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Evaluating place-based and person-centred interventions – Balancing number crunching with local peoples' experiences

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What will we cover today

Aim: The "story" of the Horden Together Partnership evaluation through the lens of "data"

Objectives:

- How we used a ***variety of data*** from local sources to tell the Horden story

- How did we make sure that the ***"human element"*** of the intervention was not lost through the evaluation, whilst maintaining objectivity and rigour?

Today we will talk about an innovation which tackles multiple disadvantage...







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… and how we evaluated it.

Telling a story

As we know –

Evaluation is not just the facts and figures…




Mission
Critical
Neighbour
-hood

Firstly – Context:

County Durham

A diverse county with a mix of urban, rural and coastal communities, ranging from former mining towns and market towns to remote rural villages and the historic city of Durham.



Horden Together Partnership



- Partnership of over 67 organisations
- Aim of improving quality of life for residents, many of whom face polycrisis
- Started September 2021
- Delivered over 5 years
- Cost of £2.23 million

3 Key Evaluation Questions – "Pragmatic Evaluation"

1. What information/evidence are you trying to generate, and why?
2. Who is this information for?
3. How are they supposed to use this information?

Embed "usefulness"

Evaluation Aim:

To understand how the HTP facilitates access to services and if this represents value for money (to the council and wider public services).

How did we do this?

"Data source" 1 - Evaluability Assessment Workshops – What was important to Durham County Council?

Workshop 1

What is the Horden Together Partnership? Who is involved? What does it aim to achieve?

What outcomes are most important?

→ Logic model development

Workshop 2

What questions should the evaluation try to answer? What knowledge do you want to gain from the evaluation?

Knowledge Mobilisation: Who should know about this evaluation (within Durham and beyond)? What are best ways to reach them?



Results of the Horden Together Partnership Evaluability exercise Three *Work Packages…development of the "3 Questions"*

Horden Together Partnership Evaluation

"PROCESS"
1. ***How*** are residents using Horden Together?

Social Return on Investment - SROI
2. What is the monetary value of this, in terms of Social Return On Investment (SROI)?

Public Involvement Group Group of Horden Residents

IMPACT
3. What makes Horden Together different from other similar programmes ***("special ingredients")?***

Durham Insight

https://www.durhaminsight.info/

Methods

This intervention is bit different....

…. so our methods are a little different as well.



Answer to the 3 Questions

What evidence are you trying to generate and why?

- Information on impact and distance travelled
- Information on return of investment and demand reduction through using community resources
- Benchmarking, validation, support – "are we doing the right things?"
- Information on scalability for other wards
- Effectiveness of community navigator role and partnership working
- Appraisal of the co-production, community engagement element

Who is the intended audience?

- Horden residents – celebrating successes, what makes Horden unique
- Corporate Team – engagement, benefit, realisation, recommissioning, transferability/scalability
- Partner organisations – shared learning, benefit realisation

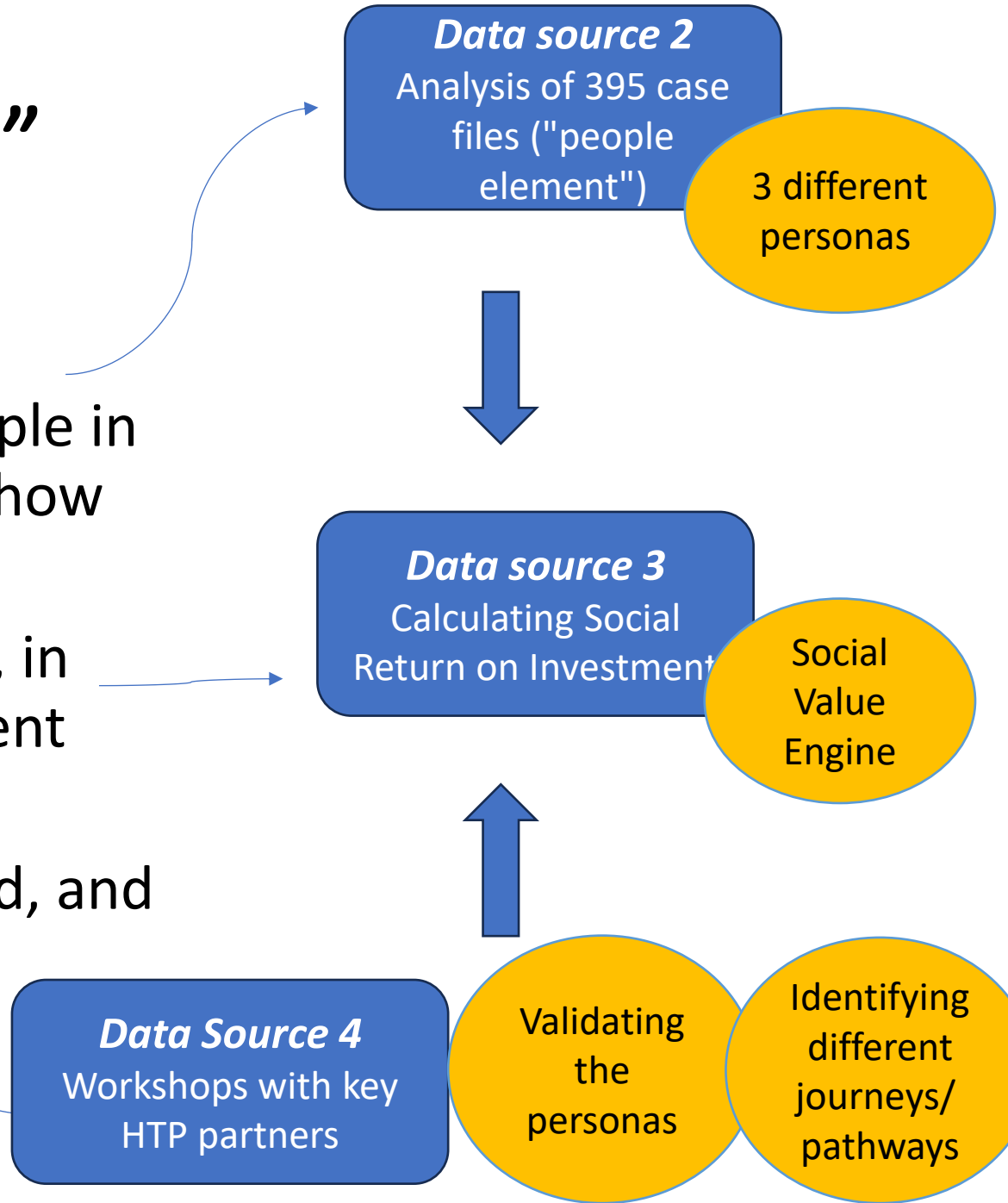
How are the intended audience supposed to use it?

- Benefit realisation (for Council and partner organisations)
- Recommissioning of Horden Together
- Scalability to other wards
- Use as evidence for implanting wider process changes in the Council (e.g. how council tax payments are requested

Methods – “Data sources”

Evaluation Objectives:

1. What services are accessed by people in Horden as a result of the HTP, and how quickly?
2. What is the monetary value of this, in terms of Social Return On Investment (SROI)?
3. How is the responsiveness achieved, and can this be transferred or scaled to other communities?



“Special Ingredients”

- Using analogy of baking – what are the special ingredients which make an intervention what it is?

- Process? Why is it effective (or not) and in what way?



HTP "Special Ingredients" Questions

- What would happen without HTP?
- What happens with HTP?
- What is the value created (SROI)?
- What makes HTP successful?

How did we obtain data / information on what makes HTP special (PROCESS and IMPACT)?

Data

- 395 HTP client records
- MEAM (Making Every Adult Matter) framework

Analysis

Machine learning ***Personas:***

"Katy"
"Michael"
"Jaime"

Validation

Workshops and interviews to test and validate *Personas*

Quick history of ‘personas’

- Marketing and market segmentation – ensuring products and advertising appeal to the intended customer
  - Personas often based on ‘experience’ rather than data, compounding biases
- The Torbay Model – “Mrs Smith” – bringing together health and social care through the use of a story about a ‘typical older lady who needed a range of services’ https://www.torbayandsouthdevon.nhs.uk/about-us/our-vision-and-strategy/the-torbay-model-mrs-smith/
  - Similar approaches adopted in other areas such as NHS Lothian

However, these personas were not derived from datasets

The three personas





Katy

"**Katy**" is our low need individual who has primarily come to the HTP after being moved into the area by another Local Government (due to domestic violence) and having concerns about crime.



Jamie

"**Jamie**" is our medium need individual who firstly raises concerns about disrepair with her home but is also struggling with a mental health disorder, substance misuse and crime.



Michael

"**Michael**", is our high need individual who is facing imminent eviction from his home; and struggling with chronic substance misuse as well as additional mental and physical ill-health.

[Horden Together Partnership, Durham County Council - NIHR Public Health Interventions Responsive Studies Teams (PHIRST)]



Michael

Crisis Point (high need):

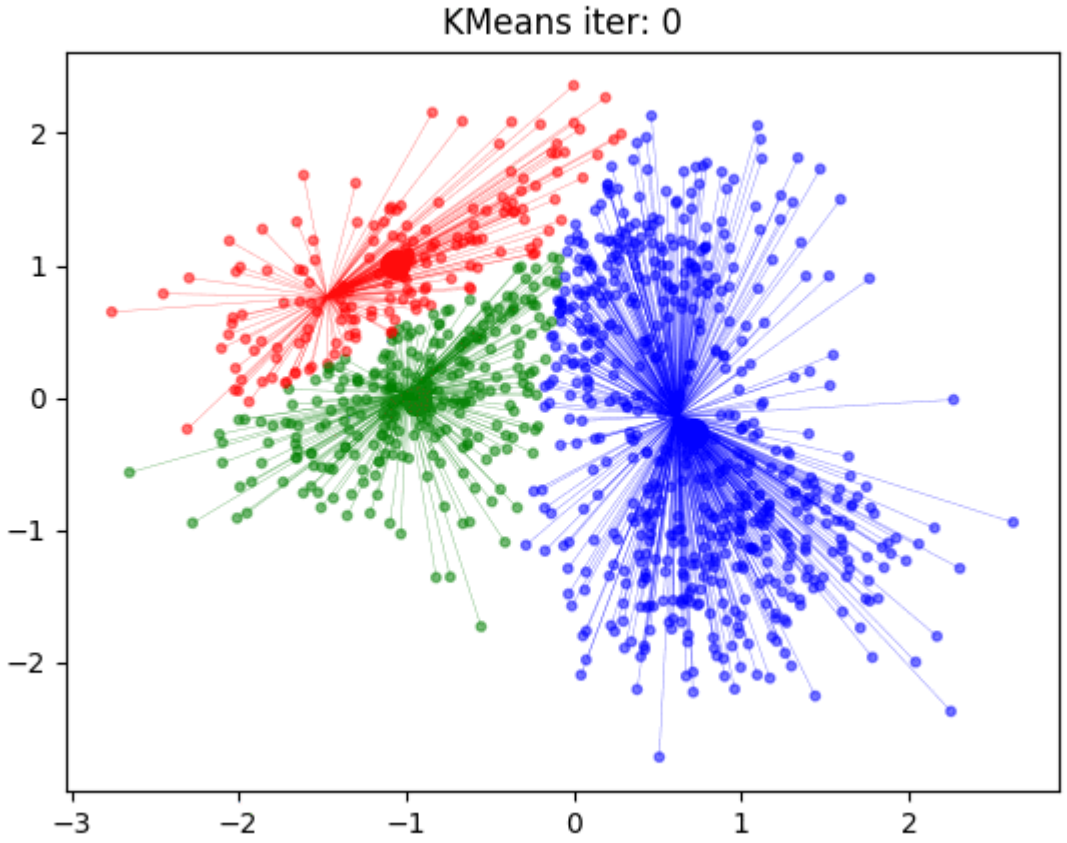
Michael (> 45 years old) lives in private rented accommodation and has received a section 21 eviction notice. He was advised to contact the HTP after talking to a member of staff at the recovery breakfast club. He is unemployed as he is unfit for work (as assessed by the Department for Work and Pensions), which has led to problems managing his money. Michael's physical health problems have added to worsening mental health issues, putting him at significant risk of causing harm to himself. Michael is currently receiving help for his substance misuse problems; he's been using crack cocaine for many years. The current area in Horden where Michael lives has high levels of crime which makes it feel unsafe. He also struggles being around criminal behaviour having previously been a perpetrator of crime himself. Michael knows he needs help but is not sure where to start.

Horden Together personas

- Derived from the 12 areas of life assessed within the Making Every Adult Matter (MEAM) framework, no demographic data were included as part of the clustering
- The data were scores based on navigator assessment (reduced social desirability bias)
- Number of clustered based on preference
- Resulting clusters reflected, but were not designed to reflect Higher, Medium and Lower need
- MEAM scores for each persona were through ‘brought to life’ through workshops with members of the Horden Together Partnership

Clustering using k methods

- Unsupervised machine learning method easily run in software like R
- Suitable for different types of data (means, medians, modes, mixed)
- Various options for selecting optimal number of clusters, or preference
- Seeks to find the set of clusters whereby the people that are allocated to a cluster are generally more similar to one another than to the people in other clusters



Opportunities





1

Collect data on the type and number of services accessed by/ signposted to MEAM clients throughout their journey.

2

Standardise data collection across sites in County Durham if this model of place-based working is expanded. This would support strategic decision making, resource allocation and future evaluation.



3

In future, a cross-sector database, incorporating VCSE, NHS and police data to allow a greater understanding of HTPs impacts on individuals and the community.

Full report here

[Horden Together Partnership, Durham County Council - NIHR Public Health Interventions Responsive Studies Teams (PHIRST)]

