



LOTTERY FUNDED

Reg Charity No 287936



70-40 NHS RF Heritage Project Evaluation Report FINAL v1.9

Summary Overview

1. The Project was a structured programme of 10 events (which were all necessarily different and designed to meet each local commemorative Exhibition or Heritage event), the total effect provided a dynamic and highly graphic depiction of the two joint anniversaries.
2. The Fellowship demonstrated (through the providing Branches and Regions) clear leadership and effective project management, in delivering what was an ambitious project, requiring logistics and delivery of the events in a geographically diverse and against challenging timescales.
3. The Project engaged a range of media and promotion activity which generated numerous DVD, film footage, radio interviews resulting in raising the Fellowship's image and media presence. This now needs to be followed up in 2018/19 with sustained actions to further improve membership and new branch formations.
4. The Project engaged, initiated and further developed links to the NHS at Chief Executive, Executive Team and Chairmen levels. This now augers well to sustain on-going recruitment and win-win relationships between Branches and their Local Health Economies eg to further develop Branch Patrons as just one example of good practice that is easily achieved to gain benefits.
5. The Project similarly engaged local MP's, Mayors and Councillors in launching and attending the events to reinforce Fellowship relationships for the future.
6. Local and Voluntary Organisations also played an important role at events in outreaching NHS and Fellowship heritage and memories to a wide audience throughout the project event locations and timescales.
7. The resilience (a key measure of success of the project) of the Fellowship has undoubtedly benefited from the outcomes of the project, documented below in greater detail.
8. *There are 357 jobs in the NHS to recruit Retirees from not just Nurses....'NHS England'*

1. Heritage Lottery Fund Bid Outcomes

The following outcomes were agreed with the Heritage Lottery Fund within the bid to achieve within the Project.

1. Outcomes for people

1.1 Learning about NHS and NHS Retirement Fellowship heritage

1.2 Changes in attitudes by people who attend project activities

1.3 Provision of an enjoyable experience by Event Attendees

1.4 Amount of volunteered time contributed in non-cash terms by Event Volunteers

2. Outcomes for Heritage

2.1 NHS Heritage better interpreted and explained

3. Outcomes for communities

3.1 More people and wider range of people engaged with heritage

3.2 NHS Retirement Fellowship will be more resilient as a result of the Project

2. NHS Retirement Fellowship Project Outcomes

The following outcomes were agreed within the NHSRF to contribute towards the six outcomes detailed below.

2.1 Promote Brand To increase the NHSRF and Branches' brand, media presence and to gain public relations stories in key publications, web sites and social media posts

2.2 Generate Funding To influence key decision makers in new or extension and generation of funding for 2019/20, following the successful Heritage Lottery Fund bid of £10,000 to fund the Project.

2.3 70-40 Recognition to communicate, celebrates, recognise and influence 70-40 memories and experiences into the wider population, beyond traditional NHS boundaries.

2.4 Increased Membership To promote and increase new membership recruitment and the formation of new branches.

2.5 New Opportunies To generate new (or expansion of) opportunities for the Fellowship, Branches and Member Services.

2.6 Transformation To contribute towards the necessary transformation of the Fellowship for long term sustainability.

The following report summarises the Project lifecycle 1st April to 31st December 2018.

3. Project Activity generated to meet agreed outcomes

3.1 Exhibitions that presented memories, memorabilia and artefacts from pre 1948 and the foundation of the Fellowship in 1987 depicting a combined 70-40 commemoration of the anniversaries.

(*DVD denotes Event filmed for DVD coverage)

No.	Exhibition Event	Lead Branch	Venue	Date
1.	Brighton –‘Timeline in Healthcare 1018 - 2018’ *DVD	Brighton and Hove Peter Sheppard	Jubilee Library	2 nd to 15 th July 2018
Community focus and 1000 years of Health Heritage, DVD Interviews and substantive research conducted by Peter Sheppard and the Branch taking over one year 2017/18.				
2.	London St George’s	St George’s, Merton & Wandsworth Ros Lobo	St George’s Hospital	5 th July 2018
Event within St George’s NHS Trust NHS70 Birthday Celebrations, good PR Press coverage, Local Radio and BBC London TV. Collaborative working initiated with Trust HR Director re new member recruitment.				
<p>Several Branch members have contributed to DoH and RF media initiatives, Cecilia Brown appearing with other RF members reflecting on past years. This in turn generated significant media interest, Cecilia interviewed by national Guardian, Sun and Mirror and articles in the press. She has been invited to the House of Lords and Health Heroes Event and features in promotional DVD for RF. Other Branch members have contributed to and televised on programme discussing experiences of Black Nurses</p>				
<p>Collaborative working with St George’s Hospital Trust Communications Team. Several Branch members were interviewed about their past experiences and one member for her memories of working in the Hyde Park and St George’s site. Sally Bishop features on DVD produced by St George’s Hospital is on their website and on YouTube.</p>				
<p>St George’s, Merton and Wandsworth Branch produced a photograph display on how members were in their early working life and now. This generated a lot of interest within the Branch enabling greater camaraderie & cohesion among members and also a talking point and a pull/ attraction at the NHSRF 70/40 London Exhibition at St George’s Hospital. This joint celebration with St George’s NHS Trust attracted lots of interest and visits to the RF stall and to view the Timeline Exhibition by the public of all age groups including staff of the Hospital, and well supported by Branch members. Tooting MP Rosena Allin-Khan visited the RF stall and invited two of our Branch members to cut the opening ceremony ribbon.</p>				
<p>The Exhibition was an excellent opportunity to raise the profile of the RF, people had Branch members to talk to, pick up information about the RF and also sign on as members. 5 new members joined on the day and 3 more later in the month. Links established with the HR Director when he visited the stall, talks in hand about raising profile of RF and accessing staff due to retire.</p>				
<p>The BBC was filming throughout the day, Branch members featured on BBC London news, and BBC Radio London and social media. With the raised profile, the RF has been contacted to input to on-going events organised to mark NHS 70 and Black History month and the contribution of Black and Ethnic Minority staff.</p>				
<p>Lynette Richards- Lorde member from St George’s, Merton and Wandsworth Branch is a speaker sharing her past experiences of working in the NHS on 24th October at Guy’s Hospital organised by the Students Union of University College Hospital to highlight the immense contributions successes and challenges.</p>				
<p>Ros Lobo will be at the RF stall on 9th November at the Royal College of Nursing, Cavendish Square, London at an</p>				

educational event to mark 40 of the Nurses Association of Jamaica. Ros has also been invited to a meeting of the Nurses Association of Jamaica at May Day Hospital Saturday 27th October to raise awareness of RF.				
3.1	Tredegar - South Wales *DVD Celebratory Lunch with Chief Executive NHS Wales Dr Andrew Goodall , Antony Tiernan Director of Communication NHS England and Nick Thomas-Symonds MP Aneurin Bevan's biographer	Gwent Marilyn Beardmore John Toman	Bedwellty House	25 th July 2018
Celebratory Luncheon focus and Exhibition, DVD interviews including Antony Tiernan, accent on Nye Bevan and his NHS Heritage , Speeches from NHS Wales CEO and MP. Press coverage, substantive Social media traffic attracting the highest likes and followers. Accent on South Wales Branch participation – People and Communities				
3.2	St Asaph – North Wales	John Toman	The Oriel Country Hotel	11 th July 2018
Celebratory Luncheon for North Wales members and branches				
4.	Bury St Edmunds	Suffolk West Chris Harper	1)The Apex Theatre 2) Bury St Edmunds Library	11 th September 2018 24 th to 1 st December 2018
Exhibition focus (NHSRF and NHS Trust) and Trust AGM Event Members, public and Staff touring exhibition – accent on Branch promotion especially of innovative activities for members, new member recruitment and collaborative working with Trust. Substantive local radio interviews, press and media coverage Branch Facebook, Posters & Flyers, Green Sheet West Suffolk Hospital. Radio Suffolk interview, Bury Mercury & Bury Free Press Deputy Mayor & Mayoress, CEO WSH FT, and Chairman WSH NHS Foundation Trust. Two local Historians attended the event.				
5.	Deptford –London Members Meeting	London and South East Region Branches	The Albany Theatre	19 th September 2018
Exhibition of 70-40 Memorabilia and slides for the London Members Meeting, presentations of NHS 70 evaluation by Antony Tiernan, Future of NHS and Members Questions and Answer session.				

3.2 Heritage Events that presented aspects and development of pre and post NHS care by health professionals, (both from within the Fellowship and the NHS) to provide a 'snapshot of what care looked like' pre and post 1948 up to current time.

No.	Heritage Event	Lead Branch	Venue	Date
1.	NHS Scotland Event - Workshop by 'Scottish Veterans'	Scotland Hilary Robb	Glasgow	18 th to 19 th June 2018
Due to the Scottish Government Team and resource change in focus (to public health and technology) it has been not possible to hold an Edinburgh Event. However Scottish NHS70 and 70-40 exhibits will be uploaded to a permanent web based archive to be used by Schools, Colleges, NHS and general public. HR to provide the web link for evaluation into the report.				
2.	Eastbourne *DVD	Eastbourne	The Arndale	11 th July 2018

		Jane Dubery	Centre	
Event focuses within Arndale Shopping Centre and community focus, promoting new membership (3) and branch development, DVD interviews. Substantive media coverage and collaborative working with Trust				
3.	Crawley	Crawley Irma Stuart-Tei	Crawley Museum	3 rd to 28 th September 2018
'Working in Crawley' Event 3 rd to 28 th September Exhibition focus, accent on branch promotion, new member recruitment, press releases sent out still awaiting press coverage. Development of CCG linkage (Branch Patron) at Executive level and Social Care staff recruitment via Mayor Carlos Castro. Exhibition attracting general public interest and evaluation in Exhibition Comments Book. 300 people attended over the period 3 rd to 28 th September 2018. Showcasing of Branch strengths and heritage.				
4.	Walsall	Walsall Sue Williams	The Hub	20 th September 2018
Event at 'The Hub' showcasing primary care from 1948 with attendance from general public, NHS, education and partner organisations. Focus on branch development, new members and public relations promotion.				
5.	Llandrindod Wells – Welsh Conference	Wales John Toman	The Metropole Hotel	27 th September 2018
Wales AGM, Exhibition, Keynote Speaker and 70-40 Heritage presentation by Ethel Armstrong and Aneira Thomas. Focus on heritage and communities.				

3.3 NHS RF Promotional DVD (Appendix 6.9)

3.3.1 The DVD was completed in early October and comprises a compilation of the highlights from Brighton, Tredegar and Eastbourne Events, providing an overview of the Fellowship and how it operates to support former NHS and Social Care staff enjoy learning new skills, leisure and recreational activities to attract new members (who increasingly need more interesting and challenging activities).

3.3.2 The DVD highlights:-

- The diversity of the Fellowship's membership across demographic and ethnic origins.
- All Exhibitions and Heritage Events in the Project to recognise the commitment of other Regions and branches
- The Chairman, Patron Ethel Armstrong, John Rostill and Antony Tiernan (Director of Communication NHS England) endorsing the Fellowship as an Organisation that NHS and Social Care retirees should consider joining.
- New members recruited at the Eastbourne event, who signed up to join the Fellowship on the day of the event, having never previously heard about its services.

3.3.3 The aims of the DVD

- To support the promotion of the Fellowship's recruitment strategy, with the aim of increasing membership from the current base of 10,000 by the end of 2018.
- To be networked across all NHS Social Media by Antony Tiernan (NHSE) to promote new membership.
- To widen the NHS RF demographic to recruit more senior doctors, support service staff and social care members.

- To provide a copy of the DVD to each of the Fellowship's 15 regions to generate new membership nationally.
- To use an electronic format of the DVD (email link) to present at AGMs and any other meeting to promote the Fellowship.
- The DVD will close with a titling screen detailing how to become a member, acknowledgement of Heritage Lottery Funding and logo and the Project's Facebook and Twitter handles, the Fellowship's website address and contact telephone number for membership enquiries.

DVD Core Messages:

- To provide an promotional overview of the NHS Retirement Fellowship
- To communicate how it has helped former NHS and Social Care staff maximise their retirement
- To promote recruitment of new members and branches

-Target Audience: 3 key demographics:

- People approaching retirement (50-55)
- People who have been retired for around 10 years
- People who have been retired for a long time

3.4 Branch Commemorative Events

24 Branches have benefited from a funding grant of £40 per branch that holds a 70-40 Commemorative Event.

However against the planned number of Events in the HLF bid of all 150 branches only a fraction of branches have applied for the grant, 24 branches representing 16% of all branches totalling £960 in the Project Spending Summary detailed at 5.0 below .

4.0 Promotion and Evaluation of the Project

The Project was promoted in a multi-faceted approach:-

4.1 Public Relations and Media

The Project was featured in the NHS RF Newsletter (Appendix 6.7) and Press Releases for each Event together with reinforcing public relations and promotional activity at Branch Lead level for all events.

4.2 Social Media

The Project has from mid-May set up both Twitter and Facebook social media accounts to post live feeds from the Events and as an evaluation of the Project. (Appendix 6.5) **Twitter '70-40 NHS RF Heritage Project', Facebook '70-40 NHS RF Heritage Project'**

4.3 Website feeds (Appendix 6.4)

4.4 Key Stakeholder Organisations' Evaluation

4.4.1 NHS England

'It has been a real pleasure to work with the NHS Retirement Fellowship as part of the NHS's 70th birthday celebrations. The NHS is one of the world's largest employers and, thanks to the Fellowship we have been able to share the stories, memories and experiences of people who worked in it during its early years'. Antony Tiernan

Presentation at the London Members Meeting at Deptford on 19th September 2018 by Antony Tiernan Director of Engagement and Communications NHSE

The campaign to mark the NHS's 70th birthday – 'people, partnerships, tea + cake'



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4.5 National Publications

The Project was featured in a range of Newspapers, Magazines and News Feeds (see Appendix 6.3)

4.6 NHS RF Improvement

Bury St Edmunds Branch

4.6.1 Lessons Learned

To evaluate Events as to continuous improvement areas via Evaluation Exercise

4.6.2 Impact on Policy and Strategy

Importance of communication and collaborative working with other branches

4.6.3 Good Practice

Enthusiasm of members to participate, Working in partnership with WSH Foundation Trust via Branch Patron

4.6.4 Partnerships Developed

In collaborative working with Suffolk West NHS Retirement Fellowship Branch Patron Jan Bloomfield – West Suffolk Hospital NHS Trust Executive Director of Workforce & Communications.

The West Suffolk NHS RF Branch, in working at Executive level with Jan Bloomfield, has established a very productive strategic stakeholder relationship resulting in major benefits for the Branch and Hospital in a ‘win-win’ manner.

Joint presentation to NHS retirees on Pre-retirement workshop 4 times per year to generate new NHSRF memberships.

4.7 New Member Recruitment

The following events generated new member recruitment.

No.	Exhibition Event	Recruitment	Follow Up Actions
1.	Brighton	3	
2.	London St George's	8	
3.	Tredegar /St Asaph	0	
4.	Bury St Edmunds	10	Follow Up Exhibition in planning for November using 70-40 Exhibition to generate new members
5.	Deptford	0	
Heritage Events			
6.	Glasgow	0	
7.	Eastbourne	4	3 more new members expected by December 2018
8.	Crawley	0	Recruitment from the Event still in progress
9.	Walsall	0	
10.	Llandrindod Wells	0	
	Total	25	
	Cost benefit Average project cost per new recruit	£10,984/25 =	£439 per new recruit

The above summary evaluates the directly attributable recruitment of new members generated from the 70-40 Events. However the real impact cannot be measured over the lifecycle of the project since new membership leads and activity are continuing and cannot be critically measured against the project, beyond December 2018.

5.0 70-40 Project Expenditure against original HLF bid budget of £10,000 Grant

The following 70-40 Project Expenditure Summary documents the actual costs expended of £11,304.05 against the HLF Grant received of £10,000.

The Project Costs, drawn from the summary, have been evidenced in the HLF End of Grant Report (Spending Section).



70-40 NHSRF
Heritage Project Expe

6. Volunteer Contributions (non-cash) to the Project Events

Lead	EVENT LOCATION	NO. OF VOLUNTEERS	NO. OF DAYS	Total Volunteer Days @£50 non-cash contribution entered into HLF End of Grant Report) £
HR	Glasgow	2		100
PS	Brighton	56		2,800
RL	London	10		500
JD	Eastbourne	17		850
JT	St Asaph	8		400
JT	Tredegar	12		600
CH	Bury St Edmunds (1)	5		250
CH	Bury St Edmunds (2)	11		550
IST/RL	Crawley	20		1000
SW	Walsall	5		250

RL	Deptford	4		200
JT	Llandrindod Wells	18		900
Total Volunteer Value (non-cash contribution to the Project)		168		£8,400

8. Recommendations

8.1 To consider, review and resolve the next steps, in utilising the learning, good practice and outcomes from the Project, in planning the transformation and re-launch of the Fellowship in 2019/20. Especially in terms of key deliverables – recruitment of new members and formation of new branches in target areas of England, Wales and Scotland as appropriate.

8.2 To recognise the achievements of the Project in raising the national, regional and branch profiles and media platforms (social media, press, television, local radio, DVDs', Conference outcomes. To continue and build on the achievements by generating increased resilience for the future of the Fellowship by further building on improved profile.

8.3 To consider and plan future external funding bids (eg Heritage Lottery Fund 2019 bid) and any other appropriate Fund to benefit planned Fellowship development in support of 8.1 and 8.2.