Inspiring greater impact
Hellooo...  
**welcome to The Oomph! Impact Report 2019**

This has been an inspirational year for Oomph!, our clients and the residents who we support. We have continued to grow and that growth has enabled us to inspire more older adults than ever before to live a full life, for life.

We ran over **55,000 exercise sessions** and offered greater diversity of inspiring content for workshops, all delivered in partnership with our dedicated experts.

Over **21,000 residents** joined us for trips to an amazing array of destinations, with our buses travelling over **156,000 miles** in the past twelve months.

Please read on and discover powerful insight and stories from our clients, residents and team.

*We hope you’ll be as inspired as we are!*

Ben Allen  
**CEO**
Facts & Stats

Record-breaking training stats!

We’ve worked hard to improve our training and impact and we’re proud to say we’ve beaten our previous best, across all our clients. Go team!

77
Care Group Clients

55,200
Exercise classes

100%
Of staff would recommend Oomph! to a colleague

5,400
Trained staff
Client feedback & impact

Staff have their say

74%
Oomph! has a HUGE impact on improving wellbeing provision in the home

100%
Oomph! improves overall wellbeing provision

100%
Oomph! supported Wellbeing Leads in their roles

95%
Oomph! enabled the wider team to get involved

100%
Oomph! has a positive impact on residents
Client Feedback

Don’t just take our word for it...

“With Jack’s (Oomph! Trainer) support we have made huge changes and improvements, which have had a positive impact on not only the residents we care for and the wellbeing team but also the wider team. We have lots of plans and ideas that we are hoping to complete in the coming months with Jack’s support, but we are all very proud of the progress we have made so far!”

Maples Care Home
Canford Healthcare

“We have a number of individuals that are absolutely more confident, they are more physically able to walk further distances and be more steady on their feet than they were before they came to the classes.”

Instructor
McCarthy & Stone

“When I do Oomph!, it makes me feel happy for the rest of the day. It makes people’s muscles more supple and helps you to be able to move yourself better.”

Resident at Middleton Park Lodge
Orchard Care Homes

“The Oomph! sessions helped improve the residents’ diet and appetite and residents have become much more social, lively, and competitive with each other.”

Instructor
Anchor Hanover

“Since participating in Oomph! exercise sessions, staff have noticed an improvement in residents’ mobility. They can lift their arms higher and are now able to do things which they couldn’t before, due to limited mobility.”

The Grove
Country Court Care
New Client

Making an immediate impact

Following training, staff at Thurrock Council saw an incredible increase in active residents after just six weeks.

After training we ran taster sessions which were very well attended. The Thurrock officers are very enthusiastic and have themselves been the main reason for the success. We are extremely pleased with the results to date and are hoping to build on this each month. After the sessions, tenants are encouraged to stay and socialise which is also very popular.

137 classes delivered
678 attendees...and counting
Resident Stories

Meet the Oomph! All Stars

It’s truly a pleasure to see residents participating in Oomph! sessions. When they get so much out of it, we do too. Here’s a few of their stories.

“Oomph! exercises are so much fun, you don’t realise that you are exercising.”
Resident, High Haven, Norse Care

“The classes are liberating. I used to struggle with circulation, especially in my ankles but now the classes have really improved this. They really are life-changing.”
101 year old resident, Whitefriars, The Orders of St John Care Trust

“I feel so much better for it and it keeps you active. It’s great fun, there is no doubt about it. I like to see and hear my friends laugh and smile.”
85 year old resident, Sanctuary Care – brands herself as an ‘Oomph! Girl’
Instructor Overview

Nurturing community wellbeing

Oomph! are working in partnership with McCarthy & Stone to deliver exercise training across a portfolio of retirement living sites.

We caught up with Jackie, an Oomph!-trained instructor, to discover how she is getting on with her classes.

You are now an Oomph! Exercise Leadership instructor, what benefits have you seen for the residents so far?

“It is great to see the homeowners (average age of 90) keeping active. They are so engaged with the sessions. They are very motivated and get very excited about them. I look at the hour that they spend being physically active as an hour less sitting in front of the TV. The group that I have attend every week and there is a big social aspect to it.”

What elements of the Oomph! sessions are enjoyed most?

“The homeowners love the variety of my sessions. We start with some stretching exercises and then move on to the movement section where we use music and the kit provided by Oomph!. We then do some mind games before going into a game of volleyball or one of the sports. This involves a lot of upper body movement and coordination and the homeowners feel the benefits after this.

To finish, we dim the lights and close the curtains and do some Oomph! Relax for the last ten minutes.

With the mind focused games, I have seen huge improvements in the cognitive ability of the homeowners so it is great to see them keeping their mind and body active. I have noticed much more alertness and sharpness overall.”
Out & About

The road to greater success

This year we’ve taken trips to a wider variety of destinations than ever before. From jaunts to the seaside to historic journeys back in time. In fact, Out & About has grown by 180%. Hop on board for a tour of our milestones and best moments.

“Oomph! Out and About is an amazing programme that has had a massive impact on residents’ health and wellbeing, throughout our homes in the North East. The feedback from residents, families, managers and staff is always so positive and uplifting.”

Regional Director
Orchard Care Homes

42% wheelchair users

“Lovely day out – 6 out of 5!”
Resident – Rowden House, Somerset Care

“A lot more of our residents have been able to go out and visit a wider variety of places. It ultimately makes it a happier home and hopefully gives us that step we need to achieve outstanding.”

Home Manager at Lansbury Court
Orchard Care Homes

156,600 miles travelled
21,000 residents

5,500 Trips & visits

4.7/5 average trip rating
The National Trust is a key location partner. Residents love discovering the rich variety of history and natural beauty at sites across the country. Always a trusted favourite!

Killerton House
“A resident said “It’s fantastic, it’s gorgeous so well worth a visit. Thank you for bringing me”. He spoke to the staff telling them that they had a good job here. He found it all very interesting. He got back and told all the residents he had a fantastic day. He finished by saying there was something magical about Killerton House.”

Rose Lawn, Keychange

Dunham Massey
“Getting within 1 or 2 metres of a wild deer is not something available every day but is certainly enjoyable. A walk through a deer park on a nice bright and warm sunny day brought smiles to several faces.”

Bradley House Nursing Home
Our People

A friendly smile goes a long way

Our people, love people. Whether a trainer or a conductor (driver), they take every opportunity to build meaningful connections with residents. With a friendly ear, word or simply a smile, they act as a valuable extension to our clients’ teams.

“Brilliant afternoon, lots of effort for Val’s Birthday – the driver provided balloons, flowers and cake.”

Team Member, Carrington House, Somerset Care

“The trainer had me captivated and inspired from beginning to end. She has an engaging, energetic, enthusiastic approach throughout. Her positivity is my motivation.”

Team member, Kingsley Healthcare

“I just wanted to let you know, how you always bring such kindness and pleasure to our outings with us all at Ashbourne House. You go above and beyond your role and are a wonderful ambassador for Oomph! and the care of the elderly, you always acknowledge the different individual needs of our residents in your calm, helpful manner.”

Team member, Ashbourne House

“I can say that the trip was outstanding. To hear the residents, talk all the way home about how enjoyable the trip was, it was a pleasure to hear. At the end of the trip I received a round of applause from the residents thanking me for what I did today.”

Oomph!, Conductor, following a trip with The Elms Care Centre
Skills Workshops

Partnering to create high quality workshops

We’re extremely proud of our workshop content and this year we have worked with our widest-ever range of partners to improve the breadth and depth of available experiences.

Here is a taste of what’s been on offer and what residents thought.

**Oomph! Create** has been developed in partnership with the Lightbox Gallery who deliver art based activities, specifically targeting older adults, especially those living with dementia.

“After receiving Oomph! Art Training, we were confident to restart our art club. All residents and team members realised that they can draw and have fun at the same time! The residents’ artwork was amazing!”

*Camberley Manor, TLC*

**Oomph! Culture** is a storytelling and poetry-based workshop, developed in partnership with HQ Theatres, which inspires residents to let loose their imagination and inventive side.

“A VR headset has been purchased, following the Oomph! Culture workshop. One lady is very fond of France, so we took her on a virtual journey to the Eiffel Tower and she was absolutely fascinated.”

*Sharston House, Kingsley Healthcare*

**Oomph! Relax** builds on the principles of yoga, tai chi, pilates and mindfulness to create facilitated sessions, which promote relaxation and wellbeing.

“One of our residents who lives with Parkinson’s came along to the first Relax session which was 30 minutes long. Carol noticed that the tremors in the lady’s arms and legs were reducing to a completely relaxed state.”

*Castle Brook, WCS*

**Oomph! Nature** is a workshop designed to encourage residents to get outdoors and appreciate nature. Developed in partnership with Kew Gardens Royal Botanic Gardens.

“Residents were fascinated by what you can grow in a bottle! They were intrigued to discover that something can grow in condensation.”

*Bramshott Grange, Dormy Care Communities*
Meeting and exceeding regulator requirements

We always strive to meet and exceed regulator requirements with all our clients. This year, we’re proud to share some great examples, where Oomph! training has had a direct impact on CQC reports.

“The Activities Coordinators had great feedback from the Inspector and were able to evidence some fantastic work including videos and pictures from Oomph! sessions.”

Regional Director for Orchard Care Homes

“An extensive activity program was in place for people including yoga, arts and crafts, singing, films, book club and quizzes. The activity program was regularly evaluated by an external organisation (Oomph!) and new goals set to ensure positive outcomes and goals or ‘wishes’ were being reached for people.”

Hopton Cottage Care Home – May 2019
OUTSTANDING

“We saw that the whole home followed a person-centred approach, focusing on the needs of individuals and their social and life history. They [the registered manager] stated “We knew we needed to improve activities. When ‘OOMPH!’ (Our Organisation Makes People Happy) came in and trained staff, the penny dropped. Now it is good and it is about thinking outside the box.”

Canford Healthcare
Parkfield House Nursing Home – February 2019
OUTSTANDING
Individual Impact

Creating stories worth telling

We work with a large number of residents across the country and it’s our aim to have a positive impact on each and every one. Here are three stories from residents, which we feel perfectly capture that spirit.

Bill heads back to the ballroom

Residents at Lostock Lodge Care Home had been discussing what they would wish for. Bill said how much he enjoyed weekends in Blackpool with his wife and he decided he would love to go back to Blackpool Tower Ballroom. The team thought this would make a great day out, so he and three other lucky residents were sent a personal invitation from their Oomph! Conductor.

Bill’s daughter Alison explains…

“He loves to dance so much, he and my mum went there regularly for weekends and danced in the Tower Ballroom. I do know he was particularly looking forward to the organ music which he loves, he used to be a keen keyboard player himself.”

The Lostock Lodge residents were treated to a delicious afternoon tea and enjoyed watching the dancers on the dance floor. Much to Bill’s delight there was an organist playing live and Bill took to the floor for a short spin around the dance floor too.

Lostock Lodge, Country Court Care
The big match

The Grand Care Centre scored a goal with residents, who went to Notts County Football Club and fulfilled one resident’s wish of visiting the location.

The group went out for a meal first, before enjoying a personal guided tour by sporting legend Les Bradd, Notts County’s all time leading goal scorer.

A member of staff at The Grand Care Centre commented, “The residents said it was a great experience, as many had played football in their younger years and it brought back lovely memories.”

Another member of staff said, “It was a fantastic day out.”

The Grand Care Centre, New Care

Sports day star

“One resident’s family were astonished when she gave a marvellous performance at our sports day. The Activity Coordinators organised the day having been inspired by Oomph! Sport. This resident has immensely benefitted from the different activities offered by our care home since we had our initial training.”

Sutton Court Care Centre, Clearstone Care
Our Norse Care partnership in focus

Norse Care have been a long-time Oomph! partner, sharing our belief in improving the quality of life for residents. Having been awarded Comic Relief funding to support their wellbeing offer, they carried out detailed research and evaluation of the initiative.

*Here is a snapshot of the results.*

**Springdale**
- 50% increase in number of residents feeling happy all of the time following Oomph! intervention

**St Nicholas House**
- 50% increase in residents feeling interested in participating in activities

**Lydia Eva Court**
- 37% increase in opportunities offered at the home, as reported by residents

**CQC results**

Lydia Eva Court’s report stated “The service showed that they had received training time and support so they could deliver care in a compassionate and caring way” and “We saw people enjoying the exercise Oomph! Session”. In Springdale’s CQC report it stated that they had seen a “decrease in social isolation and encouragement of social wellbeing”, and “Activities had increased to three times a day, seven days a week, which has improved wellbeing.”
Final Word

It’s been an **inspiring year**

Thanks so much for taking the time to read this report. We’re immensely proud of the positive change we’ve achieved across our portfolio this year. It’s been a cracker!

We have trained **5,400 staff**, which is the most to date and have maintained our 100% recommendation score. Our trips service has now **taken over 21,600 older adults** to destinations across the country, which is a 180% increase on the previous year!

We are delighted to work with some exceptional partners who have helped us create a diverse selection of high quality content and to see the impact that this is having on older adults across the country.

Our team are bursting with brilliant ideas and we have many new plans for the year ahead. We look forward to you all being part of that inspiring journey.

Image credit: Karuna Manor, TLC
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