

Age Cymru Swansea Bay Money Advice Service Evaluation report

February 2018



Funded by



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Cover Sheet

Please append this sheet to the front of your final report.

Which FinCap outcomes did your project intend to capture? Please tick the relevant column for each outcome in the table below.

FinCap Outcome	If you ticked yes in the previous column, please also complete one of the three columns below			
	Intended to capture outcome as per evaluation plan	Outcome was captured and achieved	Outcome was captured but not achieved	Outcome was not captured
Mindset				
Attitudes to savings and financial goals (adults)	✓		✓	
Attitudes to considered spending (adults)				
Financial confidence (adults)	✓	✓		
Financial attitudes and motivations: money and money management; aspirations and goals (CYP only)				
Attitudes and motivations: Self-confidence; perseverance and self-control (CYP only)				
Ability				
Financial knowledge and understanding				
Basic Skills: Applied numeracy, Literacy & Problem Solving*				
Basic Skills: Digital literacy*	✓	✓		
Connection				
Digital engagement	✓		✓	
Financial engagement	✓	✓		
Exposure and access to appropriate products and channels	✓	✓		
Managed exposure to risk (CYP only)				
FinCap Behaviour				
Managing money well day to day	✓	✓		
Preparing for and managing life events	✓	✓		
Dealing with financial difficulty				

*these should be demonstrating a skill rather than acquiring knowledge

Age Cymru Swansea Bay confirms that it has made every effort to adhere to the reporting guidelines and to provide an accurate interpretation of the evidence available.

Grantee Name: Sharon James



Grantee Signature:

Date: 8/2/18

Executive summary

Brief contextual summary of project

Age Cymru Swansea Bay received funding from the Money Advice Service to deliver financial advice to people aged 65. They worked with 150 older people, providing advice on financial safeguarding. The project ran from 1st March to end November 2017.

Summary of evaluation approach

Trilein¹ and Shephard & Moyes Ltd were appointed to evaluate the project over the life of the project. The overall objective of the evaluation was to answer the following question:

“As a result of the advice given, to what extent do older people go on to take action to reduce risks associated with financial safeguarding?”

The evaluation consisted of baseline and follow up surveys and interviews with clients, along with conversations with staff and stakeholders. Evaluating the project in this way was a new approach for Age Cymru Swansea Bay, and one of the key aims of the project was to develop a better understanding of what advice clients value, and what difference it can make.

Summary of key findings

Impact

The results of the evaluation show that:

- The project has not made any substantial difference to clients' abilities to access financial information
- There was a very small increase in people's confidence to deal with unexpected events, and managing finances on a day to day basis. For some the project has helped improve confidence by making people aware that help is available if they need it:
- The project has not changed attitudes towards managing finances, as most clients had a positive attitude before receiving the advice. For example, it has not made any substantial difference to how people plan for the future, with most people planning to save both before and after the advice
- Over three quarters of clients (77%) have a better understanding of financial products as a result of the project, with this being higher amongst people who benefited from group-based advice. This may be because the aim of the group sessions was to raise awareness amongst people who Age Cymru Swansea Bay has not worked with before

¹ Note that in November 2017 Trilein Ltd changed its trading name to Urban Foundry Ltd

- Awareness of specific financial products has increased, with the exception of wills and funeral planning. There has been a large increase in awareness of online tools such as budget planners and calculators
- The project has increased clients' awareness of how to spot and report scams, with a greater increase amongst people receiving group support.
- 86% of clients are now more aware of what financial support is available to them
- There has been an increase in clients who use mobile phones or tablets for accessing the internet, but no overall change in people who do not use the internet at all.
- There has not been a change in clients' confidence levels around using IT. This is likely to be due to the fact the support is a one-off intervention; to really improve confidence around IT more support would be needed. However, for a quarter of clients, their IT skills have improved.
- Just over half of clients have taken some action since receiving the advice. 25% have now set up a will, 18% have set up an LPA and 12% have switched their fuel or utility providers. More clients who received 1-1 advice took action than those who received advice in a group seminar

Process

The advice was provided at a 1-1 appointment with the advisor, or through a group seminar. 51% of the 150 people who received advice through the project received support in a group seminar and 49% received 1-1 support.

A range of advice was given, including:

- Lasting Power of Attorney
- Online banking and digital finance
- Scams
- General financial services

The service was generally a one-off intervention, however the advisor would carry out an informal follow up call with people who received 1-1 advice, to check if they had any further questions.

At 1-1 advice appointments, the advisor was able to provide more hands-on support; e.g. helping people set up online banking. Advice given at seminars was more general, with people given information on where to go next if they wanted additional help.

The project was promoted through a variety of means, however the most common way of finding out about the project was through contact with Age Cymru Swansea Bay. In addition to this, the project used their existing network of older people's groups to promote the seminar advice sessions. The project did not use any specific targeting; the only criteria was age.

65% were female and 35% were male. All were White British. The largest proportion of clients (38%) were aged 65-69, however the age range was large, with clients aged from 65 to over 100 years old. Most clients (40%) did not have any specific concerns or questions, but were interested in how Age Cymru

Swansea Bay could help them. Nearly a third (28%) did have a specific need and 16% were interested in finding out more about a specific financial product or service. The majority of clients were either living comfortably or getting by alright, indicating that the project has not engaged those in most financial need.

The quality of the advice given was high; one of the key successes of the project was the ability to recruit an advisor with previous experience, combined with the existing expertise in the wider organisation. Satisfaction with the advice given was high; 88% of clients agreed that the advisor was knowledgeable and able to answer questions, 82% felt the advice was useful and 70% felt it met their needs. Clients who received 1-1 advice were more satisfied than those who received advice in a group setting and feedback from clients showed advantages of 1-1 support over group seminars, in terms of providing support in someone's home and advice that meets an individual's specific needs

Areas of lower satisfaction included the wait between being referred to the project and the appointment, and onwards referrals and signposting to other organisations. This suggests a need for more follow-up contact to include more information on where else to obtain support from.

Overall the project has been successful at providing financial advice to 150 people as planned. A range of advice was provided, and satisfaction was high, with people receiving 1-1 support more satisfied than those receiving support in a group setting.

The project has made the biggest difference to people's knowledge and awareness of the range of financial products and services available to older people, how to spot and report a scam, and how to access support if needed. There has been a greater increase in awareness amongst clients who received group support than 1-1 advice.

Just over half the clients have taken some form of action since receiving the advice, and people receiving 1-1 advice are more likely to take action than those receiving group advice.

Summary of considerations of all methodological limitations

Evaluating this project in this way is a new approach for Age Cymru Swansea Bay. As with any evaluation work, there have been challenges with collecting data:

- The surveys were largely informed by the Outcomes Framework set by the national learning and evaluation partner, which resulted in fairly lengthy surveys, which has led to people being less willing to complete them
- When we spoke to clients on the phone, many could not recall the advice they had received
- People were unlikely to complete a follow up survey if they could not recall the project
- A general unwillingness to provide what is perceived to be personal data, despite the surveys being anonymous

Notwithstanding the above challenges, we are pleased with the total response rate and feel that it provides a good indication of the effectiveness and impact of the project.

We would recommend that in future shorter surveys are used to capture clients' views on the effectiveness of this type of support.

Project Overview

The Age Cymru Swansea Bay Money Advice Service provided a range of financial advice to 150 older people over a 9-month period from March 2017 to November 2017. The advice was provided at a 1-1 appointment with the advisor, or through a group seminar.

A range of advice was given, including:

- Lasting Power of Attorney
- Online banking and digital finance
- Scams
- General financial services

The service was generally a one-off advice appointment, however the advisor would carry out an informal follow up call with people who received 1-1 advice, to check if they had any further questions. Clients were also given details of the other advice Age Cymru Swansea Bay provides through their Information & Advice team, and were encouraged to get in touch should they need further help.

At 1-1 advice appointments, the advisor was able to provide more hands-on support; e.g. helping people set up online banking. Advice given at seminars was more general, with people given information on where to go next if they wanted additional help.

Theory of Change

The Theory of Change submitted with the funding application provided an overarching rationale for the project:

Many people are not managing their finances well as they age and this puts them at risk of being financially abused or excluded. This project aims to develop financial capability to reduce risk.

The table below shows the original Theory of Change for the project, outlining the activities, outputs and outcomes to be achieved.

Input	Activity	Output	Outcome	Impact
Dedicated Advice and Information Officer	1-1 advice session – planning for the future by setting up a lasting power of attorney	Client takes legal advice to set up and LPA	Clients better understand the benefit of having a lasting power of attorney in place and how it can be used Clients are using appropriate financial products and services	Client is less likely to be financially abused if they lose mental capacity
Dedicated Advice and	1-1 advice session on how to use	Client accesses support to learn how to use	More clients can use digital technology to	Client is able to maintain control of their bank account

Input	Activity	Output	Outcome	Impact
Information Officer	digital financial services	digital technology and sets up online banking, uses digital financial services like comparison site	manage their finances Improved digital skills for financial management	and manage their budget effectively
Dedicated Advice and Information Officer	1-1 advice session – on how to avoid being scammed	Client sets up systems to prevent cold calling or receiving scam letters and understands how to find tradesmen when required	More clients know how to spot a scam and how to report it Improved awareness of and attitude towards scam and frauds	Client is less likely to become a victim of crime
Dedicated Advice and Information Officer	Group seminar to raise awareness of how to develop financial capability	Clients access support/services to develop their own capability	Clients better understand what action could reduce the risk of being financially abused as they age Clients are more aware & prepared for unexpected life events	Clients are less likely to be financially at risk as they age
5 Advice and Information Volunteers	First level information to the client in the form of Fact Sheets before they receive a 1-1 session with the Advice and Information Officer	Client is prepared for their 1-1 session	Client feels more confident in accessing formal advice and information and understands the benefit of it to help them manage day to day problems and plan for the future Improved access to appropriate support and advice via appropriate channels	Clients are more likely to use formal advice and information services when facing key life changes or when problems arise
Digital Content	Production of digital content through the ACSB website and promoted through social media including	Clients consume advice and information digitally	Clients improve their skills and confidence in using digital services Improved digital skills for	Clients are more likely to use digital advice and information services to help them manage their independence as they age

Input	Activity	Output	Outcome	Impact
	Face Book and Linked In		financial management	

Evaluation Overview

Trilein² and Shephard & Moyes Ltd were appointed to evaluate the project over the life of the project. We combined self-evaluation support with independent evaluation to answer the following overarching question:

“As a result of the advice given, to what extent do older people go on to take action to reduce risks associated with financial safeguarding?”

Through the evaluation we aimed to:

- Assess the extent to which the project has achieved its identified outcomes
- Assess the effectiveness of the delivery model
- Capture learning to inform future similar projects

An evaluation framework was produced following a workshop with staff at Age Cymru Swansea Bay and members of the project steering group. The purpose of the workshop was to identify the desired outcomes and research questions for the project and agree what tools will be appropriate. The research questions that guided this evaluation are shown in Appendix 1.

The evaluation framework includes a Theory of Change which was developed following the workshop, along with a set of outcomes and research questions which was used to guide the evaluation. We were mindful that a Theory of Change was submitted as part of the funding bid, so ensured that all the outcomes and research questions contained within the evaluation framework were aligned to this. All outcomes were selected from the Older People in Retirement (OPIR) outcomes framework received by the Money Advice Service's evaluation and learning partner.

To evaluate the project we designed a client baseline and follow up survey, the majority of which was taken from the outcomes framework to ensure some consistency across the MAS projects. The baseline survey was completed when clients signed up to the service, with follow ups posted out to clients one month following the initial appointment.

In total 150 baseline surveys were completed (100% of clients) and 73 follow ups (49%). This is a good return rate, particularly given the usual difficulties in obtaining follow up surveys.

In addition to the surveys, we also spoke to 16 clients over the phone, and 4 clients face to face who had received advice in a seminar. We have also spoken to the Project Manager at Age Cymru Swansea Bay and a member of the steering group. Unfortunately the advisor who delivered the majority of the advice left before the end of the project delivery phase, however we were able to speak to their successor.

² Note that in November 2017 Trilein Ltd changed its trading name to Urban Foundry Ltd

Key Findings: Outcome/Impact Evaluation

This chapter considers what outcomes have been achieved as a result of the advice given. It is drawn from the baseline and follow up surveys and qualitative feedback from clients. Where appropriate comparisons between 1-1 and group-based advice have been made.

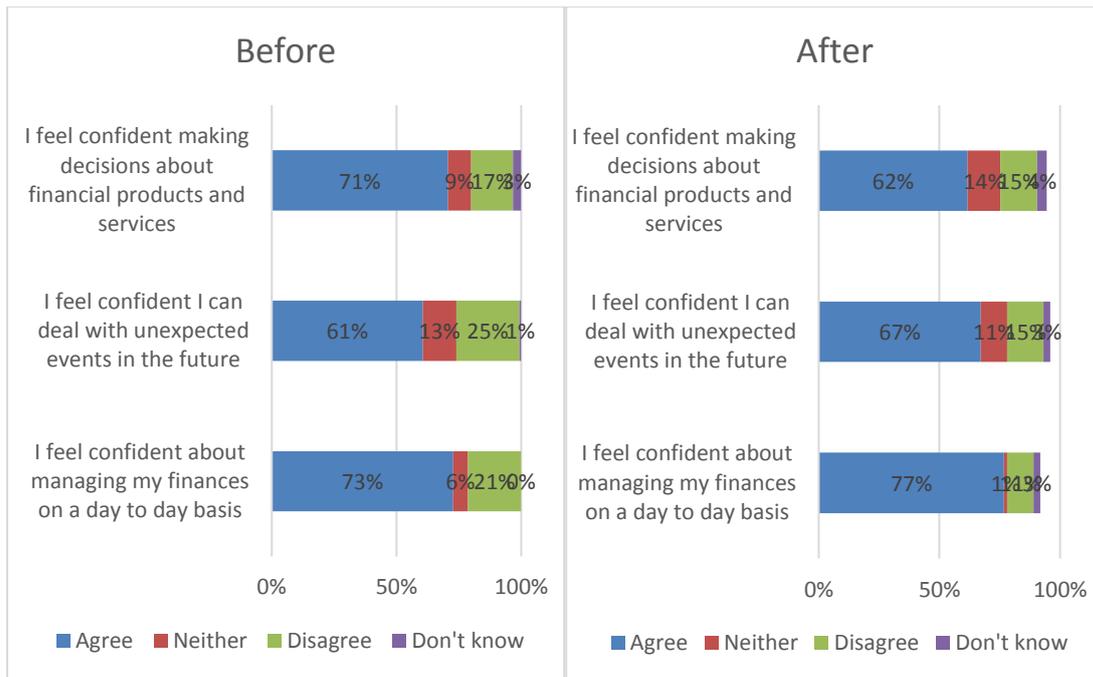
Financial engagement: access to information

The charts below show how easy clients found it to access financial information before and as a result of receiving the advice. It shows that the project has not made any substantial difference to clients' abilities to access financial information.



Financial confidence

The charts below show the extent to which the project has improved confidence levels. It shows that there has been a very small increase in people's confidence to deal with unexpected events, and managing finances on a day to day basis.



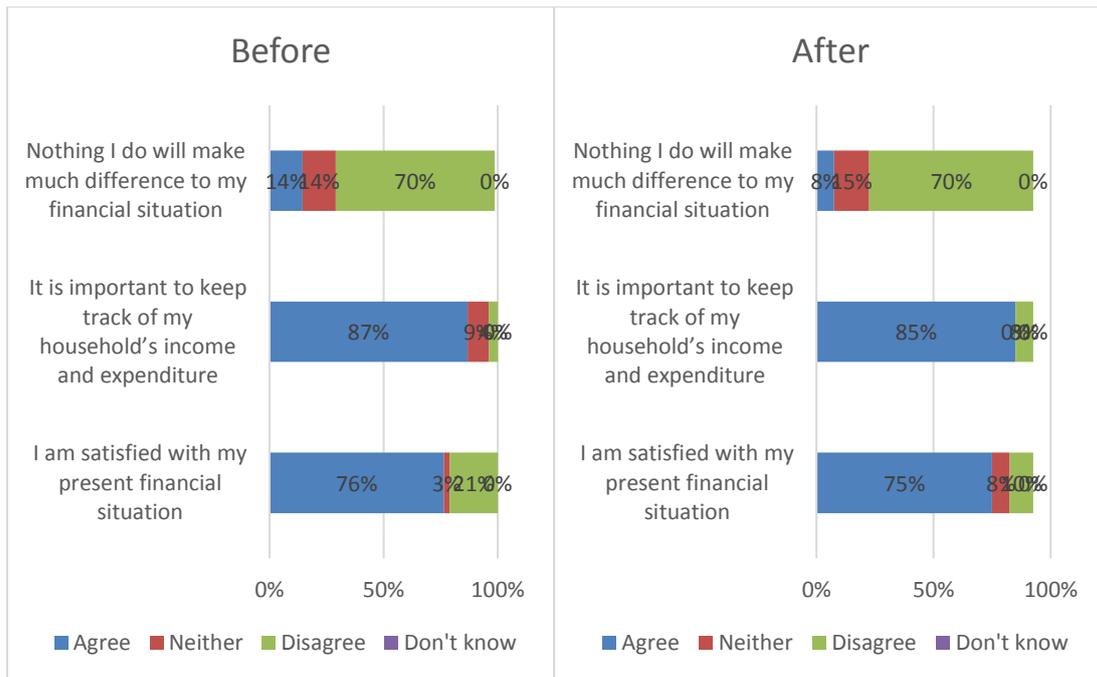
Feedback from two clients suggests that for some the project has helped improve confidence by making people aware that help is available if they need it:

‘It is very reassuring that help is at hand when needed. To talk to a human being and not a machine, give you a lot more confidence’

‘I know if I need any more help I can call at any time this has given me more confidence’

Attitudes towards savings and financial goals

The charts below show that the project has not changed attitudes towards managing finances, as most clients had a positive attitude before receiving the advice.



The table below shows clients' plans for how they would cope financially with an unexpected fall in income or to fund care or support needs in the future. It shows that the project has not made any substantial difference to how people plan for the future, with most people planning to save.

	Group		One to One		Total	
	Before	After	Before	After	Before	After
I've thought about it but haven't done anything specific	11.84%	22.50%	18.92%	18.18%	15.33%	20.55%
I haven't really thought about it	5.26%	5.00%	5.41%	6.06%	5.33%	5.48%
I don't think there is anything I can do to plan for this now/I can't afford to make any such plans	3.95%	2.50%	16.22%	21.21%	10.00%	10.96%
I am saving money which I could use for these kinds of eventuality	64.47%	62.50%	50.00%	42.42%	57.33%	53.42%
I expect my family to help fund any such care	11.84%	2.50%	4.05%	3.03%	8.00%	2.74%
Other	0.00%	0.00%	4.05%	0.00%	2.00%	0.00%
Don't know	2.63%	5.00%	1.35%	9.09%	2.00%	6.85%

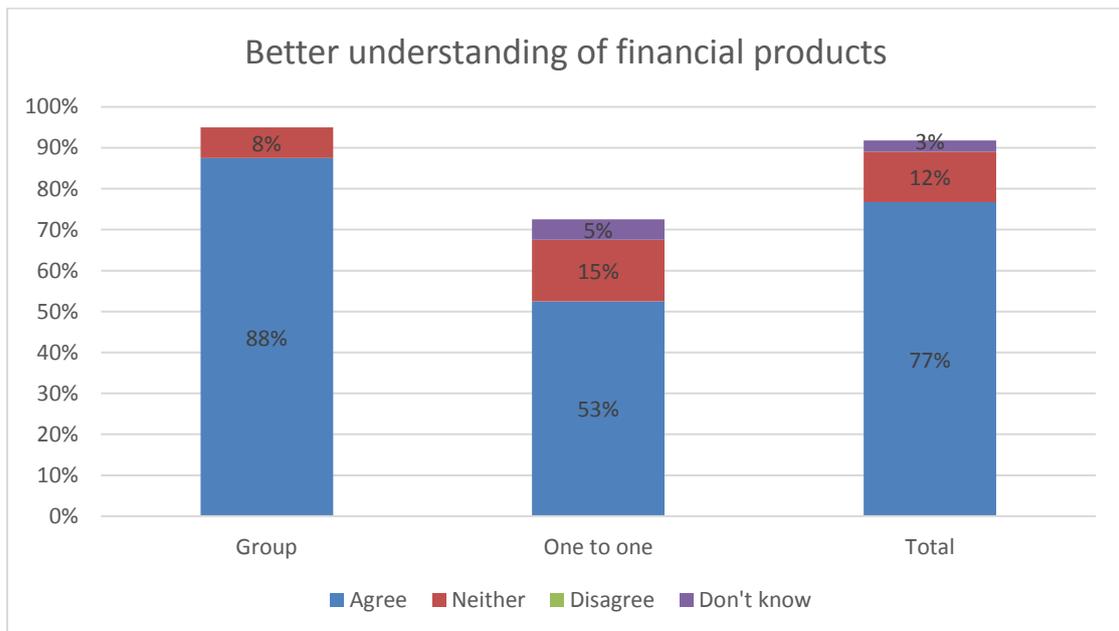
The table below shows who clients have sought advice from, both before receiving advice from MAS and after. It also shows there has been no real change.

	Group		One to One		Total	
	Before	After	Before	After	Before	After
A free advice agency	36.84%	15.00%	45.95%	69.70%	41.33%	39.73%
A fee-charging advice company	9.21%	5.00%	6.76%	6.06%	8.00%	5.48%
An insolvency practitioner	0.00%	0.00%	1.35%	0.00%	0.67%	0.00%
Accountant, bank manager or other financial adviser	21.05%	5.00%	12.16%	12.12%	16.67%	8.22%
Solicitor or lawyer	21.05%	10.00%	16.22%	6.06%	18.67%	8.22%

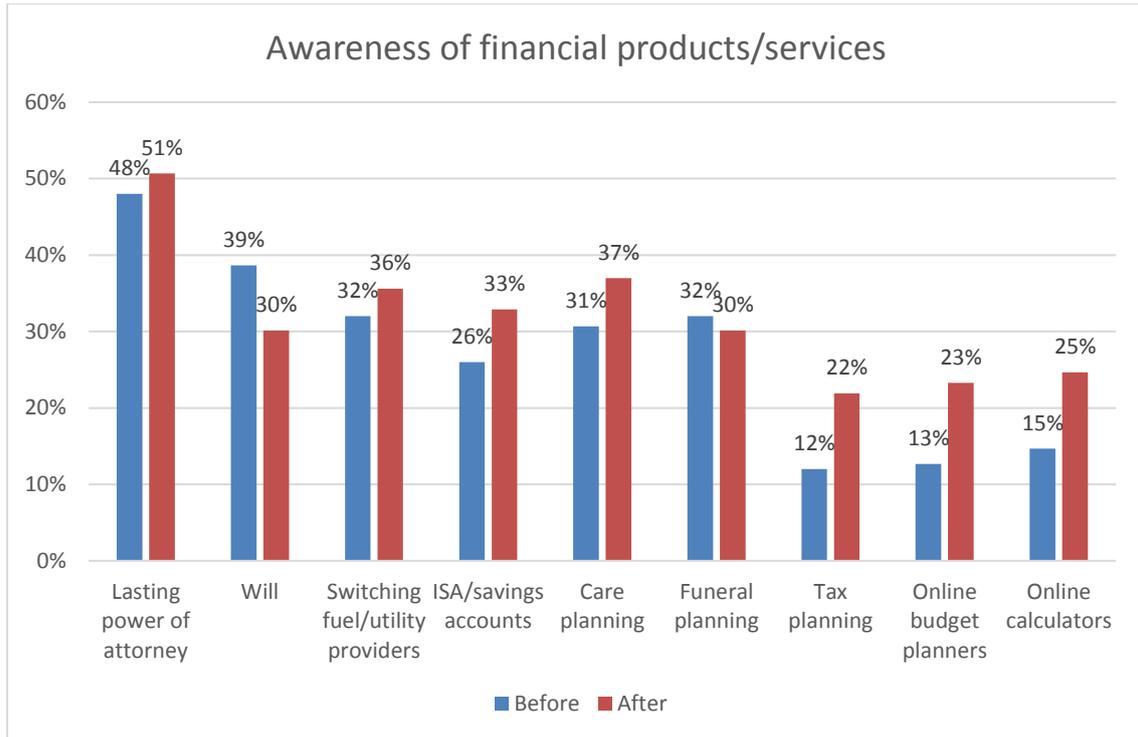
	Group		One to One		Total	
	Before	After	Before	After	Before	After
A social landlord	5.26%	2.50%	8.11%	3.03%	6.67%	2.74%
Friends or relatives	48.68%	55.00%	55.41%	36.36%	52.00%	46.58%
The internet	22.37%	20.00%	17.57%	21.21%	20.00%	20.55%
Some other source	9.21%	0.00%	0.00%	0.00%	4.67%	0.00%
None of these	13.16%	20.00%	18.92%	12.12%	16.00%	16.44%

Exposure and access to appropriate products and channels

The chart below shows that over three quarters of clients (77%) have a better understanding of financial products as a result of the project. It also shows that more people who benefited from group-based agreed than those who received 1-1 advice. This may be because the aim of the group sessions was to raise awareness amongst people who Age Cymru Swansea Bay has not worked with before.



In terms of awareness of specific products or services, the chart below shows that awareness has increased for all products, with the exception of wills and funeral planning. In particular there has been a large increase in awareness of online tools such as budget planners and calculators.



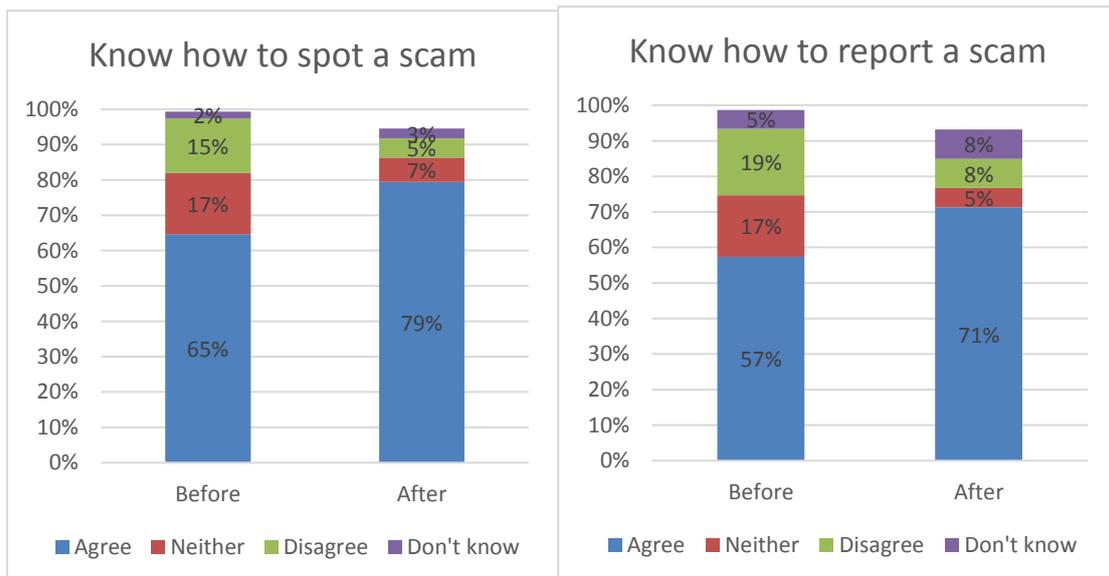
Feedback from clients also indicates an increase in awareness:

‘Power of attorney easy to do on the internet’

‘Really useful knowing about Budget Planners for holidays’

Scams

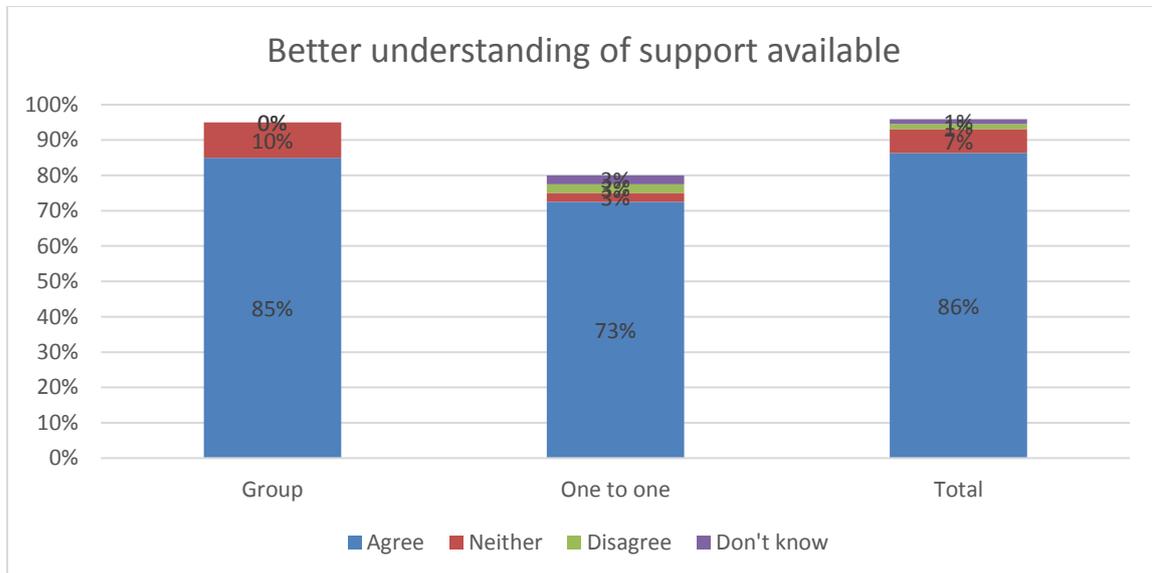
The charts below show that the project has increased clients’ awareness of how to spot and report scams.



People benefiting from group support have increased their awareness levels more than people receiving 1-1 advice; awareness of how to spot a scam increased from 68% to 88%, and how to report a scam increased from 61% to 85%.

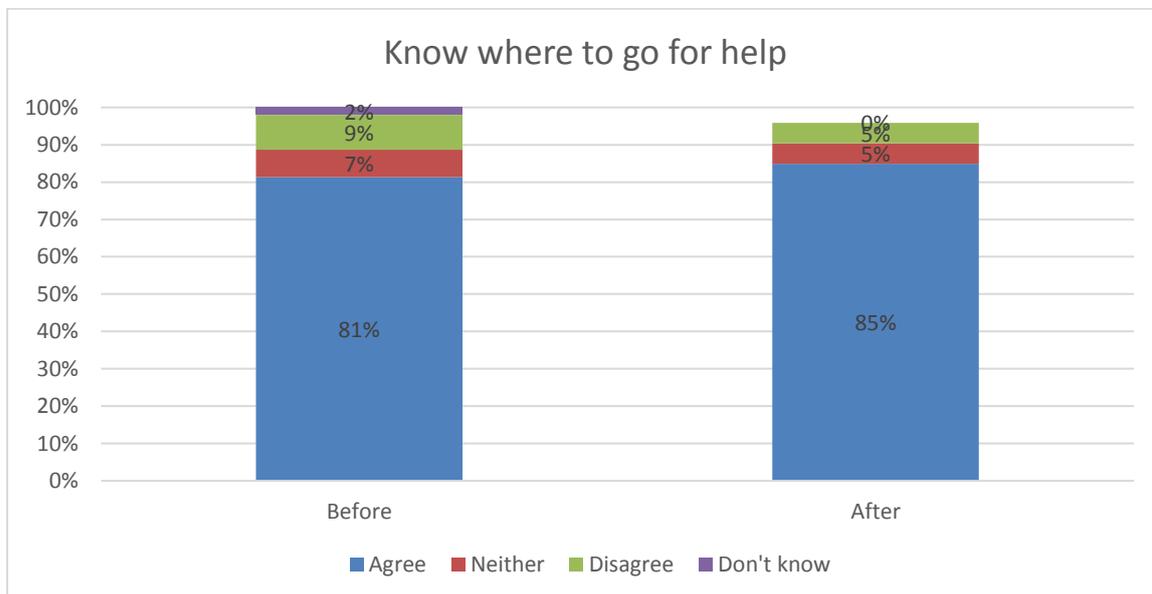
Awareness of support

The chart below shows that overall 86% of clients are now more aware of what financial support is available to them, with a greater proportion of clients receiving group rather than 1-1 advice agreeing.



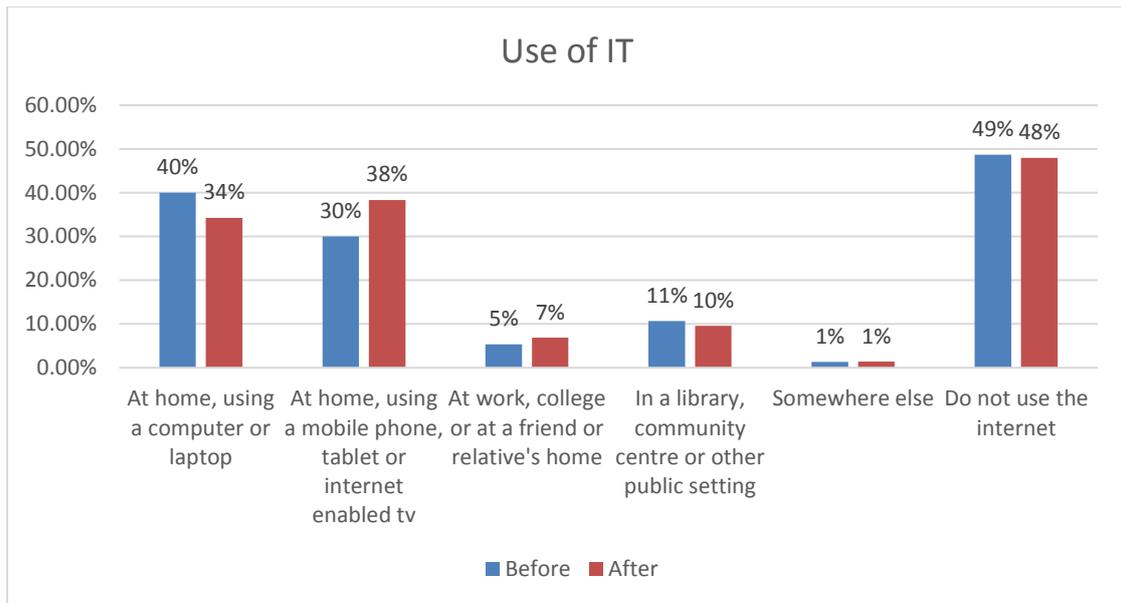
The chart below also shows that for all clients, they have a better understanding of where to go for help should they need it.

'I know where to get help if needed'

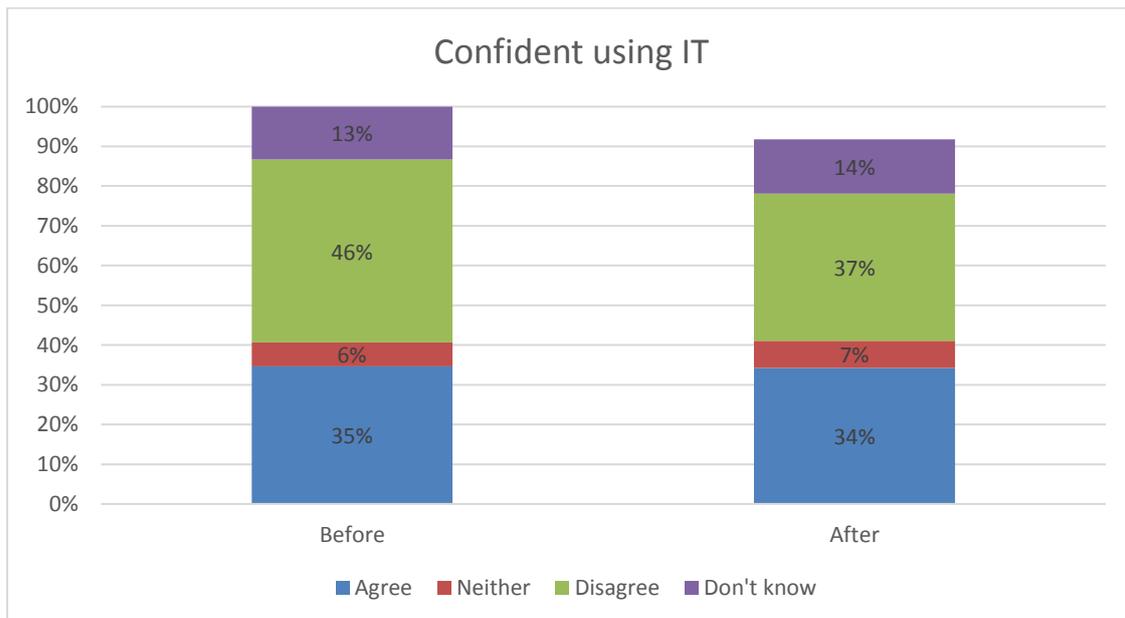


Basic skills: Digital Literacy

The chart below shows how clients used the internet, before and after receiving the advice. It shows an increase in clients who are using mobile phones or tablets for accessing the internet, by no overall change in people who do not use the internet at all.



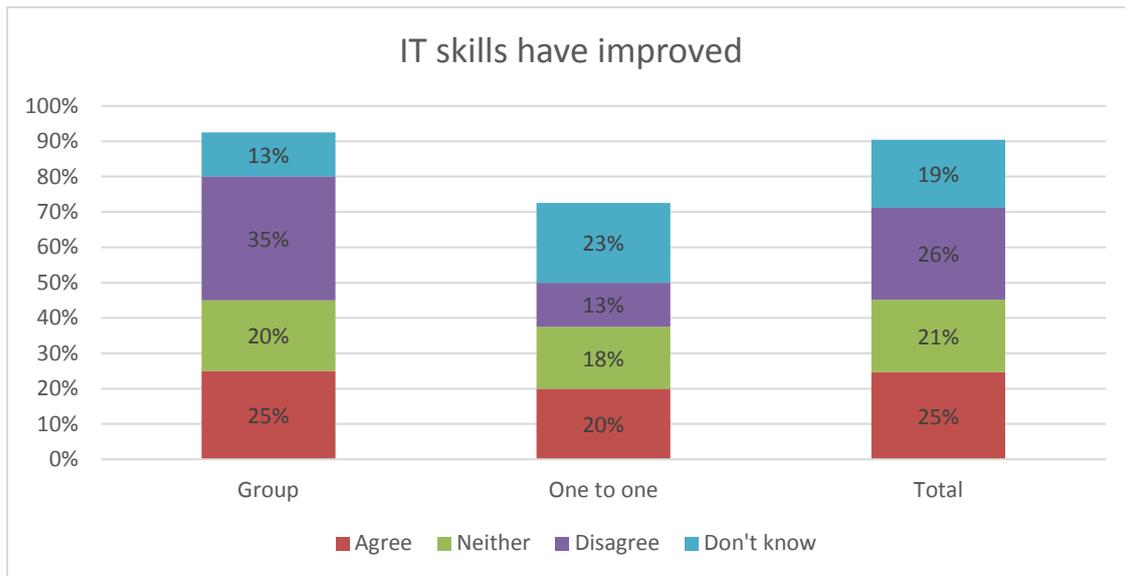
The chart below shows that there has not been change in client's confidence levels around using IT. This is likely to be due to the fact the support is a one-off intervention; to really improve confidence around IT more support would be needed.



Despite these results, one client has reported an increase in confidence around using IT:

I'm not afraid to use computer for banking now

The chart below shows that for a quarter of clients, IT skills have improved.



'Changing computer to large print helped my using computer'

'Family teaching me to use computer but I'm slow.'

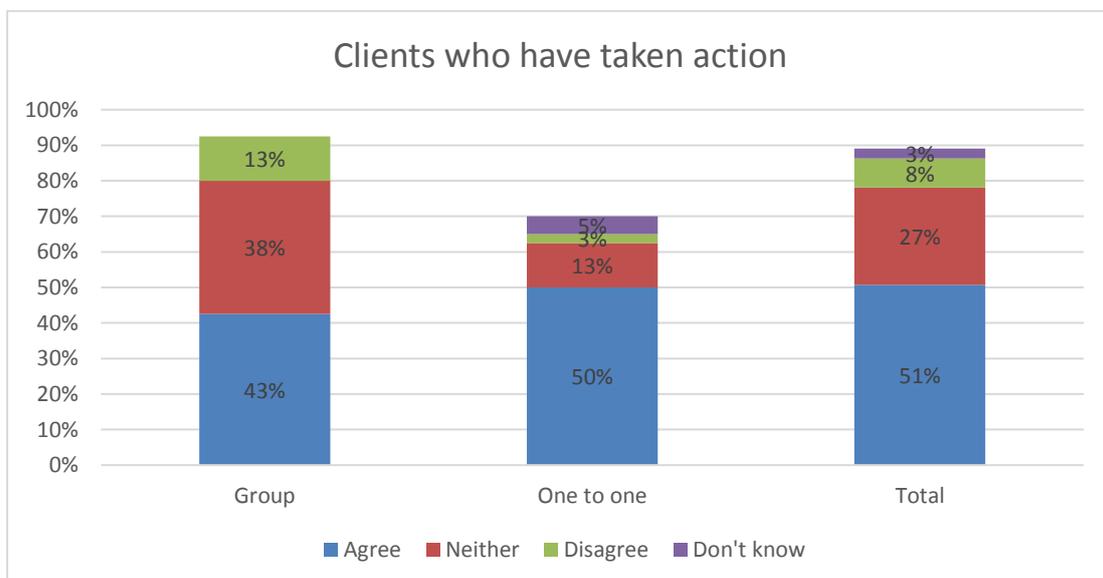
'My IT skills are improving and I now online bank'

Increase in people who have taken action

The main objective and research question underpinning the evaluation was to determine the extent to which clients took action as a result of the advice they received.

"As a result of the advice given, to what extent do older people go on to take action to reduce risks associated with financial safeguarding?"

The chart below shows that just over half of clients have taken some action since receiving the advice. And more clients that received 1-1 advice than those that received advice in a group-setting have taken action.

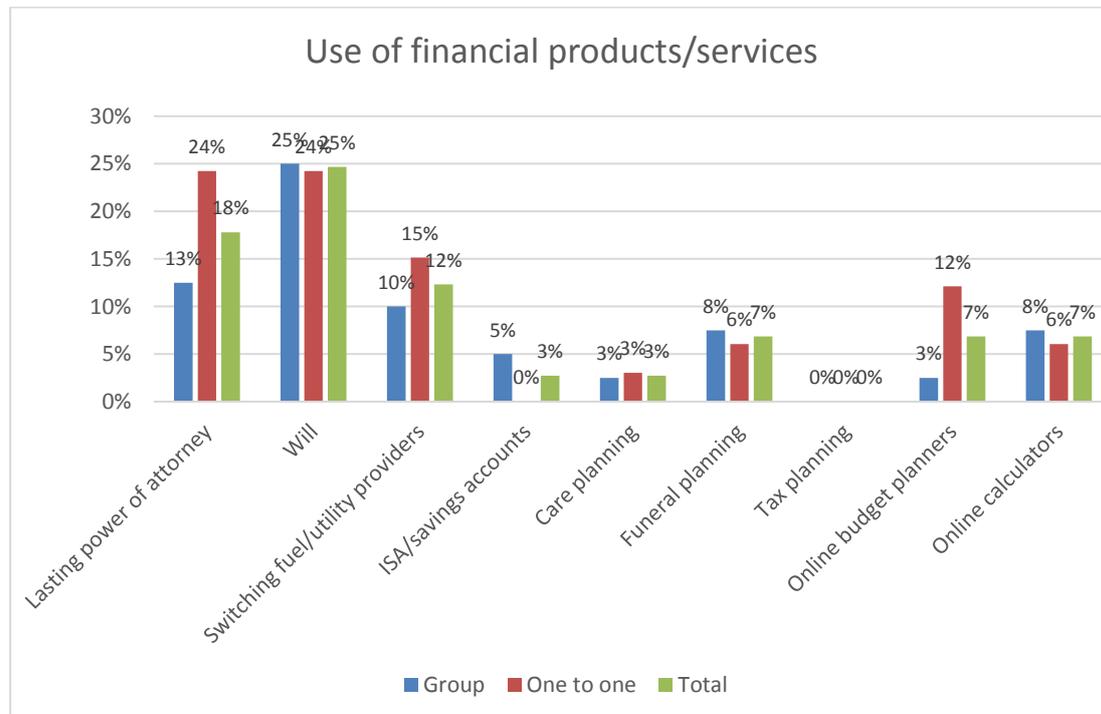


Feedback from clients shows the type of action people have taken since receiving the advice:

- 'IT class booked'
- 'Rewrote will'
- 'I have reduced my outgoings by ending direct debit payments for two life insurance policies'
- 'My wife has just set up power of attorney for her father'
- 'Both LPAs now in place'
- 'New will arranged via post'

The chart below shows that 25% of people have now set up a will, 18% have set up an LPA and 12% have switched their fuel or utility providers.

The results also show that more people receiving 1-1 advice have set up an LPA, switched fuel/utility providers and started using online budget planners than those receiving advice in a group.



Feedback from clients also shows what products or services clients are now using;

'Better at using search sites for prices and can now online bank'

Case studies

The two case studies below indicate how the project has benefited people who have received 1-1 advice and advice in a group-setting.

Case study: 1-1 support

'I have peace of mind knowing the bills are paid through direct debit. The lady that came was amazing, what a lovely lady. Without her I would still be going out in the cold to get to the bank for my electric. Thank her very much for me''

Case study: Group support

'I am the treasurer of a coffee morning group for people living on their own. I instigated the talks [by Age Cymru Swansea Bay] and have an ongoing relationship with them, with further talks scheduled for the coming months. The service started by them supporting an elderly gentleman who was experiencing very bad financial circumstances as he was living on his overdraft. [The advisor] supported him in the meeting which was very helpful and has changed his financial circumstances as he is now accessing allowances which he was not aware of.

I realised that there were many people who need financial support and would not be aware of allowances or pension credits that they are entitled. As a result of the talks/advice I am aware that 6 members are now accessing tenants allowance and a further 6 have had increases in their pension credits which has had a significant impact on their financial situation. I cannot praise them enough for the service they offer, they have changed people's lives and helped people to maintain independent living'

Key Findings: Process Evaluation

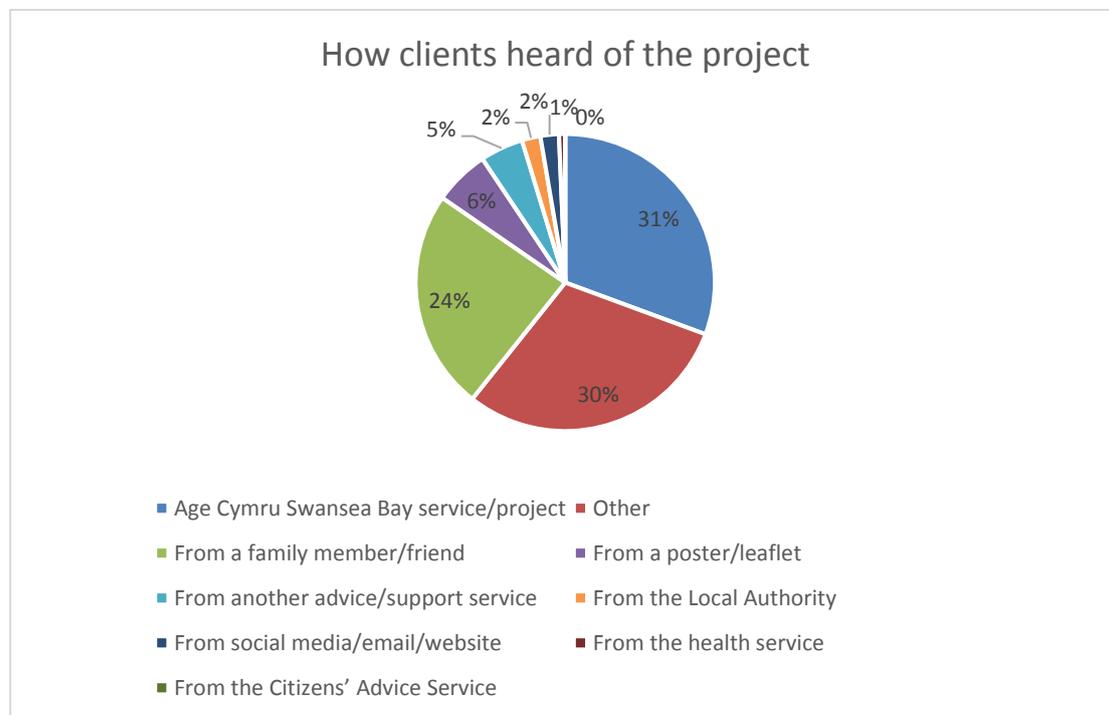
This chapter provides an overview of learning from how the project was delivered; what worked well and the challenges faced.

How people found out about the project

The project was promoted through a variety of means, however the most common way of finding out about the project was through contact with Age Cymru Swansea Bay, as shown in the chart below. If someone got in touch with the organisation they were told about the project and asked if they would like some advice.

In addition to this, the project used their existing network of older people's groups to promote the seminar advice sessions.

The project did not use any specific targeting; the only criteria was age.



Who was helped

51% of the 150 people who received advice through the project received support in a group seminar and 49% received 1-1 support. The table below summarises the anticipated advantages of each approach; one of the aims of the evaluation was to determine the extent to which 1-1 or group advice was preferred.

1-1

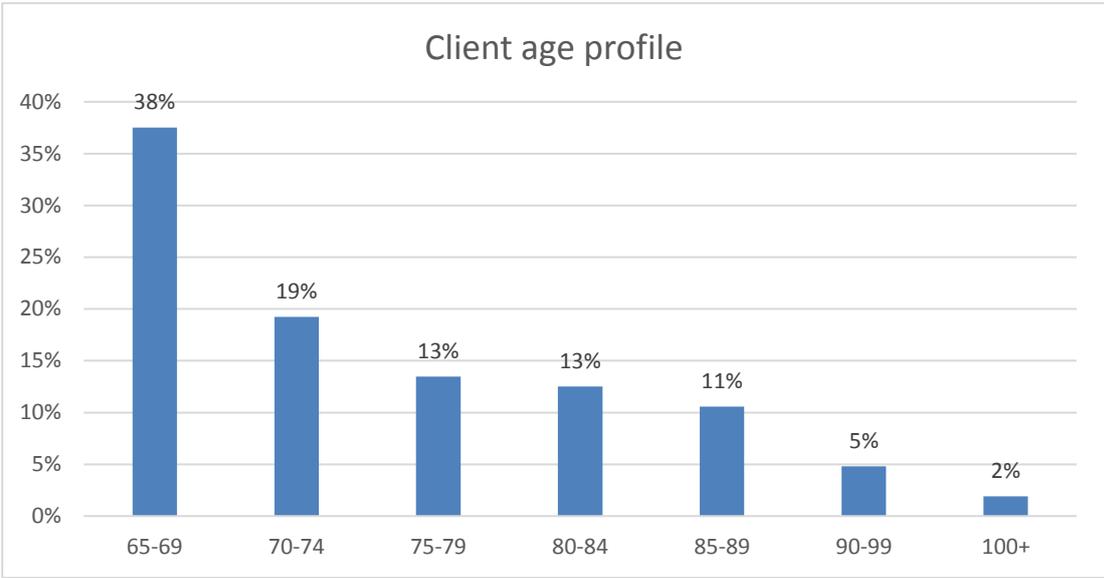
Can be tailored to an individual's need

Can be provided in someone's home – no need to travel

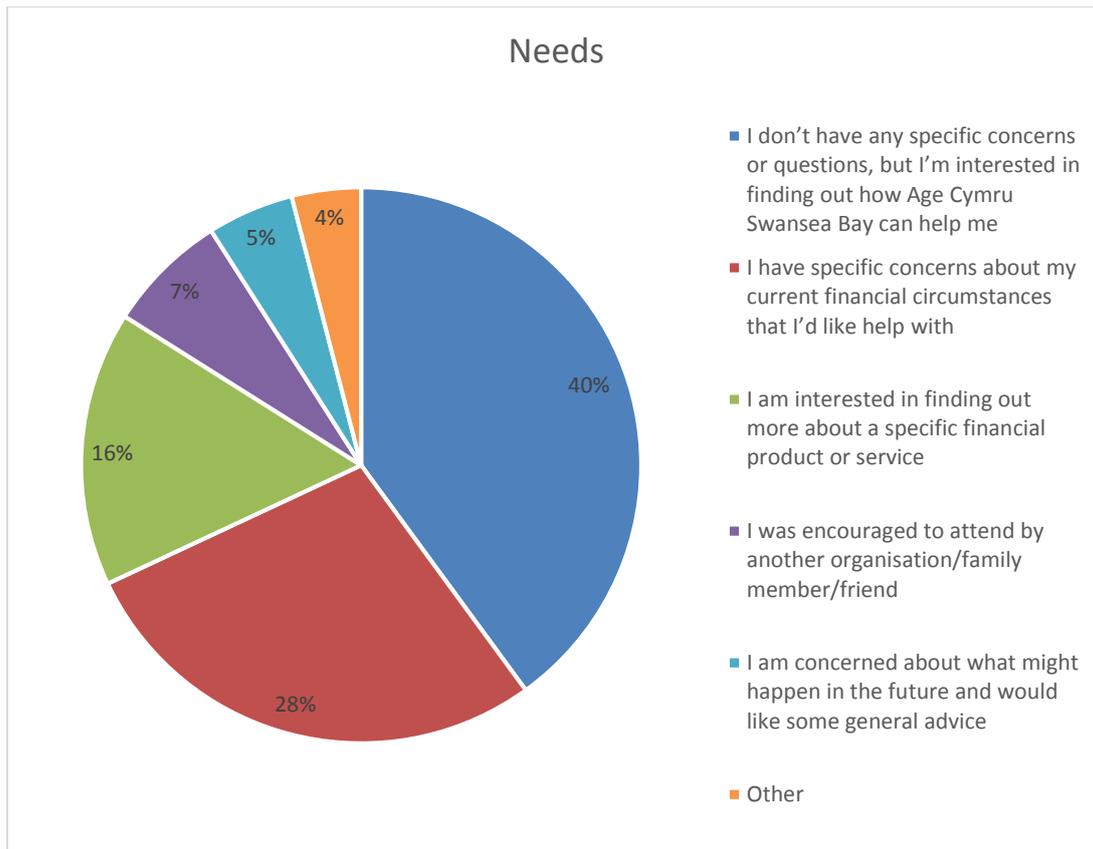
Hands on support can be provided e.g. setting up online banking

Group	<p>Engaged people not already aware of Age Cymru Swansea Bay</p> <p>Can provide a larger number of people with information and advice than through 1-1</p> <p>Is limited to just general advice and signposting for further support</p>
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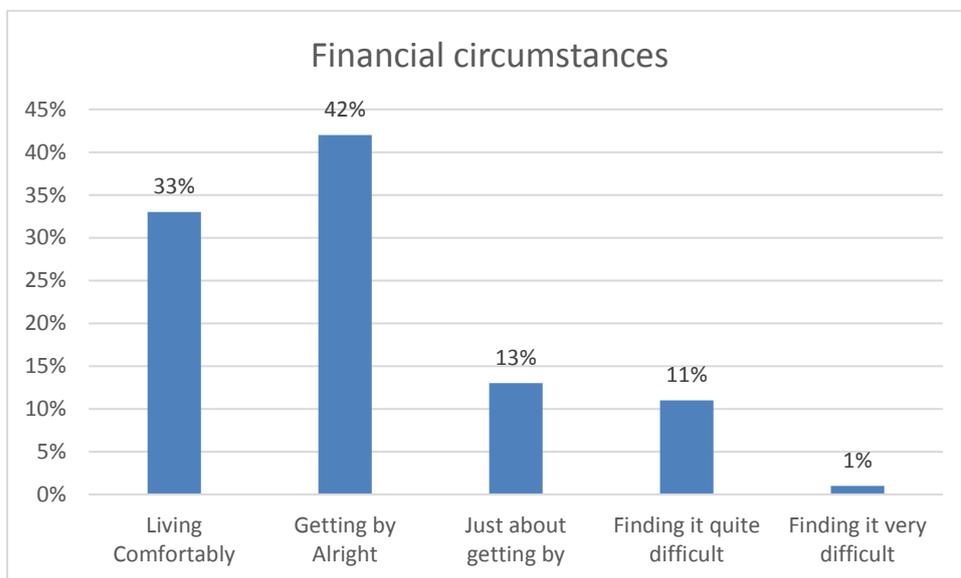
For the 104 clients where data was available, 65% were female and 35% were male. All were White British. As shown in the chart below, the largest proportion of clients (38%) were aged 65-69, however the age range was large, with clients aged from 65 to over 100 years old.



As shown in the chart below, most clients (40%) did not have any specific concerns or questions, but were interested in how Age Cymru Swansea Bay could help them. Nearly a third (28%) did have a specific need and 16% were interested in finding out more about a specific financial product or service.



The chart below shows that the majority of clients were either living comfortably or getting by alright. 12% were finding things quite or very difficult, however this indicates that the project has not engaged those in most financial need.



Advice provided

As stated above, the advice given related to Lasting Power of Attorney (LPA), digital finance, scams and general financial services.

Lasting Power of Attorney

This advice included two types of LPA, depending on individual circumstances. The Health and Welfare LPA allows you to appoint an attorney to look after your health and welfare. It would include decisions such as where you should live, what treatments you should receive and can include whether your attorney can decide on whether you should have life sustaining treatment. It can only be used when you no longer have mental capacity, it must be registered with the Office of the Public Guardian immediately and should also be registered with your GP.

The Property and Financial Affairs LPA allows your attorney to deal with your property and financial affairs. This will include things such as paying bills, dealing with investments and selling a house. It can be used even if you have mental capacity if you require assistance. Before it can be used it must be registered with the Office of the Public Guardian.

The advice covered the benefits of having a LPA: giving you the choice while you can make the choice, how to arrange one and where to get help in completing a LPA and the costs involved.

Digital

This advice included the benefits of online banking, how to set up on-line banking with secure passwords, how to access credit reports, how to search for services online including; energy suppliers, holidays, insurance and general advice. The main focus for online searches was to demonstrate the benefits of online comparison sites, in order to encourage people of the benefits of switching utilities and shopping around for insurance quotes etc.

Scams

This advice covered:

- Types of Scams
- Digital Scams
- Postal Scams
- Telephone Scams
- Door Step Scams

Cheque, Plastic Card and Online Bank Accounts	This fraud occurs when there is fraudulent use of a cheque, plastic card or online bank account. This does not include companies that deal with electronic money transfers.
Computer Software Service Fraud	A fraud which involves the victim being contacted and told that there is a problem with their computer and for a fee this can be fixed. No fix actually occurs.
Online Shopping and Auctions	This involves a product being advertised for sale through internet shopping and auction sites that either

	does not exist or doesn't match the original description. This also includes when a legitimate seller does not receive payment for goods sold online and is unable to contact the purchaser.
Application Fraud (excluding Mortgages)	This occurs when fraudsters open an account using a stolen identity or false information.
Other Fraud (not covered elsewhere)	Other frauds are where false representation or obtaining services dishonestly have occurred that aren't covered in other crime types.

The advice focused on providing information for people to be able to spot a potential scam, and what to do if fraud is suspected.

Financial Services

This advice included information on the following:

- Banking/Savings – availability and where to ask for help
- Holidays – booking online and booking through a travel agency
- Insurance – availability and where to ask for help
- Benefits – Online calculator, where to get advice and how to claim
- Energy Suppliers – how to find the best deals, asking about changing suppliers
- Shopping – online shopping, delivery services and home help

The chart below shows the split of advice given. It shows that the most popular was financial services and least popular was digital advice.



Quality of advice provided

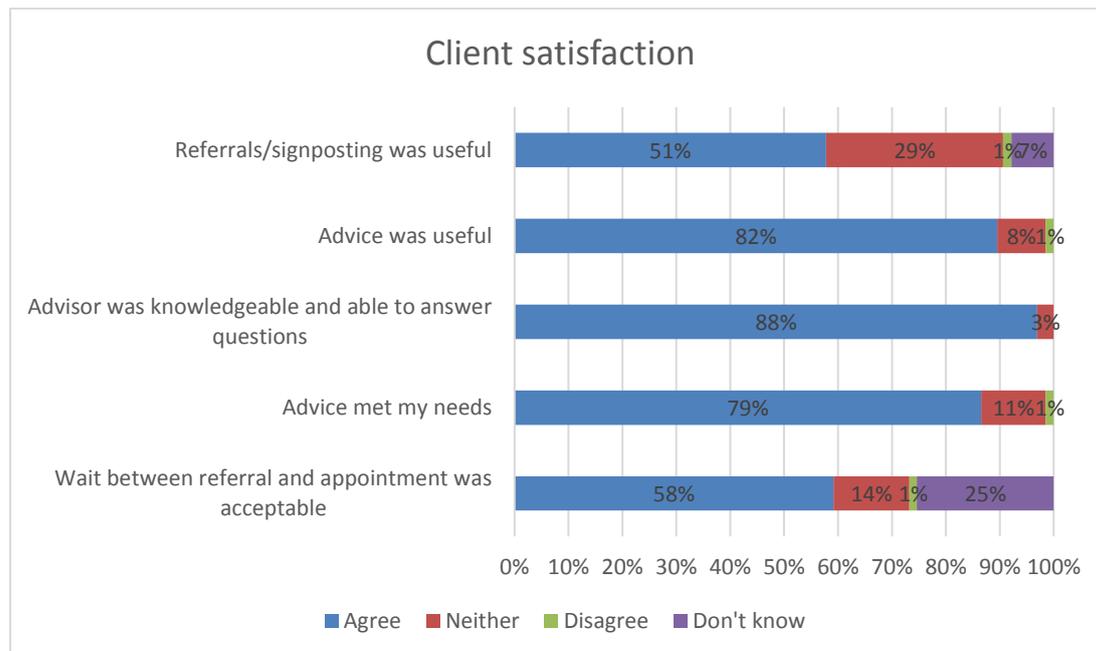
The original advisor had considerable experience of providing this type of advice, and was able to start delivery immediately after recruitment. This was a significant benefit for the project, and enabled clients to be engaged at an early stage.

In addition to the skills of the advisor, Age Cymru Swansea Bay has an existing Information & Advice team, with other expertise. The advisor was able to draw on this to answer specific queries, as well as signpost clients on following the initial appointment or seminar.

The quality of the advice received is reflected in the levels of satisfaction reported by clients. As shown in the chart below, 88% of clients agreed that the advisor was knowledgeable and able to answer questions, 82% felt the advice was useful and 70% felt it met their needs.

'Excellent advice and information. I would recommend Age Cymru Swansea Bay'

'[the advisor] was very clear and patient. She answered all my questions'



Areas of lower satisfaction included the wait between being referred to the project and the appointment, and onwards referrals and signposting to other organisations. This points to the need for more follow-up contact to include more information on where else to obtain support from.

The table below shows that clients who received 1-1 advice were more satisfied than those who received advice in a group setting. In particular, clients who received advice in a group were not satisfied with the information on onward referrals or signposting.

	Group				One to one			
	Agree	Neither	Disagree	Don't know	Agree	Neither	Disagree	Don't know
Wait between referral and appointment was acceptable	33%	20%	3%	43%	88%	6%	0%	3%
Advice met my needs	73%	15%	3%	0%	88%	6%	0%	0%
Advisor was knowledgeable and able to answer questions	85%	5%	0%	0%	91%	0%	0%	0%
Advice was useful	75%	10%	3%	0%	91%	6%	0%	0%
Referrals/signposting was useful	30%	48%	0%	5%	76%	6%	3%	9%

The feedback below shows the particular advantages of 1-1 support over group seminars, in terms of providing support in someone's home and advice that meets an individual's specific needs:

'Skilled help particularly in the relaxed setting of your own home. This is an excellent service which should be enhanced if possible'

'She came to the house and talked about credit scores, because I didn't have a credit score and couldn't get a phone. she explained why and what I needed to do to improve my credit score. She signposted me to a website to check my score which I have done. I am better informed on what I need to do and may get a credit card and buy some items on it in the future. The service was excellent and very helpful, she came to my house which was very helpful'

Limitations of the evaluation and future evaluation

Evaluating this project in this way is a new approach for Age Cymru Swansea Bay, and one of the key aims of the project was to develop a better understanding of what advice clients value, and what difference it can make.

However, as with any evaluation work, there have been challenges with collecting data. The baseline and follow up surveys were largely informed by the Outcomes Framework set by the national learning and evaluation partner, which in turn drew on the MAS outcomes framework, and resulted in fairly lengthy surveys. Generally speaking, the longer the survey, the less likely people are to complete them. This is especially true of projects of this nature, which are mainly based around a one-off intervention. We found when we spoke to clients on the phone that many could not recall the advice they had received, which is to be expected given the short-term nature of the advice and the client group; older people often receive a range of advice and support from many different organisations and it is difficult to recall specific interventions. This will have also affected the response rate, as people are unlikely to complete a follow up survey if they cannot recall the project.

Another challenge faced was a general unwillingness to provide personal data; particularly as part of the advice given to clients was around avoiding scams; with them being encouraged not to part with personal information. Despite the fact the surveys were anonymous, the advice itself has led to many clients not wanting to complete the survey as they felt they were following the advice given.

Notwithstanding the above challenges, we are pleased with the total response rate and feel that it provides a good indication of the effectiveness and impact of the project.

We would recommend that in future shorter surveys are used to capture clients' views on the effectiveness of this type of support.

Implications and Recommendations for Policy and Practice

The project has been successful at providing financial advice to 150 people as planned. Half the clients received 1-1 support and half group-based advice. The project only targeted people aged 65+ and although there was a good spread of gender and age, most clients did not have any specific needs or questions and were not struggling financially. Improved targeting to identify those most in need would help engage more vulnerable older people.

The project provided a range of advice on LPAs, digital/online finance, scams and general financial services, and having an experienced advisor who was able to start delivery soon after recruitment enabled the project to deliver high quality support.

Satisfaction with the advice given was generally high, with people receiving 1-1 support more satisfied than those receiving support in a group setting. However, satisfaction levels with onwards referrals and signposting was low, suggesting the need for more follow-up support with clients after the initial advice session.

The results of the evaluation show that the project has made the biggest difference to people's knowledge and awareness of the range of financial products and services available to older people, how to spot and report a scam, and how to access support if needed. There has been a greater increase in awareness amongst clients who received group support than 1-1 advice.

The project has resulted in a small change in confidence levels and skills; to achieve greater change more follow-up support would be required.

The overall objective of the evaluation was to answer the following research question:

“As a result of the advice given, to what extent do older people go on to take action to reduce risks associated with financial safeguarding?”

The evaluation found that just over half the clients have taken some form of action since receiving the advice, with 25% of people have now set up a will, 18% have set up an LPA and 12% have switched their fuel or utility providers. People receiving 1-1 advice are more likely to take action than those receiving group advice.

One of the main barriers to obtaining in an LPA is the cost; even if a solicitor is not used there is still a fee to file the LPA. Although the advice has helped almost a fifth of clients to set up an LPA, to increase this proportion it may be necessary to find funding to pay for some of the costs involved.

The project has not made a difference to attitudes towards managing finances, or clients' abilities to access financial information.

Recommendations

Should this type of project be delivered in future, we recommend that Age Cymru Swansea Bay build in the following:

- Develop a more targeted approach, and develop ways of identifying and engaging the most financially vulnerable older people
- Continue to deliver a split of 1-1 and group based support as they deliver different outcomes
- Provide more support beyond the initial advice appointment or group seminar; providing more support over a longer period of time will help increase the outcomes achieved and result in more people acting on the advice given
- In particular, consider developing an IT skills course where older people can improve their digital skills over a period of time
- Consider ways of reducing or removing the financial barrier of setting up an LPA
- Continue to evaluate the service; use shorter surveys but focus on how satisfied clients were with the support and the difference it has made to their awareness, confidence, skills and ability to act

Sharing and Learning Activity

This section describes the sharing and dissemination activities that are planned now the delivery stage of the project is complete.

It is worth noting that both the advisor and Project Manager left the organisation prior to the end of the project. This has resulted in less activity taking place than originally planned.

Planned activities

Age Cymru Swansea Bay plan to disseminate the results of the independently evaluated project to a mix of professional bodies and client led organisations, such as lunch clubs. They plan to do this by giving talks to local groups, by joining local professional teams (for example, social services, police, Hospital/GP staff) and discussing the findings at the National Age Cymru Chief Officer meeting. They will also disseminate our report through existing contacts.

Anticipated impact

The expectation is that as a result of this work:

- Future delivery partners will identify themselves by making contact having read the report
- Local authorities will understand the need and benefit of the service/interventions and this will result in possible future funding opportunities
- Beneficiaries will be more likely to seek help having understood the impact such interventions bring.
- Professional partners will utilise the findings in terms of the greater success of direct, supported intervention rather than giving the client advice and hoping they will act on it themselves

What would be done differently in future

The loss of the project manager near the end of delivery has meant a loss of internal knowledge about the project, which will constrain the learning and sharing activity. In future, Age Cymru Swansea Bay should allow for greater and wider involvement from others in the organisation during the delivery stage. This would allow for greater and wider championing of the learning and evaluation findings throughout the various networks that are present in the different fields the organisation works in.

That said, circulating free copies of the evaluation report to all in the area has been well received, with multiple organisations requesting a copy to influence their service delivery.

Appendix 1: Evaluation research questions

Project outcome	Research questions
<p>Better understanding of the benefits of having a lasting power of attorney in place and how it can be used</p>	<ul style="list-style-type: none"> ➤ Does the advisor have the necessary skills and knowledge to provide advice on LPAs? ➤ Did clients have a better understanding of the benefits of an LPA? ➤ How many referrals were made to LPA services? ➤ How many clients set up an LPA as a result of the advice given?
<p>More clients know how to spot a scam and how to report it</p>	<ul style="list-style-type: none"> ➤ What advice on scams was provided? Was this useful for clients? ➤ Are clients more aware of potential scams and how to report them? ➤ Are clients more confident to report potential scams? ➤ How many scams have been reported as a result?
<p>Clients are more motivated to find out more about how to set up an LPA, how to use digital technology and prevent themselves being scammed</p>	<ul style="list-style-type: none"> ➤ To what extent were clients referred onto the project able to (i.e. had the mental capacity) to take the advice given? ➤ How did the project attempt to improve motivation levels? ➤ Was the follow up support sufficient in maintaining motivation levels? ➤ To what extent have motivation levels improved? ➤ What proportion of clients took action as a result of the advice/support received?
<p>Clients are more aware of and prepared for unexpected life events</p>	<ul style="list-style-type: none"> ➤ How did the project raise awareness of planning for unexpected life events? ➤ To what extent do clients feel better prepared to deal with unexpected life events?
<p>Able to easily obtain appropriate advice to deal with and plan for life events</p>	<ul style="list-style-type: none"> ➤ Was there sufficient capacity (within Age Cymru Swansea Bay and external partners) to provide advice when needed? ➤ How long did clients need to wait before receiving advice? Was this satisfactory to them?

Project outcome	Research questions
	<ul style="list-style-type: none"> ➤ Was the advice given appropriate and met clients' needs? ➤ What were the advantages and disadvantages of providing advice to groups (i.e. in seminars) compared to one to one advice?
<p>Improved access to appropriate support and advice via appropriate channels</p>	<ul style="list-style-type: none"> ➤ To what extent did the project break-down barriers to accessing support? ➤ How was the project promoted to potential clients and was this effective at attracting referrals? ➤ Did the referral mechanisms result in enough people who were able to be supported by the project? ➤ How did the project signpost clients to other support services and were these taken up by clients?
<p>More clients know about products that enable them to effectively plan ahead</p>	<ul style="list-style-type: none"> ➤ How many clients have accessed a range of products which will help them plan ahead (e.g. LPA, will, fuel/utility tariffs, ISA/savings, care planning, funeral planning, tax planning)? ➤ Are clients more aware of the range of products and know how to access them? ➤ Are more clients using appropriate financial products and services?
<p>Clients feel more confident in accessing formal advice and information and understand the benefits of it to help them manage day to day problems and plan for the future</p>	<ul style="list-style-type: none"> ➤ How has the project improved confidence levels around accessing advice? ➤ Have attitudes to accessing support changed? ➤ Are clients more confident to ask for advice/help? ➤ Are clients more confident at managing their money? ➤ Do clients better understand the benefits of the information and advice received? ➤ Do clients feel that the advice received will help them to better manage their finances?
<p>Able to deal with financial difficulties</p>	<ul style="list-style-type: none"> ➤ How do clients manage or assess their financial situation?

Project outcome	Research questions
	<ul style="list-style-type: none"> ➤ To what extent did the project encourage clients to access/use support tools, e.g. online calculators, online banking?
<p>Improved digital skills for financial management</p>	<ul style="list-style-type: none"> ➤ What support was provided to build digital skills? Was this sufficient? ➤ Are more clients confident about using IT to manage their finances? ➤ Do clients feel that their IT skills have improved? ➤ Can clients see the benefits of using IT to manage their finances?

Appendix 2 : additional information required by MAS Evidence Hub to accompany Executive Summary

Year of publication	2018 (please note that the report was originally finalised in December 2017, prior to the publication of the evaluation template and guidance. As such this version of the report has been restructured to take this into account)
Contact details for author (if available)	Claire Moyes Shephard & Moyes Ltd claire@shephardandmoyes.co.uk
Programme delivered by (name of organisation)	Age Cymru Swansea Bay
Overview sentence	Financial advice for older people, delivered as 1:1 appointments or group seminars

Filter

These are the search terms that will be used to find the summaries. Please tick the boxes that apply to your project.

Type of organisation	<input checked="" type="checkbox"/> Charity <input type="checkbox"/> Housing association <input type="checkbox"/> Think tank <input type="checkbox"/> University <input type="checkbox"/> Local authority <input type="checkbox"/> Professional body <input type="checkbox"/> Social Enterprise <input type="checkbox"/> Trade Association <input type="checkbox"/> Cooperative Society <input type="checkbox"/> Other
Project Location	<input type="checkbox"/> South East England <input type="checkbox"/> South West England <input type="checkbox"/> London <input type="checkbox"/> the Midlands <input type="checkbox"/> North East England <input type="checkbox"/> North West England <input type="checkbox"/> Scotland <input checked="" type="checkbox"/> Wales <input type="checkbox"/> Northern Ireland
	<input type="checkbox"/> Urban <input type="checkbox"/> Rural
Type of intervention	<input type="checkbox"/> Existing intervention <input checked="" type="checkbox"/> Scaling up an existing intervention

	<input type="checkbox"/> Piloting a new approach
Life stage	<input type="checkbox"/> Children and young people <input type="checkbox"/> Young adults <input type="checkbox"/> Working age <input type="checkbox"/> Financial difficulty <input type="checkbox"/> Retirement planning <input checked="" type="checkbox"/> Older people in retirement
Segmentation*	<input type="checkbox"/> Struggling <input type="checkbox"/> Squeezed <input checked="" type="checkbox"/> Cushioned
Topic Addressed	<input type="checkbox"/> Saving <input checked="" type="checkbox"/> Pensions and retirement planning <input type="checkbox"/> Credit use and debt <input checked="" type="checkbox"/> Budgeting and keeping track <input type="checkbox"/> Insurance and protection <input checked="" type="checkbox"/> Financial education <input type="checkbox"/> Dealing with financial difficulties
Type of intervention**	<input checked="" type="checkbox"/> Workshops, group training <input checked="" type="checkbox"/> One-to-one advice (face to face) <input type="checkbox"/> Helpline/email advice <input type="checkbox"/> School workshops/ curriculum <input type="checkbox"/> Communication and messaging <input type="checkbox"/> Digital Tools (e.g. budgeting tools, apps, "money MOT") <input type="checkbox"/> Peer education/community champions <input type="checkbox"/> Training for teachers/other professional <input type="checkbox"/> Other,
Is the intervention delivered (entirely or in part) by volunteers?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
What types of evaluation have you conducted? ***	<input checked="" type="checkbox"/> Process evaluation <input checked="" type="checkbox"/> Outcome evaluation <input type="checkbox"/> Impact evaluation <input type="checkbox"/> Cost-effectiveness analysis
FinCap outcomes measured by the project****	<input checked="" type="checkbox"/> Behavioural <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Managing Money Day to Day <input checked="" type="checkbox"/> Managing and Preparing for Life Events <input checked="" type="checkbox"/> Mindset (Attitudes and Motivation) <input checked="" type="checkbox"/> Ability (Skills and Knowledge) <input checked="" type="checkbox"/> Connection (Ease and Accessibility) <input type="checkbox"/> Other
What types of evaluation design did you use?	<input type="checkbox"/> Post intervention surveys only <input checked="" type="checkbox"/> Pre-and-post surveys, no control

	<input type="checkbox"/> Control group (receiving a different intervention or no intervention) <input type="checkbox"/> Sequential roll-out, stepped wedge <input type="checkbox"/> Other
Nesta standard of evidence *****	<input type="checkbox"/> Level 1 <input checked="" type="checkbox"/> Level 2 <input type="checkbox"/> Level 3 <input type="checkbox"/> Level 4 <input type="checkbox"/> Level 5
