



# Impact Report Q1 2015

Oomph! Wellness is a social enterprise that aims to transform day-to-day quality of life of older adults. We primarily train care home staff to deliver fun & effective exercise classes, with a focus on creating a positive culture.

Welcome to our Q1 2015 Impact Report that provides a summary of our impact activity during the quarter. We are delighted to share with you results from our latest resident survey and share some of the wonderful stories from the quarter.

## Oomph! Outputs – January to March

We survey our care homes to collect information on number of classes delivered and residents who took part each month.

### Oomph! Classes<sup>1</sup>

6,500

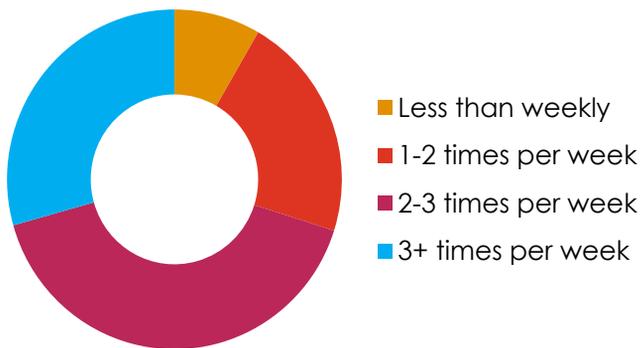
↑ 63% vs last qtr

### Oomph! Attendees<sup>1</sup>

73,700

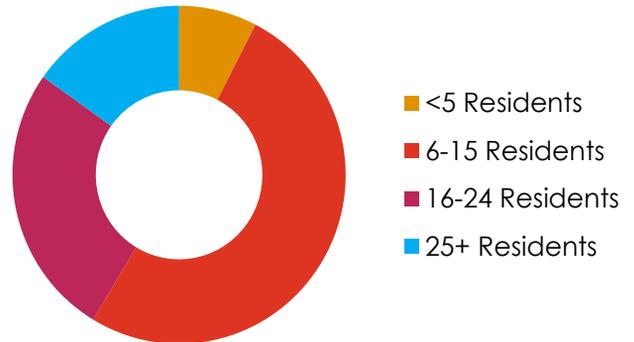
↑ 49% vs last qtr

### Frequency of classes per home, (% of homes)<sup>2</sup>



- **9.2 classes per month** delivered on average per home, which is a 7% increase from last quarter
- **Nearly 1/3** of homes are delivering our target of at least **3 classes per week**

### Number of residents per home, per month, (% of care homes)<sup>2</sup>



- On average, **17 residents** per home took part in Oomph! classes
- **Over 40%** of homes have **more than 15 residents** taking part per month

<sup>1</sup> Includes Group Licence and Direct. <sup>2</sup> Based on 52% survey response rate



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## Impact on Residents – Resident View

96%

think Oomph! has a positive effect on their **health**<sup>3</sup>

98%

think Oomph! has a positive effect on their **happiness**<sup>3</sup>

8.2

Average rating for Oomph! Classes (out of 10)<sup>3</sup>

“I really enjoy it as it cheers me up and we have lots of fun”

“I find that it is a fun way to keep fit and it is good to mix with other members”

### Resident Stories from the quarter



**Mary, age 85**  
Mary has taken to **leading the Oomph! sessions** with activity coordinator, Louise

Mary says: “Oomph! is fantastic. It helps to get people **socially involved** singing & dancing - which I love. My new ‘job’ is helping Louise to deliver the Oomph! sessions. I now **feel useful & involved**. It **lifts my mood** and keeps me **fit & healthy**. It’s nice to see all the other residents smiling & happy.”  
Louise says: “It **helps Mary’s dementia** by taking her mind away from her worries - giving her a **positive frame of mind**.”



**Doris, age 96**  
Doris is **back up on her feet** thanks to Oomph!  
Doris says: “Before Oomph! I **relied on my wheelchair**

and had a lot of falls and fractures. I’d lost my confidence and spent a lot of time in bed. I **haven’t fallen for a while and my confidence has increased**. I can now push up on my chair to standing and walk with my frame to transfer from chair to chair or chair to wheelchair. In classes we **have a lot of fun** and I like to see all the ladies sitting with me and giving me company.”

<sup>3</sup> Based on sample of 108 residents



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## Impact on Residents – Care home staff view

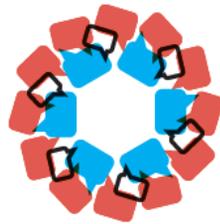
We survey all of our instructors about their view on the impact of Oomph!

Impact on Physical  
Mobility



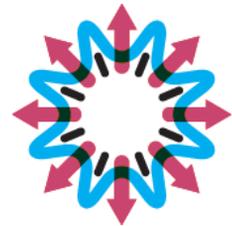
58%

Impact on Social  
Interaction



75%

Impact on Mental  
Stimulation



72%

...say Oomph! has a **significant** or **very significant** impact on these factors<sup>4</sup>

- “It's reduced falls by half, residents moods have improved, they are happier and seem less bored. Home manager”
- “It's brought potential out of residents that I didn't think was possible.” Instructor



**Flo, age 105**  
“Flo tries to attend Oomph! 3x per week. She used to love tennis, and

Oomph! allows her to **maintain a level of fitness and mobility**. She's always the **most energetic person** in the class – tries to put her legs up higher than everyone else! The classes are also helping her **maintain social relationships** and speak to others.” Instructor, Meallmore

“Hopefully **Oomph! will always be part of the home**. Relatives noticed how brilliantly Oomph! is going. Seeing **smiles with ladies who previously just slept has been the biggest step forward**.” Home manager, brighterkind

**May**

“May is a regular Oomph! participant. She carries her scarf in her handbag and enjoys making up her own Oomph! moves – she's the **heart and soul** of

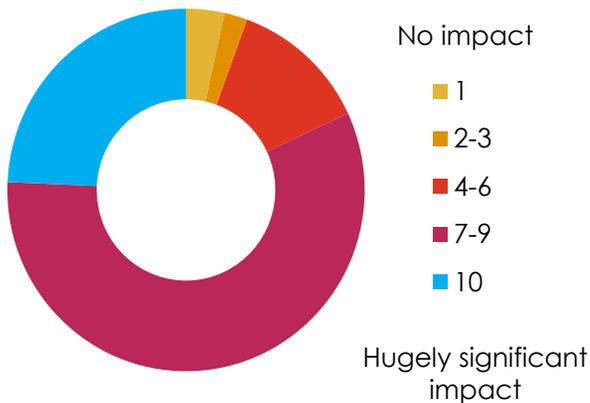


Oomph!. Her daughter was so thrilled and said **she has not seen her mum so happy and singing along in a long time**.” Instructor, Avery

## Wider Impact on the home & culture

### Impact on job satisfaction

**82%** of Oomph! instructors report a significant or very significant improvement in job satisfaction<sup>5</sup>



“ It has put a lot of fun, laughter and atmosphere into the home... Feels like this is creating a little family. (Care home manager) ”

“ Instructors can't keep up with residents as they are asking for it so much. I feel like it should have been in the home much earlier. It's now a part of life, I love it, this is now all anyone is talking about. We were lacking something like this but couldn't put our finger on it. (Care home manager) ”

“ Oomph! makes me love my job! (Instructor) ”

“ Best thing that's happened to the home - improved life of residents, taken pressure off staff as residents are happy etc. they are less likely to be asking for things. (Care home manager) ”

“ I have never known anything like it. The energy and the smiles on people's faces. Whoever invented it... it's wonderful. It lifts people's spirits and their wellbeing. (Care home manager) ”

#### HOME PROFILE: Antonine House, Meallmore

**Delivering 9 sessions per week!** “...even nine isn't enough! If Samantha cancels a session for any reason the residents always moan they're missing out!”

**70% of residents in the home take part!** “We have some residents who refuse to take part in any activity in the home, but will religiously attend every Oomph! session”

#### What's changed?

“...those who attend are a lot more **alert**, constantly **smiling** and are always **looking bright!**”

“The residents have become more **social** with each other and **also with the staff!**”

“We have **noticed a reduction in falls** especially with those who attend the Oomph! sessions regularly. Those who used to fall a lot, but are **now attending the Oomph! sessions a few times a week, are hardly falling at all!**”