienders. We have retained 80% of the original volunteers since 2020.

One of the major factors in supporting the volunteers has been the fortnightly Zoom meetings we have delivered since 2020 and are still well attended to this day, flexible training methods either face to face or digitally, excellent communication with volunteers and stakeholders. Twice yearly we hold volunteer Thank You lunches where we can all come together and connect, monthly Volunteer Drop In Coffee and Chat sessions.

We achieved Third Sector Dumfries and Galloway's Volunteer Friendly Award in 2022 and were voted as Finalists in Dumfries and Galloway Life Awards in the Community Resilience category. We have a fantastic website [www.a-listening-ear.org](http://www.a-listening-ear.org) as our reputation grows we are receiving referrals from Macmillan Nurses for befriending. To date we continue to be unable to meet the increasing demand on our service as we always have people on our Waiting List although we try and phone them on a fortnightly basis just to reassure them we are trying our best.

Now that people are becoming more confident post Covid the demand for face to face befriending is increasing fast and in a realistic effort to make best use of capacity the Friendship Cafes seems the sensible way forward although we will work towards individual face to face service. The Telephone Befriending works really well as volunteers can volunteer from their own home and support someone many miles away, we also carried some research with our existing Phone Friends to ask them if they would prefer to use a digital device and 98% said No they preferred to use their landlines. One of our long standing volunteers supported her Phone Friend to move to using Zoom and they meet in this way – he is partially sighted.

**Who/ what infrastructure supports this and how is that funded and hosted?**

Registered Charity, 4 Founding Trustees, Volunteers (see above) staff (see above)  
Fundors: Awards for ALL, Social Isolation Fund.

**The challenges we face and how we are overcoming them**

Our biggest challenge is ongoing volunteer recruitment to cover a region-wide service of this nature. Other challenges include staff and volunteer capacity, funding, size and remoteness of Dumfries and Galloway, and volunteer fatigue.

See above re some actions we are taking to meet these challenges.

We have submitted a bid to Social Isolation Fund and are preparing a National Lottery Bid.

**What we notice is better and how this makes us feel**

Having staff has taken pressure off the Trustees and volunteers in trying to cope with the demand. Feedback from the people we support has been vital in making us feel better as well as being voted by our local community in the Dumfries and Galloway Life Awards. Having funding available to support volunteers and provide them with meaningful team building. Being successful in accessing funding has been a big boost as it reflects how others value what we are trying to do.

The website and completion of our Strategic Plan has meant we can see clearly where we are going and how we are going to get there.

**Words of advice and encouragement for others**

- ❖ **Don't give up.**
- ❖ **Accept help and advice.**
- ❖ **Have a plan based on good engagement.**
- ❖ **Stay focussed and take one step at a time.**

The Compassionate Inverclyde programme lead has been a prolific ambassador for Scotland, speaking at numerous UK and international learning events. This has placed Inverclyde firmly on the global map of Compassionate Communities and contributes to another one of our national outcomes –

***We are open, connected and make a positive contribution internationally***

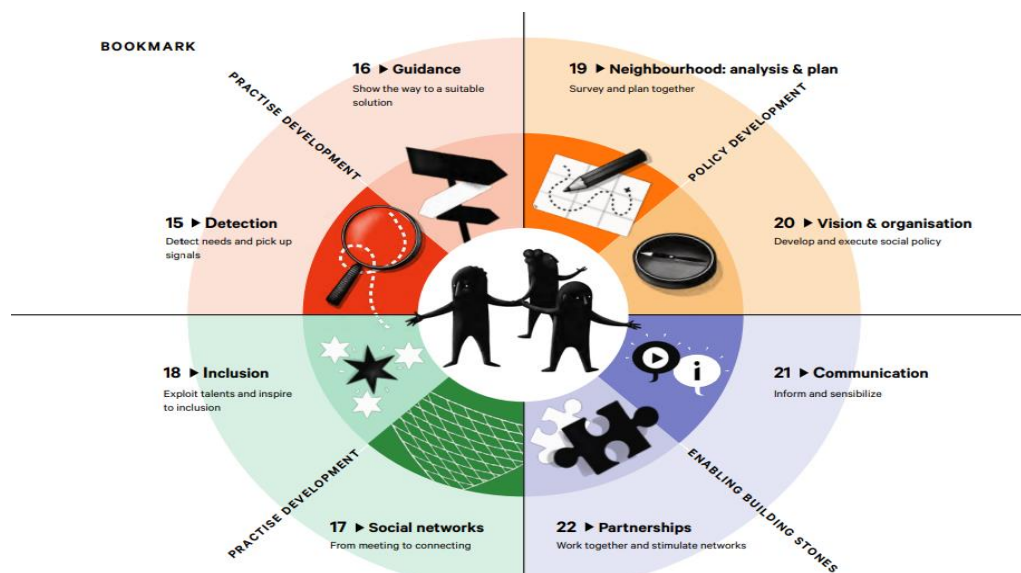
- [Compassionate Communities Symposium, Sydney, Australia \(Feb 2017\)](#)
- [Integrated Care Matters international webinar \(April, 2017\)](#)
- [International Conference on Integrated Care, Dublin \(May 2017\)](#)
- [Palliative Care Conference Dublin \(June 2017\)](#)
- [Compassionate Communities Conference, Frome, Somerset \(June 2017\)](#)
- [Strategy day, Princess Alice Hospice, Surrey \(September 2017\)](#)
- [International Integrated care event, Ayrshire \(Nov 2017\)](#)
- [St Joseph's Compassionate communities conference \(May 2018\)](#)
- [International Conference on Integrated Care, Utrecht \(May 2018\)](#)
- [International Association of Nurses in Palliative Care Conference \(June 2018\)](#)
- [International Conference on Integrated Care, San Sebastian \(March 2019\)](#)
- [RCN Congress Brighton May 2023](#)
- [Florence Nightingale Commemoration service, St Paul's Cathedral, London \(May 2023\)](#)
- [International Conference on Integrated Care, Antwerp \(May 2023\)](#)
- [Burdett Trust Event \(London\) \(September 2023\)](#)

Compassionate Inverclyde has been generous in coaching and mentoring leaders from other systems. For example, the municipality of **Tilburg, Netherlands** voted their visit to Inverclyde as the highlight of their study trip to Scotland and featured Inverclyde in their 2022 annual report.<sup>20</sup>

**N Ireland Compassionate Communities** community of practice<sup>21</sup> and **Compassionate Isle of Man** have drawn heavily on Inverclyde’s learning in their work on loneliness, wellbeing, end of life care and loss. **Dr Anna Sangren, Director of the Center for Collaborative Palliative Care, Linnaeus University** has connected to inform their developing work and research on Compassionate Communities in Sweden. Compassionate Seville and Compassionate Getxo in **Spain** have been learning partners from the early days as has the Groundswell project in **Australia** and compassionate communities supported by **Pallium Canada**. You can learn more about the international collaboration in this Integrated Care Matters webinar [Recording and Topic Resource](#)

Compassionate Inverclyde featured in a plenary session on caring neighbourhoods and compassionate communities<sup>22</sup> at the **International Conference on Integrated Care in Antwerp, May 2023**. Dr Kira Fortune WHO/EURO Regional Advisor, Healthy Cities, Health Promotion and Well-being reflected on the Geneva Charter for Well-being, a whole-of-government approach to work in partnership and implement strategies for well-being to achieve equitable health and social outcomes now and for future generations, without breaching ecological limits. Compassionate Inverclyde was highlighted as an international exemplar of this approach alongside the Caring Neighbourhoods programme in Flanders in which 133 very small projects are working towards the creation of caring neighbourhoods. The eight building blocks<sup>23</sup> of Caring Neighbourhoods (Fig 3) have much in common with the community development approach of Compassionate Inverclyde.

Figure 3 Flanders Caring Neighbourhoods Building Blocks



<sup>20</sup> [Publieksverslag 2022 \(cz-zorgkantoor.nl\)](https://publieksverslag.2022.cz-zorgkantoor.nl)

<sup>21</sup> <https://compassionatecommunitiesni.com/resources/>

<sup>22</sup> [plenary session 2 at ICIC23:](#)

<sup>23</sup> Less loopholes, less slipping through the net. <https://www.saamo.be/model/zorgzame-buurten/>

## Conclusions

This report on Compassionate Inverclyde describes the wide range of positive outcomes and value achieved for people, communities and for the health and care system. Estimated social value exceeds **£1,265,173** from inception to the end of 2022. As NODA and Back Home Box activities had to pause due to lockdown restrictions and we have not estimated value from the High 5 programme and work with children and young people, this almost certainly underestimates the anticipated benefits had Compassionate Inverclyde supports continued at the pre-pandemic level. Compassionate Inverclyde was fully operation for only five years in the period from inception to end of 2022. With revenue costs around £82,000 per year, it can be viewed as generating a **3:1 social return on investment** for people and communities through creating wellbeing, resilience and social capital in addition to the costs avoided for citizens and for statutory services.

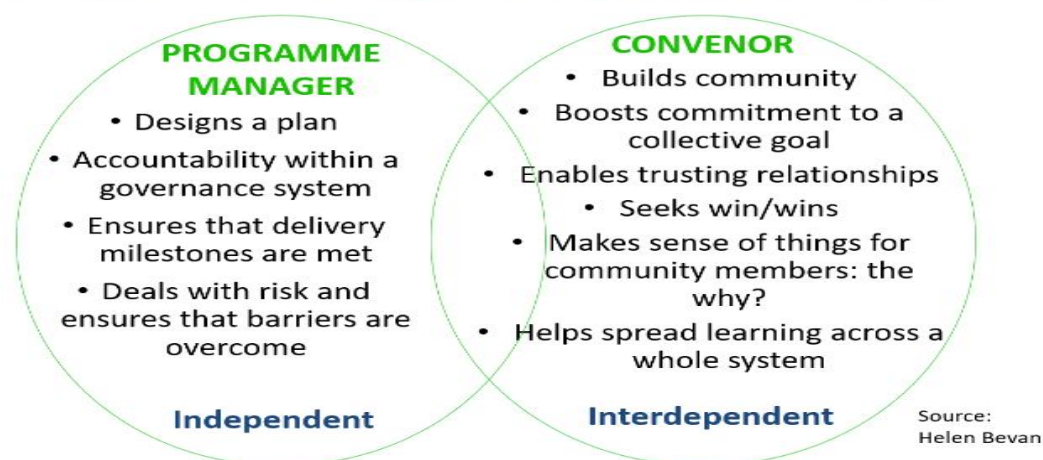
The Collective Impact framework<sup>24</sup> is widely used in social programmes that tackle complex problems with large numbers of stakeholders and where success requires collective actions and a considered balance between pre-determined and carefully governed actions, and grass root driven and emergent activities. The five principles of the Collective Impact framework are:

- ensuring that there is a common agenda shared by all partners
- agreeing the metrics through which success will be measured
- selecting mutually reinforcing activities that play to the different strengths of partner organisations
- continuous communication between partners
- a central ‘backbone organisation’ to co-ordinate activities and provide supporting infrastructure.

To date Compassionate Inverclyde’s programme lead and light touch administrative support have provided the required ‘backbone’ capacity to ensure the smooth running of a complex and dynamic work programme for Compassionate Inverclyde and, more recently, the collective corporate activities of Inverclyde Cares. The programme lead has functioned as a systems convenor rather than a traditional programme manager (fig 4).

Figure 4

### Programme manager vs. systems convenor



<sup>24</sup> Kania, John & Kramer, Mark. Collective Impact. Stanford Social Innovation Review. Winter 2011

Systems convening is needed for complex situations such as those associated with loss, loneliness, isolation and inequalities. In their book on Systems Convening<sup>25</sup>, Etienne and Beverly Wenger-Trayner describe how system conveners look at the social landscape in which they operate and open up spaces for new kinds of conversations between people across traditional boundaries and silos to unleash unrealised potential. They are both visionary and pragmatic and function as network weavers.<sup>26</sup> While largely self-organizing, networks need to be managed and nurtured but in collaborative, non-hierarchical ways.<sup>27</sup> They can be distinguished from other organisational structures by:

- Their ability to be innovative, creative and reliant on diversity
- The distribution of power and leadership across members
- Reciprocity and exchange as the defining relationship between members based on mutual interest around a common purpose
- Fluctuations in their member engagement and impact
- Their adaptability to survive and thrive
- The centrality of the knowledge function

Compassionate Inverclyde is often described as a social movement or network. Mendizabal and Hearn identify six functions that networks fulfil.<sup>28 29</sup> These are described in Table 4 below.

Function	Key Activities
Community building	Promoting and sustaining the values of the individuals or groups
Filtering	Organising and managing relevant information for members
Amplifying	Helping to take new, little known or little understood ideas and make them public, giving them weight, or making them understandable
Facilitating	Helping members to carry out their activities more efficiently and effectively
Investing/Providing	Offering a means to provide members with the resources they need to carry out their main activities
Convening	Bringing together different, distinct or groups of people with distinct strategies to support them

The Compassionate Inverclyde programme infrastructure has delivered these functions well to date. Indeed it is a shining example of Christie in action,<sup>30</sup> also embracing the principles of The Community Empowerment Act.<sup>31</sup> When communities feel empowered there is greater participation in local democracy, increased confidence and skills among local people, more people volunteering in their

<sup>25</sup> Systems Convening A crucial form of leadership for the 21st century. Available at <https://www.wenger-trayner.com/systems-convening/>

<sup>26</sup> <https://networkweaver.com/>

<sup>27</sup> Arganoff R., (2006), *Inside Collaborative Networks: Ten Lessons for Public Managers*, Public Administration Review, December 2006, Special Issue

<sup>28</sup> Mendizabal and Hearn (2011), Overseas Development Institute, Not Everything that Connects is a Network Available online <https://www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/6313.pdf>

<sup>29</sup> Malby, B and Mervyn, N (2012), Networks, A Briefing Paper for The Health Foundation, Centre for Innovation in Health Management, University of Leeds, Available online <http://www.cihm.leeds.ac.uk/wp-content/uploads/2014/05/Networks-A-briefing-paper-for-The-Health-Foundation.pdf>

<sup>30</sup> <https://www.gov.scot/publications/commission-future-delivery-public-services/>

<sup>31</sup> <https://www.gov.scot/policies/community-empowerment/>

communities, greater satisfaction with quality of life in the neighbourhood, and better outcomes. Understanding local needs and assets and harnessing the important contribution of place and communities is essential for creating health and wellbeing and addressing inequalities. Compassionate Inverclyde is a powerful vehicle for achieving these desired outcomes. But the programme now stands at a crossroads. Ardgowan Hospice fully funded the programme infrastructure until 2019 when an annual contribution of around £50,000 began to be made by Inverclyde HSCP. The charitable objects of the hospice focus on providing services to those with life-limiting illnesses and not the community in general, raising questions about the scope of the wide ranging community led initiatives aligned to the hospice. In April 2021, the management of Compassionate Inverclyde was moved to CVS Inverclyde but with no identified financial support. The secondment agreement for the programme lead is concluding imminently. This presents some hard choices for partner organisations.

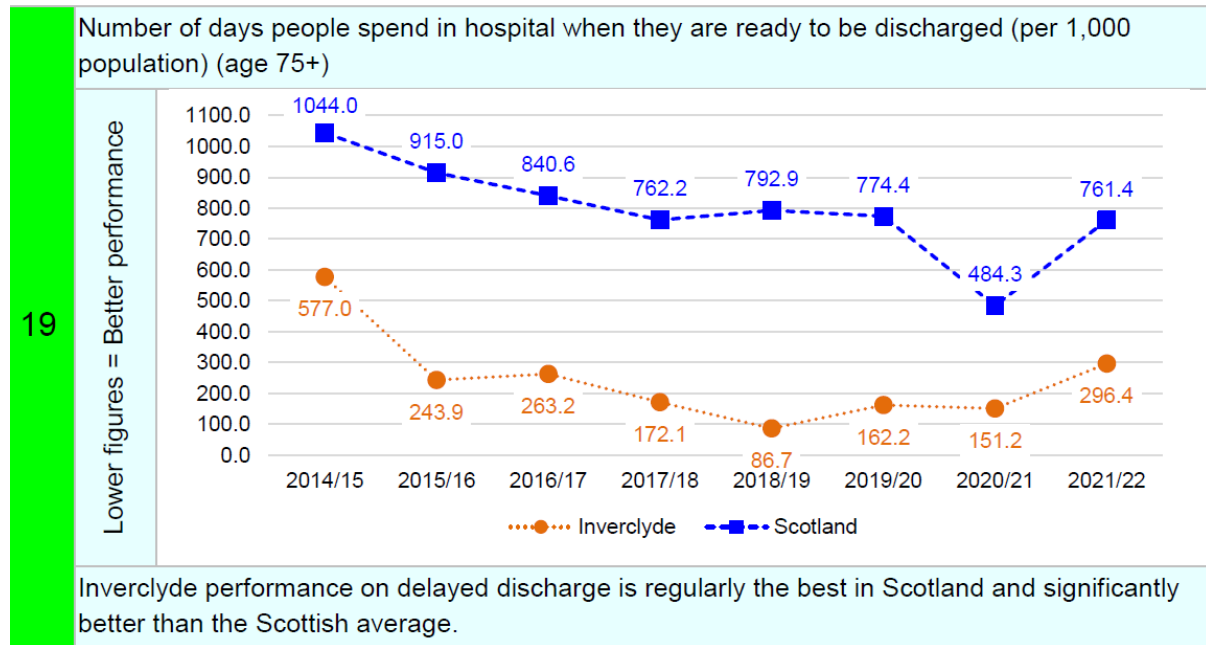
There is some interest establishing an independent charitable organisation allied to Compassionate Inverclyde's broader objectives. That could allow Compassionate Inverclyde to pursue external funding opportunities in order to respond to the community's needs. This change would disrupt the Inverclyde Cares collaboration between local organisations from the third, public and private sectors. The collective work programme of corporate partners would need another source of funding and support. In any case, to achieve Scottish Charitable Incorporated Organisation (SCIO) and meet the requirements of the regulator, OSCR, will take approximately 6-9 months. It seems reasonable to maintain the programme infrastructure to the end of 2023 to allow for a just and effective transition. In planning for transition there is an urgent need to clarify which Compassionate Inverclyde and Inverclyde Cares work streams would be expected to be part of a citizen led charity and which should remain led by partner organisations within Inverclyde Cares or through an alternative community planning or HSCP forum. The response to that question will inform the charitable objects of the proposed SCIO and determine the leadership capacity required to support the charity and to sustain the momentum of the Inverclyde Cares work streams.

Without effective transition planning there is a reputational risk to the corporate partners in view of the strong brand that Compassionate Inverclyde has achieved locally, nationally and internationally. To date the generous knowledge sharing, mentoring and coaching support for other areas has not been recompensed. Perhaps Inverclyde partners could seek to income generate for this valued support and advisory role. The scheduled visit by the Chief Nurse for Scotland and the proposed visit by the Deputy First Minister present opportunities to explore formalising this wider remit and securing potential funding. Some creative thinking, trust and courage from local and national partners is required to ensure the programme continues to flourish and realise its potential for impact.

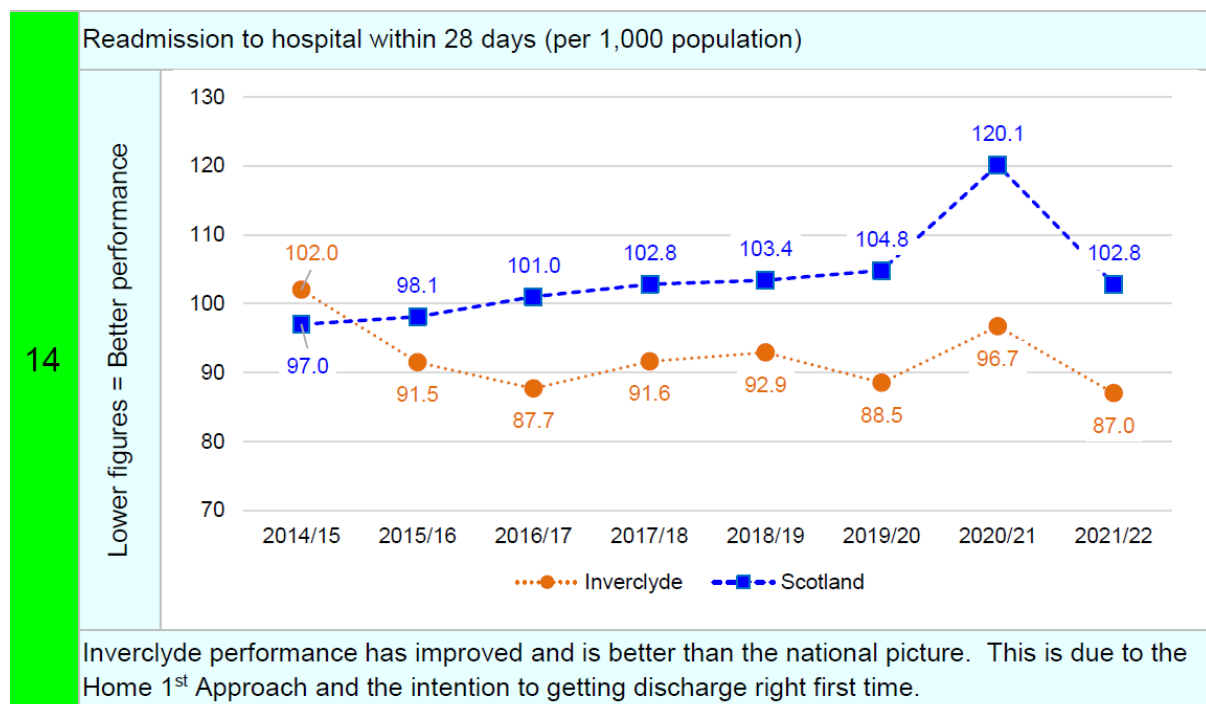


## Appendix 1

### Extracts from Inverclyde HSCP Performance Report 2021-2022



Source: PHS





## Appendix 2 High 5 Wellbeing Programme Survey

### 100% of 28 survey respondents said they would recommend this course to others

*"I would definitely recommend it as I have found it useful to reflect on how I behave, and how to have a more positive, calm and kinder outlook and actions. I have found myself speaking about these values to my immediate family and friends."*

*"Absolutely for the benefit you personally get in participating but also the onward wider benefit to society"*

*"It has benefits for all people; their needs for company, confidence, and wellbeing are all met at your own time and with understanding and compassion from the group members. I found this really beneficial"*

*"For someone looking for recovery, this course is an excellent place to start"*

*"Very interesting, helps you become more self aware and then allows you to check/change/motivate behaviour change for the better"*

### Participants identified a range of skills/knowledge they acquired

*"Coping Strategies, Reflection skills" "Feel more confident in talking to others"*

*"I hadn't been to the dentist for 5 years so breathing technique really helped, so will remember to breathe to release tension etc"*

*"Maybe more about listening and being in the now. Also about what we do to make a difference to our own and other's lives"*

*"Skills to settle or calm yourself, become more self aware, how you connect and respond to people in situations. Liked the setting of goals. Feel good when these achieved"*

*"Taking notice of things breathing and staying in the moment"*

*"To slow down and take a little time for myself, be it to contemplate or just relax"*

*"Ability to be genuinely grateful for what life I have"*

*"Learning how to notice more, being mindful of other people's feelings and thoughts"*

*"Breathing and calming skills, thinking about how bereavement affects people differently"*

*"Generally to be more alert"*

*"Importance of meditation to clear mind"*

*“Importance of relationships and communication”*

*“Observation of gratitude’s and visual notebook as constant reminder of noticing”*

*“Simple acts of kindness make a huge change to communities and my life”*

*“I found many things that I was not aware of, I have already. This course has helped me realise what I could do, I no longer stay in bed all day and love to do favours for others”*

### Wellbeing scores increased for 24/28 survey respondents

