“Continuing to positively change the impact of ageing”
Hellooo... 
and **welcome** to The Oomph! Impact Report 2017/18

I founded **Oomph!** to help older adults live a **full life, for life.** That mission unites every team member and over the past year we have continued to blend innovation and inspiration to achieve some great success.

We’re working with more partners than ever before, with outstanding satisfaction scores. We’re taking people on more trips, to a wider variety of locations and we have delivered over 45,400 exercise classes.

Please read on for detailed information and some wonderful stories from our team, clients and the older adults we support.

Ben Allen **CEO**
improving quality of life

We’re united by the unshakeable belief that everyone deserves a great life. A quality life. A full life. So it’s our job to ensure that however old you are, you’re able to live life to the full. Whatever your passion, interest and physical ability, our team of dedicated experts work with you to enjoy it. We have one life, let’s give it some oomph!

reducing societal impact

A full life, for life
Growing care home wellbeing

This year we’ve achieved amazing scale, supporting record numbers of residents and staff to positively impact wellbeing in homes nationwide. Here’s a snapshot of our success...

- **110** care group clients
- **3,453** staff trained
- **45,400** exercise classes
- **100%** of staff would recommend training to a colleague

**Client feedback**

- **99%** saw an improvement in the home’s overall wellbeing provision
- **98%** said it supported wellbeing leads in their role
- **98%** said it had a positive impact on residents
- **95%** said it enabled the wider team to get involved
- **70%+** saw a huge improvement in wellbeing provision
In a short space of time, our Community Wellbeing offer has taken off. We’re now working with some of the leading housing associations, councils and day care centres to deliver sustainable wellbeing programmes, inspiring the over 55s to get active.

As part of a Sport England Active Ageing initiative, we’re working with a range of National Governing Bodies for Sport including:

“Health professionals are really impressed and can see a difference in their patients. The sessions really fit in well with our health and wellbeing for our Later Life customers.”

Suzanne Porter
Services Manager, Later Life
Places for People

“We are always looking for new and exciting ways to encourage our day-centre members and residents to stay healthy, active and full of fun… Oomph! deliver exciting and impactful exercise sessions for older people in our homes as well as in our local communities.”

Maria Ball
Chief Executive
Quantum Care

“With limited or no funding in care contracts to support preventative work it can be difficult to fund classes to support getting active, but Oomph! has enabled us to train staff and volunteers making this sustainable in the long term.”

Pamela Sinnott
Commercial Manager
Notting Hill Genesis
Out & About
A bumper total of residents joined jaunts to locations from Perth to Penzance.

8,060 residents

54,400 miles travelled
46% wheelchair users

4.8/5 average trip rating

1,925 trips & visits
Inspiring a community champion

Say hello to Terry, one of our trained community instructors. A bpha resident, he tells us about his Oomph! experience.

What did you enjoy about the training and find useful?
I really liked the two days of training especially the team work aspect, games focus and learning something new.

How does it make you feel being an Oomph! champion and leader?
I love it. I really enjoy delivering the sessions and they also keep me fit! I love that the sessions are bringing people out of their flats, even if they don’t take part and just watch.

How many sessions are you delivering per week?
I am delivering 2 sessions a week and currently have 10 people in a session. The sessions started off with 6 people, then 8 and now 10. I know in a week or two weeks’ time it will grow to 12 and then will continue to grow. Sessions are run for 1 hour and 30 mins (1 hour for the session and 30 mins for tea and cake).

How are people benefiting from the sessions – physically, mentally and socially?
A resident, who has arthritis always gets a light sweat on but said “it’s the best she has felt in months” and that was after only 2 sessions! She has really got stuck in and is enjoying it. Whenever we play volleyball everyone is so competitive!

Are there other residents from the community and different schemes attending the sessions?
We have had people from the community come in and attend Oomph! There’s lots of people of different ages and abilities all taking part, from 66-95 years old, they love the fun!

Terry Stephenson, 70
Resident at Queen’s Court (bpha)
What keeps our Conductors smiling?

Bill
“The look of joy on a resident’s face when they are enjoying the trip and the enjoyment residents get when I can persuade them to have a sing-a-long on the journey back.”

Neil
“When they get off the bus, and they squeeze your hand, wink at you and say “that day was special, that was a lovely day.”

Colin
“Happy smiling faces are contagious.”

Jennifer
“Enabling residents to get out of the home and see different places and watch them enjoy engaging with other people or with the outdoors. Also it’s giving them a sense of normality and independence.”

John
“Seeing one of the residents from a home in Chorley with severe dementia suddenly become engaged with a vintage fire engine, remembering her father who was in the fire service.”
Connecting communities

We know that care home residents, and the communities in which they live, both benefit from greater interaction. Lives are mutually enriched by opening-up homes to the wider community and also creating opportunities for residents to connect with the world outside the care environment. Here are some cases of community connection in action.

Connecting for the future

“We have really worked on making the residents a part of the community and have even involved local project groups who meet up with the residents to discuss upcoming projects and they ask their opinions /comments.”

Connecting on the pitch!

“At Cepen Lodge we love the Oomph! sports. It’s been such a useful tool for getting the whole team involved in activities. We have had several soccer matches with the care team and residents and we have a visit from the local S.E.N College on a Thursday morning and they love playing soccer with the residents! We also have a local pre-school come in to get involved with the residents.”

Connecting generations

At Sutton Court (Clearstone), students play chess with residents and one pair share a love of Liverpool FC. The Hamptons (Newcare), Fairmont (JT Care) and Park View (First Care) are encouraging nursery visits, revitalising residents.
Driving excellence every day

We strive to meet and exceed regulatory requirements with all our clients. Below are some great examples, where Oomph! training has had a direct impact on CQC reports.

“The Activity Coordinator and other staff had completed training in Oomph!, which is designed to improve people’s mental, physical and emotional wellbeing. We observed Oomph! techniques being used and other activities including the choir on the first day of the inspection and noted there was a cheerful and positive atmosphere.”

Sarah Armitage, Orchard Care Homes, Head of Regional Operations for North & North West Yorkshire

“The Activity Coordinator had great feedback from the inspector and was able to evidence some fantastic work including videos and pictures from Oomph! sessions. Orchard Care Homes is always looking for new ways to engage and entertain our residents and these activities are perfect in our homes.”

Southlands CQC report, published 4th April 2018

“The company had recently started working with an organisation that was supporting them in developing wellbeing plans (Oomph!) for people and training staff in the personalisation of activities… Later in the day, in accordance with the schedule, a music and movement session was held. People were asked if they wanted to take part and seven people joined in. Two Care Assistants ran the session and encouraged people to do the gentle exercise moving their arms and legs along with the music. Everyone was very enthusiastic, the care workers gave encouragement and there was lots of laughter.”

Favordale CQC report, published 12th March 2018
We view Care Home Wellbeing holistically, which is why our training focuses on involving everyone. Ensuring we make a difference to residents and staff, giving the whole home some Oomph! Here are some examples of that approach in action.

“One of the team heard about a resident in the home whose husband was a bricklayer, so took her around the home’s new build project to have a look and meet the foreman who chatted with her about all the work that was happening and gave them the grand tour!”

Jade, Regional Wellbeing Co-ordinator, Oomph!

“One lady carried around laundry and often walked into other resident’s bedrooms, resulting in more frequent calls to the nurse. I suggested creating a themed laundry space for her to engage in meaningful occupation and to alleviate the problems caused by walking into other people’s rooms. The caretaker painted a themed garden wall in a large corner space of the home, complete with washing line and laundry sorting area. She enjoys spending time hanging the washing out and sorting it in the basket. Since then, the lady now has a ‘job’ in the laundry team, working with the staff and receiving monthly wages and a pay slip too!

That’s a complete person-centred activity, which empowers that lady to do what she does best!”

Lisa, Regional Wellbeing Co-ordinator, Oomph!

“I feel working at Willowbank, the staff and the residents have become closer together because of Oomph! I got into care because I wanted to give back to the community.”

Rachel, Care Assistant, Willowbank, Balhousie
Resident stories

We love the residents we work with and it’s great to hear about the difference Oomph! can make to their lives. Here’s a few touching tales from the team.

Georgie’s story

“At Wentworth Court, a lady arrived non-walking. She has been in the home for a year and left just last week to go back home. She joined in with all activities and the Oomph! sessions and is now walking with a zimmer. Sometimes she even lifts it up!”

Neil’s story

“A 96-year-old woman who used to be a swimmer had wished to go back in the sea. We managed to get her onto the beach and into the water. Her 2 sons were there, and her dog, and it turned out that her mother’s ashes were scattered in the sea.”

Jade’s Story

“Lydia Eva Court have taken on board everything we have talked about. They recently granted a resident’s wish (who was a biker) to see a Harley Davidson again. They put the word out and bikers turned up in force to support the gentleman’s wish and he even got to sit on the bike. Another lady had a wish to meet a big strong man, so one of the bikers spent all afternoon with her, drank tea and chatted.”

John’s story

“The daughter of one of the residents had seen such an improvement with her mother’s overall mental state, she took her home for a Christmas Day with the family. The lady had not been out of the home for several months prior due to her worsening condition, but had been given a new lease of life through the Out & About bus trips. The daughter herself told me that the positive impact the trips had on her mother had made the decision easy for her.”
Measuring our impact scientifically

For us to continue to improve, it’s vital we know how we’re performing. So we’re working with a number of renowned institutions to analyse and quantify the Oomph! effect across our key sectors. The studies are listed below and we’ll be able to share the results in 2019.

Doctor Will Young

The evaluation of the Oomph! ‘Exercise Leadership in Community Settings’ (ELCS) programme aims to assess the impact in relation to physical wellbeing (including: ability to stand and walk in a timely fashion; confidence to walk without falling) and mental wellbeing (including: cognitive function; wellbeing; loneliness; and social function).

“The specific measures recorded will enable us to place results into regional and national contexts; allowing us to quantify the various benefits of participating in Oomph! sessions, be it through increased social interactivity and/or physical function.”

Professor Richard Hazenberg

Speaking about the potential social impact of the ELCS (Exercise Leadership in Community Settings).

“Our belief is that programmes such as ELCS significantly impact the physical and mental wellbeing of elderly participants, and that these translate into improved quality of life for the individual and financial savings to the NHS and the State more widely.”

Doctor James Steele

Principal Investigator for ukactive’s Research Institute and an Associate Professor in Sport and Exercise Science at Solent University in Southampton.

“The model employed by Oomph! Wellness of training staff in situ to deliver holistic wellbeing interventions to older adults, including physical activity components, has allowed them to grow rapidly since their inception. Evidently it seems to be an acceptable, effective, and sustainable approach and the current project will look to explore this further.”

Professor Jane Murphy

Professor of Nutrition and co-lead of the Ageing and Dementia Research Centre at Bournemouth University.

“It is anticipated that the new knowledge generated and understanding of the feasibility of the trial process will help to improve practice for staff and ultimately enhance the physical and psychological health and quality of life for care home residents.”

Doctor Divya Tiwari

Clinical Research Network lead for the research in Wessex for Ageing and a geriatrician.

“Oomph! offers an alternative model of a whole system approach which if found to be sustainable can have long lasting impact on wellbeing. I am keen to methodically explore the processes and develop evidence behind this approach.”
It’s been a busy year

Thank you for taking the time to read this report. We feel that 2017/18 has been a fantastic year, heralding significant steps forward in our mission to positively change the impact of ageing.

We’ve hit some important milestones, with 110 care clients, 3,453 trained staff and 100% recommendation score. Plus our Out & About service has now taken 8,060 older adults on amazing trips across the country.

We’ve forged some exciting new partnerships, such as the association with Sport England, which will boost our ability to make a difference in local communities. We’re also working with some of the best scientific brains in the business to measure our effectiveness.

What’s more, we continue to hear stories from staff and residents alike, which reassures us that we’re making a meaningful difference.

So, all-in-all, we’ve had a lot of fun, engaged with lots of amazing people and we look forward to lots more impact next year!

Let’s give 2019 some

Oomph!

Please get in touch if you’d like to find out more, we’d love to hear from you:

hello@oomph-wellness.org
0203 601 6363
Roll on 2019!

A full life for life