

The Happiness Programme business case

Sheffield
City Council



Confidential subject to contract / Indicative pricing
October 2021

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Introducing Social-Ability and the Happiness Programme

At Social-Ability we're on a mission to make society happier and we're doing that by sparking laughter and happiness for everyone living with cognitive challenges. We're driven by personal experience, with our founders and many in our team having family who've lived with dementia and other cognitive challenges.

It's why we set up the Happiness Programme.

We're focused on delivering better care outcomes

1. People living with care needs, through improved well-being
2. Care venues and those working in care, through happier staff and cost savings
3. Friends and family, through more meaningful moments spent together

A structured programme empowering the UK's care staff

We help achieve these outcomes through a structured and guided programme of interactive tech-based activities, providing a best-in-class, documented and whole home approach to activity provision.

Supporting a broad range of care venues

With an established and proven track record, the Happiness Programme is supporting care homes, local authorities, the NHS as well as community and day centre services across the country. Some of our clients include: Barchester Healthcare, HC-One, Care UK, North Bristol NHS, New Care, St. George's Hospital, Edinburgh City Council and Westminster Council.

Marketing impact

As well as positive feedback on the care and health benefits of the programme, many of these organisations have commented on the beneficial impact on marketing, highlighting the offering of modern, person-centred activities and helping to improve care inspectorate ratings.

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What is the Happiness Programme?

The Happiness Programme is a first-of-its-kind activities service that blends interactive, sensory light technology with a structured and guided programme of training and support.

The aim is twofold. For those living with cognitive and physical care needs, it's transformative, offering safe, meaningful and engaging activity. For staff, we equip them with a powerful tool to deliver personalised care, free up time and reduce job-related stress and anxiety.

The activities are based around a growing collection of interactive light games, proven effective for people with cognitive challenges, from painting pictures and brushing leaves to popping bubbles and playing tennis.

As part of the programme we work closely with our subscribers to maximise the reach and benefits - our own mission is to transform the lives of as many people living in care as possible.

As example of this is how we've taken feedback on the games from venues who were part of the Sheffield City Council pilot and, within the duration of the 3 month pilot, have made changes to the speed and complexity of a number of the games.

Watch this 2 minute video to get a sense of the magic



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Key benefits of the Happiness Programme

Better care outcomes



- Provides a meaningful, engaging and person-centred activity
- Aims to reduce falls, anti-psychotic drug use and aid weight gain
- Develops social interaction

- Increases interaction between care staff and those they care for
- Helps infection control and bringing activities to those in isolation
- Can help to reduce behaviour that challenges staff

Happier staff



Friends & family



- Increased happy moments spent together with loved ones
- Offers opportunities for intergenerational play

- Savings costs associated with our care outcomes (see pages 5-7 for details)
- Cost efficient compared to external activities / entertainment

Cost savings



Improve care ratings



- Applicable for CQC, CIS, CIW, RQIA
- Detailed usage reports and analysis provides evidence for KLOEs: C1.2/1.4/1.6, E1.3/5.1/6.4, R1.2/1.3, W1.6/4.3

- Shows investment in modern, person-centred care technology
- 'Happy Memories' feature allows remote connection between residents and friends/family members
- 'Wow!' factor and exclusivity

Marketing



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How we differ

Put simply, we take a different approach to other tech-based activity provision. We listen carefully to the care venues and care staff we work with, constantly evolving and improving the Happiness Programme with new features and regular new game updates.

We are clear in our approach; we do not sell a piece of technology.

Instead we sell a service that provides a piece of technology alongside a programme of training and support to help you maximise the improved care outcomes and investment.

Here are a few of the reasons we're different:

Accessibility	<ul style="list-style-type: none"> • The only interactive light projector that can be fully rotated 360 degrees, allowing projection onto virtually any surface • The lightest projector available, allowing easy transportation between rooms or between homes and enabling the technology to be used as a means to improve people's engagement and connection • Fixed ceiling option available
Support	<ul style="list-style-type: none"> • The most comprehensive support system available within the market • The only company that offers unlimited training and service/maintenance along with volunteer and inter-generational programmes.
Additional content	<ul style="list-style-type: none"> • We are the only company that offers a large range of future content released throughout the year at no additional cost
Flexibility	<ul style="list-style-type: none"> • The only company in the market that offers flexible monthly subscription with no minimum contract terms (other payment terms available)
Transparency	<ul style="list-style-type: none"> • The only company who includes everything required within one transparent charge with no hidden extras

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The Happiness Programme value and cost savings

In some instances, we believe it's possible to directly link the use of the Happiness Programme with cost savings.

Incredible value - benchmarked comparable costs of activities

For a number of our care home subscribers, they're running magic table 360 sessions daily, resulting in a £4 or £5 per hour running cost. In all instances where we've gathered this data, the Happiness Programme has proven to be one of the lowest cost activities and up to 20 x more cost effective than outside activities / entertainers.

Cost savings - from reduced anti-psychotic drug use

According to [a white paper by National Dementia Action](#), the use of anti-psychotic drugs costs an additional estimated £500 per year, per person.

The same study found there was an increased risk of falls and strokes when an individual was using anti-psychotic drugs.

In a separate study, [The King's Fund](#) found each additional fall had an estimated cost of almost £1,000 to the social care sector.

Feedback from the Sheffield City Council pilot itself has shown that one of the homes, Longley Park View, has shown reductions of PRN use with its residents as a result of using the Happiness Programme.

Based on the evidence presented here, if your adoption of the Happiness Programme can demonstrate a modest reduced fall rate or a reduced reliance on PRN, this alone will provide a positive return on the investment.

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The Happiness Programme value and cost savings

In some instances, we believe it's possible to directly link the use of the Happiness Programme with cost savings. Here's how leading care venues in the UK are realising these cost savings.

Incredible value - comparable costs of activities

Activity provision / entertainment	Cost per year (based on 4 sessions / week)	Happiness Programme cost saving per year
Outside entertainment	£15,600 - £31,200 (at a standard £75-£150 per hour rate)	
The Happiness Programme	£3,000 (standard annual pricing applied)	£12,600 - £28,200

Cost savings - reduced PRNs and falls

PRNs and falls	Cost per year (based on 4 sessions / week)	Happiness Programme cost saving per year
Est. annual cost (based on a home with 50 residents)	£75,000 (based on 1 fall per resident)	
The Happiness Programme	£3,000 (standard annual pricing applied)	<p>£53,250 - from a 75% reduction in resident PRNs and falls</p> <p>£34,500 - from a 50% reduction in resident PRNs and falls</p> <p>£15,750 - from a 25% reduction in resident PRNs and falls</p>

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The Happiness Programme value and cost savings

Costs savings - reduced levels of malnutrition

Malnutrition	Cost per year (based on 4 sessions / week)	Happiness Programme cost saving per year
Est. annual cost* (based on a home with 50 residents)	£37,040 (based on 5 resident's living with malnutrition)	
The Happiness Programme	£3,000 (standard annual pricing applied)	<p>£24,780 - from a 75% reduction in residents living with malnutrition</p> <p>£15,520 - from a 50% reduction in residents living with malnutrition</p> <p>£6,260 - from a 25% reduction in residents living with malnutrition</p>

Care venues we're proud to be working with



"We are delighted by the response of the residents when using the Magic Table 360. Designed to create moments of happiness for the residents, it is heart-warming to provide positive and invaluable experiences, with residents more motivated to interact with staff, family and carers alike."

Dr Pete Calveley, CEO of Barchester Healthcare

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Local authorities we're working with



"it's been fantastic. For instance, we have a service user who is non-verbal and never interacts with people. He engaged so much with the magic table 360. It was lovely to watch.

It truly warrants all the hard work we did trying to get it."

Jo Ludlow - Manager at Buckinghamshire County Council



The picture so far at **Sheffield City Council**

Executive summary of the 3 month pilot

From July to September 2021, Sheffield City Council, in collaboration with service provider, Social-Ability, have provided a pilot of the Happiness Programme for 8 care services in the Sheffield area.

Below is a snapshot of performance and outcomes over that 3 month period, with data collected from the 8 care venues as part of an independent feedback process, which included two survey forms, as well as monthly check-in calls.



100% of services observed improvements in social wellbeing

100% of services observed improvements in cognitive wellbeing



83% of services observed improvements in physical wellbeing

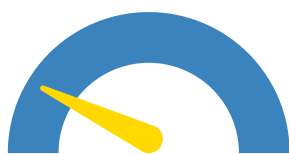
"The stories of difference from our frontline workers delivering the sessions has reduced the group to tears, with the Happiness Programme giving us the capability to connect and engage with people who were previously out of reach. It's had a real impact on us."

Paul Higginbottom
Strategic Commissioning Manager, Sheffield City Council

The picture so far at Sheffield City Council

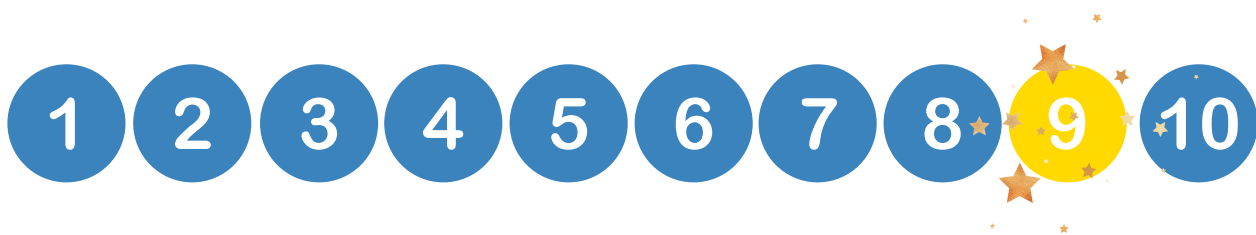
Executive summary of the 3 month pilot continued

83% of services observed improvements in levels of anxiety, aggression or agitation



17% of services observed a reduction in the use of anti-psychotic medication

Executive Summary by rating



When we asked the 8 care venues involved with the pilot whether they would recommend us, the average score was 8.7/10.

An extension of this pilot has now been agreed to run until January 2022, with this document forming the business case towards a longer term agreement.

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Strategic recommendations

Beyond the investment opportunities outlined, there are four further strategic recommendations open to Sheffield City Council to drive greater return on investment:

- To collaboratively explore how best to develop a Pool of products with a Booking System, supported through a grant to the voluntary sector, whereby we could deliver entertainment events across the City.
- Building on the successful use of the Happiness Programme to facilitate 1-1 sessions, utilising the service and technology to support with short breaks, respite care and for those people living with dementia in receipt of home care services. The service could also extend to dementia cafes..
- Promotion of the Business Case results to care providers such as Day Care Centres, Extra Care and Residential Care encouraging them to invest in the Happiness Programme as part of their core service offers given the positive impact to people in their care and the positive contribution made to their CQC compliance.
- Assigning a Happiness Programme champion in every care venue - see critical success factors for more.

Critical success factors

Working together in partnership to create ongoing value

The structure and flexibility of the Happiness Programme has been vital to the success of the pilot. Key elements of the service to note that have made a tangible difference to the experience of the services include:

- **Initial training & on-boarding**

These sessions are provided by the Social-Ability team to support services from the get-go. To ensure the maximum impact for residents and / or service-users, the training structure focuses on the range of ways that the technology can be used to achieve better care outcomes, including:

- Reduction in falls
- Reduction in the use of PRNs / anti-psychotic medication
- Reduction in levels of anxiety, agitation and / or aggression
- Improvement in nutrition and / or hydration
- Improvement in physical wellbeing
- Improvement in cognitive wellbeing
- Improvement in social wellbeing

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- Ongoing new games, collaborative software developments and updates

An important feature that is included as part of the Happiness Programme is ongoing new games and software updates – these are provided to help continually engage staff, as well as residents.

During the course of the pilot, the following games were released by Social-Ability, which services had access to:

- Tennis
- Spot The Ball
- Sunrise
- Sunset
- Seas Shells
- 90-degree orientation game versions for enhanced wall & ceiling play:
 - Ripples
 - Balloon Pop
 - Noughts and Crosses
 - Snakes and Ladders
 - Piggy Bank
 - Radios
 - Deep Breaths
 - Hot Air Balloons

As well as these new games, Social-Ability also worked collaboratively with the services, listening to specific game feedback to help improve the experience for residents.

This feedback was then translated into software improvements, including:

- Applying faster speeds to ball games
- Increasing the frequency of balloons for the Balloon Pop game
- Adding sounds to the Happy Memories feature, which enables services to upload their own photo content to the technology

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- Personnel is vital to successful adoption

Using the key attributes below, it's recommended that each care venue receiving the Happiness Programme find a volunteer to champion the programme, both with staff and residents, as well as being the main contact with the service provider, Social-Ability, with new games, updates and training.

Key staff attributes have been identified as:

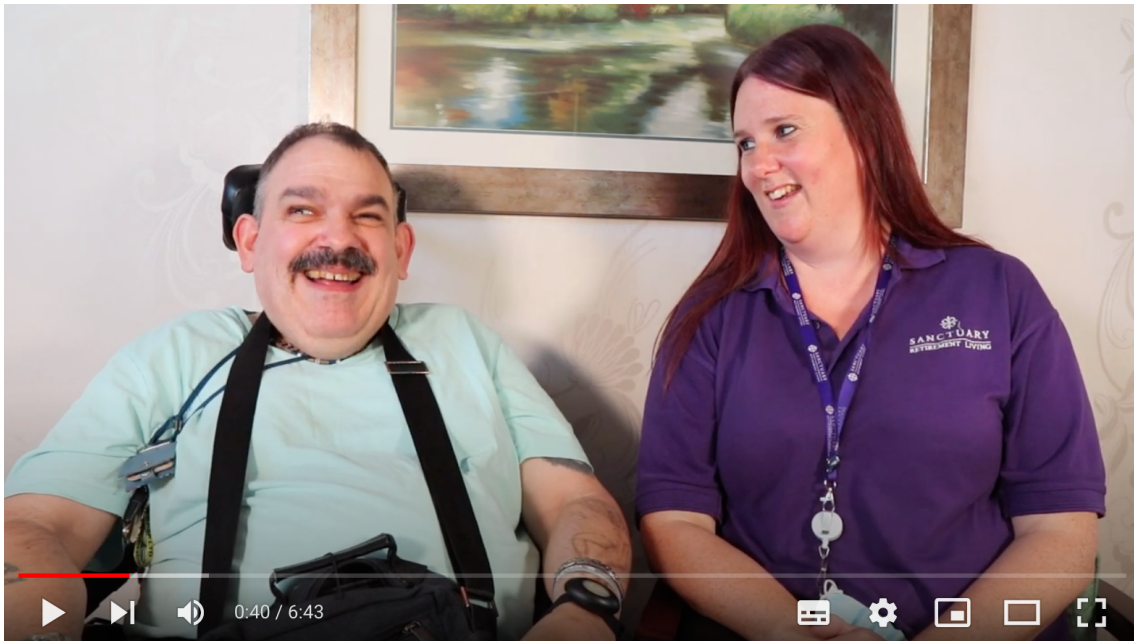
- Enthusiasm to use technology to help improve care outcomes for residents and / or service-users
- Proactive in facilitating activities in different contexts, including one-to-ones and group scenarios
- Motivation to attend training sessions to improve skills and knowledge, including being aware of updates and new releases
- Ability to encourage a group to join in and engage with activities

The onsite staff at Longley Park and Roman Ridge (Dawn Hubbard and Helen Flower deserve particular mention) were fantastic examples of the types of colleagues who will do fantastically with the Happiness Programme.

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Hear the feedback

Hear Ian and Helen talk about the impact its had
(plays in YouTube)



Hear Dawn's experiences of using it at Longley Park
(plays in YouTube)



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Pricing

Starting out with goals based on accessibility and social impact allows us to provide a range of options to best suit the approach that a local authority or care service chooses to take.

Below is an example of some of the flexibility and discounts available through our indicative pricing structure.

For all instances below the term 'subscription' includes everything listed in Appendix 1. To note, our standard market pricing for the Happiness Programme starts from £300 per month.

All prices listed exclude VAT and delivery costs (£45 per unit).

Subscription pricing only					
Quantity	Current market pricing	Discounted pricing for longer terms			
		2 year Happiness Programme		3 year Happiness Programme (incl ownership of hardware)	
	2 year	2 year	Discount	3 year	Discount
1	£7,200	£5,750	£1,450	£7,800	£3,000
10	£72,000	£54,000	£18,000	£72,000	£36,000
20	£144,000	£105,600	£38,400	£142,800	£73,200
30	£216,000	£156,600	£59,400	£212,400	£111,600

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Appendix 1

The following is included as part of the Happiness Programme subscription:

- 1 projector (fixed ceiling unit or fully portable with stand) with remote control
- Wi-Fi connectivity
- All initial games with new and seasonal games included on rotation throughout the year at no extra cost
- Unlimited staff training (also available to friends & family) via video or telephone conference
- Lifetime service guarantee, including free delivery and collection of any faulty or replacement units
- Functionalities, evidence and usage reporting
- Ongoing software upgrades
- Launch party support to introduce the technology to your communities (restrictions permitting)
- Intergenerational programme where we work with you to engage local school groups/nurseries (restrictions permitting)
- Volunteer programme - we help find, train and support volunteers to facilitate sessions with the MT360 to alleviate pressure on care staff
- Superhero support - free technical support online and through our telephone help-desk

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