Report on the expansion of the Keep Safe scheme to older people in the Braintree District

Keep Safe Evaluation Report

Extension to older people

Kryshia Fuller
March 2014
# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>2</td>
</tr>
<tr>
<td>Purpose of Report</td>
<td>2</td>
</tr>
<tr>
<td>Project Aims</td>
<td>2</td>
</tr>
<tr>
<td>Background Research</td>
<td>3</td>
</tr>
<tr>
<td>Project Launch</td>
<td>4</td>
</tr>
<tr>
<td>Joint working with Community Transport Scheme</td>
<td>6</td>
</tr>
<tr>
<td>Publicity for the Scheme</td>
<td>7</td>
</tr>
<tr>
<td>Source of Membership to the Scheme</td>
<td>8</td>
</tr>
<tr>
<td>Research into Dementia and Keep Safe</td>
<td>12</td>
</tr>
<tr>
<td>Financial Information</td>
<td>14</td>
</tr>
<tr>
<td>Recommendations</td>
<td>14</td>
</tr>
<tr>
<td>Appendices</td>
<td>15</td>
</tr>
</tbody>
</table>
Introduction

Following on from the successful launch of the Keep Safe Project in the Braintree District for adults with learning disabilities funding was successfully received by Braintree District Council to extend the scheme to people over the age of 60. The initial bid was to research, produce materials and promote Keep Safe in order that 580 people could be part of the scheme. The bid also included carrying out research to determine if the Keep Safe scheme could be beneficial to people living with dementia. The project was funded by Essex Safeguarding Adults Board and the total funding provided was £7,325.

Purpose of Report

This report is to evaluate the expansion of the Keep Safe scheme to older people in the Braintree District as well as the findings from the research into Keep Safe and dementia. The report details the statistics about participation, how the scheme was researched, how it was promoted and anecdotal evidence from users as well as changes that took place during the project that were unforeseen.

Project Aims

The project aimed to help people feel safer in the towns of the Braintree District. Initially it was hoped that the scheme would reach 580 people over the age of 60.

The key findings overview of the Vulnerable Adult Engagement Report for ESAB reported the following findings:

- A high proportion of vulnerable people experience anxieties whilst travelling.
- Bus travel causes a disproportionately high number of anxieties for people and Braintree was one of the towns that returned a high volume of concern.

The report also stated that vulnerable people require increased support and confidence when going out across the County.

By working with the Council’s Community Transport Scheme it was anticipated that we could address the above issues and promote Keep Safe to their existing members as well as targeting potential new members to both schemes. New members would also be targeted by writing to addresses that the Community Transport Scheme had identified through Mosaic profiling and offering the occupants of these addresses the opportunity to join both schemes.
Background Research

The initial process involved meeting with groups that were attended by people who were generally over the age of 60 to survey them face to face about the Keep Safe Scheme to establish:

- Feedback on the existing materials
- Feedback on Keep Safe venues
- Views on how safe they currently feel
- Would they feel safer being part of the Keep Safe Scheme

The research established that 100% thought the Scheme would benefit them, 30% didn’t currently carry a mobile phone and 86% said they would feel safer being part of the Keep Safe Scheme.

This initial research process also highlighted the need to change the existing key rings and cards. The majority of people felt that the plastic key fobs currently used for the learning disability aspect of Keep Safe were too large and 74% of people favoured the plastic key tags. 57% said they would also like to carry the credit card sized card.

The research found that all of our existing venues were suitable for the new client group. We met with the current Keep Safe venues supporting the scheme for people with learning disabilities and they were all keen to be part of the extension to older people.

Essex Police PCSO’s in our town centres continued to provide ongoing support to Keep Safe and were keen to see the expansion to older people.
In particular, PCSO Eddie McKinley was keen to see everybody carry a Keep Safe card and key ring as he had reported that he often has to search through personal effects to identify people who have fallen or become ill in the town centre. He felt that if everyone carried the Keep Safe materials it would be very beneficial for Essex Police.

The existing Keep Safe leaflet was redesigned to reflect the new target group.

Project Launch

The project publicly launched on 14th August 2013 in the George Yard Shopping Centre in Braintree. The event was well attended by partners, Keep Safe venues and colleagues who supported the scheme and 159 new members were signed up on the day.

The project launch gave us our first opportunity to meet with new members as the packs were handed out. We received several pieces of feedback from people who felt that the scheme could be beneficial to them and just a couple of these are detailed below.
“My father had a heart attack a year ago and he is reluctant to go out because he is worried what will happen if he has another one. This scheme is great because I can assure him that if anything happens or if he feels unwell someone will phone me straight away” - Anonymous

“I collapsed in the town centre last year. I’ve been poorly since and I do worry what will happen if I collapse again. At least with this key ring I know that my family will be contacted if it happens again” – Mrs C Armand.

Following this similar launches took place in Witham (at the library) and in Halstead (in the Solar Supermarket).

Both launches were well received but the launch at the supermarket in Halstead proved to be the most successful. The supermarket was favoured by older people and was extremely busy as we researched that the weekly market would be in the town that day and 178 members were signed up.

After the launch we visited groups in the District to give talks about Keep Safe and to sign up new members. On a few occasions we were supported by a PCSO who endorsed the scheme and combined the discussion with information about purse and handbag safety.

We also wrote to over 50 groups across the District with a letter introducing the scheme with a leaflet inviting them to encourage their members to join. (See Appendix A) These included:

- All Women’s Institutes in the District
- Older people’s homes
- Churches
- Day Centres
Joint working with Community Transport Scheme

We have worked constantly with our Community Transport Scheme attending events to promote both of our schemes. The scheme operates 6 minibuses and each of these buses now has the Keep Safe logo on the back of the bus.

A key initiative was to write to all 588 Community Transport Members introducing the scheme and inviting them to join Keep Safe. 269 people responded wanting to join the scheme which represents a 45% return rate. (A copy of the letter is attached as Appendix B)

Community Transport had previously carried out some research using Mosaic Profiling to gather the addresses of people that they believed would benefit from their scheme, this focussed on older people living in the rural areas of the District.

The process identified 4,329 addresses and a joint letter was sent from Community Transport and Keep Safe with information about the schemes and inviting them to join. (See Appendix C).

Initially we intended to send out an A5 colour flyer to people along with their Keep Safe card and key ring once they had asked to join. However, we felt that it would be more beneficial to send the colour flyer out at the initial point of contact with the letter to the 4,329 letters to potential members. This increased our print run from 610 (based on our anticipated take up) to 5000 which equated to an £80.20 overspend.

From this initiative we received 176 responses from people wishing to join Keep Safe, representing a 4% return rate.
Publicity for the Scheme

The project has attracted publicity since its public launch in the Summer of 2013. A press release was produced for the launch in George Yard Braintree and BBC Essex featured the scheme. They requested a live broadcast from one of our partner venues (Morrison’s Supermarket) and were keen to discuss the scheme with Cllr Jo Beavis (Cabinet Member for People at Braintree District Council) and Barbara O’Hare (Pensioners Action Group).

There were 2 separate live interviews during the morning with inclusions on their news bulletins at 11am, 1pm and 3pm where they reported on the scheme and replayed the interviews.

This was then followed up by a feature and interview with Cllr Jo Beavis on 2nd October focusing on the fact that now 700 people had signed up to the scheme.

Publicising the scheme has been a key priority throughout the process and articles were regularly submitted to:

- Local papers (with features in Braintree & Witham Times, Halstead Gazette, Evening Gazette and the Essex Chronicle.
- Greenfields Housing Residents Newsletter (delivered free to all residents)
- The Citizens Guide (free publication)
- Contact (a free Council publication delivered to all households in the District)
- E Courier (Braintree Councils electronic newsletter).

In November we held a celebration for the 1,000 member. We invited partners and supporters of Keep Safe to a reception at the Council Offices where Cllr Jo Beavis presented a certificate to Roy Cavinder our 1,000 member. This was featured on the Braintree District Council website, the ESAB website and appeared in the local press, once again increasing demand for Keep Safe packs.
1,614 people signed up to the Keep Safe scheme for older people between July and March 2014. The chart below shows the different ways we reached each member.

<table>
<thead>
<tr>
<th>Source of Membership</th>
<th>%</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Club (face to face)</td>
<td>18.84</td>
<td>304</td>
</tr>
<tr>
<td>Club (written contact)</td>
<td>11.59</td>
<td>187</td>
</tr>
<tr>
<td>Greenfields Housing</td>
<td>0.31</td>
<td>5</td>
</tr>
<tr>
<td>Mosaic Mail Out</td>
<td>11.59</td>
<td>187</td>
</tr>
<tr>
<td>Facebook</td>
<td>0.19</td>
<td>3</td>
</tr>
<tr>
<td>Solar Supermarket</td>
<td>11.09</td>
<td>179</td>
</tr>
<tr>
<td>George Yard Launch</td>
<td>9.85</td>
<td>159</td>
</tr>
<tr>
<td>Tele/email enquiry</td>
<td>4.89</td>
<td>79</td>
</tr>
<tr>
<td>Witham Library event</td>
<td>3.35</td>
<td>54</td>
</tr>
<tr>
<td>Community Transport</td>
<td>16.67</td>
<td>269</td>
</tr>
<tr>
<td>Sheltered Housing</td>
<td>9.91</td>
<td>160</td>
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<tr>
<td>Dementia Research</td>
<td>0.74</td>
<td>12</td>
</tr>
<tr>
<td>Staff Referral</td>
<td>0.99</td>
<td>16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.00</strong></td>
<td><strong>1614</strong></td>
</tr>
</tbody>
</table>
The most successful routes for signing up new members were:

1. Attending a group/club and giving a talk face to face and signing the new member up at the end of the talk - 304 members

2. Writing to all of the members of Community Transport and inviting them to join with a form and pre paid envelope – 269 members

3. Standing in a local co-op supermarket for 2 ½ hours gained 179 new members.

4. Writing to over 4,000 addresses in a joint initiative with our Community Transport scheme attracted 179 new members. This was the most expensive activity and only received a 4% return rate of all the addresses we wrote to.

5. Writing to over 30 local groups, many of which already use our Community Transport scheme (including Church groups, W.I.s luncheon clubs etc) with a letter and a form to return if they wanted to join attracted 168 new members.

Other members were received in smaller numbers including people who were referred by Greenfields (our housing provider), a morning with a stand in Witham library, people who had seen information on our facebook page (0.19%) and general enquiries including those generated from local papers and publications (4%).

Although the largest amount of people were signed up at groups where we were invited to give a talk and then sign up its members, this method was the most time consuming and costly.

A similar amount of people were signed up by writing to existing members of our Community Transport Scheme. We wrote to all 588 Community Transport members and 259 of those signed up to the scheme representing a response rate of 45.7%.

Taking the above research into consideration, recommendations to anyone wishing to extend Keep Safe to older people would include:

a) Initially work with an internal organisation/team that already have good relationships with a large group of people aged 65 or over and write to their group of people with a joint approach.

b) Any available staff time should be concentrated on having a stand in a supermarket/store favoured by older people.

c) Write to local groups that are run and attended by older people. This is a low cost initiative that generated 10% of our total membership.
Final Evaluation

During February 2014 we wrote to 60 of the initial members of the Keep Safe scheme who had signed up 6 months previously.

We asked:

a) Are they concerned what may happen if they were out on their own and needed assistance (the same question we asked 6 months previously).

b) Has Keep Safe helped you to feel safer?

c) Have you used your Keep Safe card and tag since you signed up?

We received a return rate of 68% to the survey and the results showed that initially in 2013 60% of people told us that they currently felt safe in the town. However, after 6 months 100% of respondents told us that they felt safer now they were part of the scheme.

2% of our respondents had used their card and key ring since they were issued.

Although a very small number of people reported having used their cards and Keyrings it is felt that the success of the scheme should not be measured on how often these are used but on the confidence and reassurance the scheme gives to people. This reassurance enables them to continue to be active and part of the community that they live in.

Evidence of the confidence and reassurance that Keep Safe has given to its members can be seen from the very small sample of comments which are detailed on the next page.

The Keep Safe scheme for older people continues to grow and Braintree District Council is due to train 4 new authorities in Essex to deliver Keep Safe specifically to older people. The scheme has also attracted interest from Bridgend County Borough Council who are investigating implement Keep Safe in their area.
“The Keep Safe initiative is a great way to show we care for the community around us and can show what a difference just taking a minute to help someone in distress can do”.
(Louise Bateman, Community Champion, Tescos Braintree)

This is fantastic news that you are expanding the keep safe scheme to older people. If someone has contact details on them that can be found easily it is always a good thing. If you could include people with the early stages of dementia this would be a good idea and the next step forward”.
(Eddie McKinley, Essex Police PCSO 70949)

“I believe this to be an excellent scheme and would suggest pushing this out to the Officers that run the crime and response teams”
(Police Sergeant Martin Richards).

Mrs P requested a Keep Safe pack after her son picked up a leaflet at the Witham British Legion Club after we had visited. She said “I’m so pleased to be joining the scheme as I’ve had a fall in Witham Town Centre last year and no longer feel confident when I go into town. Knowing someone will phone my son if anything happens is a great help”.
(Mrs P, Shortridge Court, Witham).

A lady contacted the team when a friend told her about Keep Safe. She said “I’ve had a bereavement recently and suffered a panic/anxiety attack when I was in the town. I’ve never had one of these attacks before and I’ve lost my confidence. It sounds just what I need”.
(Anonymous)

A gentleman contacted us from Yorkshire as his elderly Aunt lived in the District and had recently had a bad fall and was staying with him for a few weeks but he was concerned what would happen when she returned to her house in Witham as he was her only relative.

A Keep Safe pack was posted to him and we discussed her situation. He was referred to our Customer Services Team who were able to find out what other services we offer that could be available for them. This included putting him in touch with our aids and adaptations team to see if there could be anything that could be adapted in her property now that she had limited mobility.
Research into Keep Safe and Dementia

The initial bid to ESAB included a proposal to carry out research (with a local dementia group) to identify if the Keep Safe scheme could be beneficial to people living with dementia and their family and carers.

Dementia affects 820,000 people in the UK and POPPI projections for 2013 estimate that 1923 residents in the Braintree District were affected by Dementia in 2013. The Braintree District has the 5th highest number of people with dementia in Essex and 16.6% of its population are aged 65 years or over.

The Healthcare Provider

Essex Dementia Care is a charity that provides a range of services which are designed to enable people with dementia to maintain the active lifestyle of their choice and to provide respite and emotional support to the main care-givers. They also offer one to one support for people living with dementia and run activity centres across Essex.

Essex Dementia Care felt that Keep Safe was an excellent idea for people living with dementia and felt that, because the materials did not use the word dementia and the scheme was open to everybody, it was suitable for people who had recently been diagnosed with dementia who may be struggling to come to terms with their situation.

Essex Dementia Care agreed to distribute 20 Keep Safe packs to clients that they would hand pick as being able to most benefit from Keep Safe. These packs included a very short questionnaire (See Appendix D) along with a pre-paid envelope, to their clients. Unfortunately only 2 responses were received. We believe that this could be because people are already dealing with a lot of information and paperwork at what could be a very difficult time.

“Keep Safe adds security and confidence enabling the person with dementia to still enjoy independence knowing there is back up should they need it.”

Debbie Davis, Director of Essex Dementia Care
Online Survey

The questionnaire was also produced as an online survey so that feedback on the dementia aspect of the project could be gained using social media. An example of our social media interaction is attached as Appendix F.

The online survey was emailed to all professional contacts, dementia groups as well as being promoted to members of the public who care for family members living with dementia. They were encouraged to complete the survey using Facebook and Twitter.

Unfortunately only 2 online surveys were completed. We then felt the best way to gain feedback would be to attend a group and talk to people living with dementia and their carers.

Alzheimer’s Society Dementia Cafe

We made contact with the Alzheimer’s Society and were fortunate to be invited to one of their dementia cafés at Braintree Town Hall. The dementia café takes place once a month and provides support for people living with dementia and their family and carers

There were 14 people in attendance at the group. All were very receptive to the Keep Safe scheme and were very keen to give their feedback.

We asked if the group were concerned what would happen if they were out on their own and needed assistance. 88% of the group felt that this was a concern. The remainder of the group that were not concerned said that this was because the person living dementia would never be in a situation where they would be on their own at any time.

13% of the group said that they have had to ask for assistance when they have been out in the past.

100% of the group told us that they thought Keep Safe was a good way to ensure that friends and family can be contacted.

The dementia café is delivered by the Alzheimer’s Society. The Group Co-ordinator told us:
“I feel that Keep Safe is beneficial for people living with dementia and their carers, the people attending our dementia café all felt that the Scheme could be useful for them. We would be very keen to see this rolled out to other areas of Essex”.

Group Co-ordinator, Braintree Dementia Café (Alzheimer’s Society)

Links between Down’s syndrome and Alzheimer’s

People with Down’s syndrome have an increased risk of developing Alzheimer’s disease in middle age. A recent study of 285 people with Down’s syndrome found a 13% prevalence of Alzheimer’s disease (Tyrell et al, 2001).

The above information suggests that the existing scheme which offers Keep Safe to people with learning disabilities links extremely well to a scheme which also supports people living with dementia.

This should be considered if the extension to people living with dementia is continued as the two areas are likely to complement each other.

Financial Information

The initial bid was for £7,325.35. A breakdown of where the funding was allocated is attached as Appendix E.

There was an overspend on materials of £1,682.76 which was met by Braintree District Council. It was felt that this spend was beneficial to the success of the scheme and was made up of the following:

- Extra postage due to the large take up of the scheme
- 2000 polybags to keep the packs together
- Extra 5000 colour leaflets due to large take up
- Extra flyers detailing lists of Keep Safe venues.
Recommendations

It is recommended that;

a) the Keep Safe scheme continues to be offered to older people living in the Braintree District, especially those who are considered to be vulnerable.

b) the Keep Safe scheme be actively promoted to individuals living with dementia and their families and carers. This should also incorporate organisations working with people who are living with dementia.

c) local authorities currently delivering Keep Safe to individuals with learning disabilities be encouraged and supported to offer the scheme to older people and people living with dementia.

d) Braintree District Council continue to provide a consultancy service for other authorities wishing to launch Keep Safe in their districts, boroughs and cities.
Appendices

Appendix A – Letter sent to groups in the area

Appendix B – Letter to existing Community Transport members

Appendix C – Letter to addresses identified by Mosaic profiling

Appendix D – Questionnaire for people living with Dementia

Appendix E – Financial Funding Spreadsheet

Appendix F – Sharing Keep Safe on Social Media
October 2013

Dear W.I. Secretary,

Braintree District Council’s Free Keep Safe Scheme

Please find enclosed a leaflet about Braintree District Councils Free Keep Safe Scheme. The Scheme provides safe places such as supermarkets, shops etc. in the town centres of Braintree, Witham and Halstead, where people can go if they get into distress when they are out and about. For example if they lose their keys, purse, mobile telephone etc. This could also be if someone feels unsafe or unwell when they are out in the town.

The safe places listed guarantee to make a telephone call on their behalf or to provide access to a telephone in their store.

The scheme is free to join and members will be given a list of the venues along with a key ring and card where they can write the telephone number of a friend, neighbour or relative they would like to be contacted if they get into distress.

If any of the members of your W.I. group would like to join please complete their name and surname on the attached form and return it to me in the pre-paid envelope.

When you return the form I will send you the packs to hand out in time for your next meeting. Each pack will contain a leaflet, a list of the venues along with a key ring and card.

Many thanks and if you have any queries please do not hesitate to let me know.

Yours sincerely

Kryshia Fuller
Community Development Officer
Dear Community Transport Member

**Keep Safe Scheme**

Braintree District Council’s Community Transport Team and Community Development Team are working on a joint initiative to promote the Council’s Keep Safe Scheme.

Keep Safe is a FREE scheme which provides safe venues (shops, libraries and businesses) in the town centres of Braintree, Witham and Halstead which will offer free, safe access to a telephone or a person to make a call on your behalf if you need to contact someone. For example, if you lose your telephone, bag, wallet/purse or if you find yourself in any situation that may cause distress.

As a member of the Community Transport scheme we are offering you the chance to join the FREE Keep Safe scheme. Please complete the tear off slip below and return it to me in the pre-paid envelope provided and I will send you a Keep Safe card and key ring.

When you receive these you will need to write the telephone number(s) on to the card and key ring of someone who you would like to be contacted if you needed their assistance when you are in any of the town centres.

We will also send you a list of the shops, libraries and businesses who will offer you support should you need it. These venues also have a Keep Safe sticker in their window to help you to identify them.

I enclose a leaflet about the scheme but if you have any further queries please do not hesitate to contact me for more information.

Yours sincerely

**Kryshia Fuller**
Community Development Officer

Please send me my free Keep Safe card and key ring. (If you require more than one pack please ensure you tell us both names and we will send them to the address you give us below).

| Name: ____________________________  Surname: ____________________________ |
| Address: __________________________________________________________________ |
| Post code: ________________________  Tel: ________________________________ |

For office use only: Community Transport Member
Dear Sir or Madam,

Braintree District Council’s Community Transport Team and Community Development Team are working on a joint initiative to increase independence and promote personal safety by promoting two of our existing schemes.

Both schemes help to promote independence and increase confidence and we are offering you the opportunity to join both of these schemes.

**Community Transport**

Community Transport is an organised form of lift giving for those who have a disability, are frail, are elderly, who have restricted mobility, are unable to get on and off a bus, are rurally isolated or whose needs are not met by existing public transport.

Within the district we can take you shopping, to any health related appointment, to visit family and friends, to social and day centres, to lunch clubs etc. The service can accommodate wheelchairs and uses a combination of cars and minibuses. This affordable service is subsidised which enables us to offer low cost fares.

**Keep Safe**

Keep Safe is a FREE scheme which provides safe venues (shops, libraries and businesses) in the town centres of Braintree Witham and Halstead which will offer free, safe access to a telephone or person to make a call on your behalf. For example this could be if you lose your telephone, bag, wallet/purse, feel unwell or unsafe, or find yourself in any situation that may cause distress.

We will send you a card and a key ring for you to write the telephone number on of someone who you would like to be contacted if you needed assistance when you are in any of the town centres. You simply show either of these at the Keep Safe venue and they will offer the assistance of a telephone call. We will also send you a list of the shops, libraries and businesses who will offer you support should you need it.

I enclose a leaflet about both of the schemes but if you have any further queries please do not hesitate to contact me for more information.

Yours sincerely

Kryshia Fuller
Community Development Officer
Thank you for agreeing to be part of the Keep Safe Scheme research project.

Please answer the questions below and return in the pre-paid envelope.

Your responses will help us to shape the scheme so that it benefits as many people as possible.

1. Are you or your family concerned what may happen if you are out on your own and you need assistance? YES / NO

2. Have you ever needed to ask for help when you have been out or away from your home? YES / NO

3. Do you think that carrying a Keep Safe card and Key Ring with the number of someone to contact if you need help is a good way to ensure that family members or friends can be contacted? YES / NO

Name (optional):

Kryshia Fuller, Community Development Officer
01376 552525 ext. 2313 kryshia.fuller@braintree.gov.uk
www.braintree.gov.uk
## EQUIPMENT COSTS

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<thead>
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<th>Item</th>
<th>Unit Cost</th>
<th>Quantity</th>
<th>Original Bid</th>
<th>Notes</th>
<th>Actual</th>
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<tbody>
<tr>
<td>Sticker for each venue</td>
<td>£1.30</td>
<td>10</td>
<td>£13.00</td>
<td>Not used, research concluded existing venues would be used</td>
<td>0.00</td>
</tr>
<tr>
<td>Sticker for each minibus</td>
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<td>7</td>
<td>£9.10</td>
<td>Logo sign written on each bus at no cost to us</td>
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<tr>
<td>Badge for each volunteer driver</td>
<td>£0.50</td>
<td>50</td>
<td>£25.00</td>
<td>It was decided not to provide badges</td>
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<td>Flyer for each volunteer driver</td>
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<td>50</td>
<td>£9.00</td>
<td>Flyer was given from 5000 ordered</td>
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<td>Postage for volunteer drivers flyer</td>
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<td>£26.50</td>
<td>Delivered by hand via CT team</td>
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<td>Joint letter to each user</td>
<td>3734</td>
<td></td>
<td>£2,274.65</td>
<td>Letter, flyer and pre-paid sent to 4,917 adds (CT and Mosaic)</td>
<td>1,967.26</td>
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<tr>
<td>Pre paid return costs</td>
<td>560</td>
<td></td>
<td>£173.60</td>
<td></td>
<td></td>
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<tr>
<td>A5 double sided flyer</td>
<td>£0.18</td>
<td>560</td>
<td>£100.80</td>
<td>included in the mail out costs to 4,917 adds above</td>
<td>0.00</td>
</tr>
<tr>
<td>Keyring</td>
<td>£0.45</td>
<td>580</td>
<td>£261.00</td>
<td>2000 cards and key tags</td>
<td>1,255.00</td>
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<td>Card</td>
<td>£0.17</td>
<td>580</td>
<td>£98.60</td>
<td>included above</td>
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<td>Plastic Wallet for Card</td>
<td>£0.15</td>
<td>580</td>
<td>£87.00</td>
<td>did not use as research concluded new materials would be used</td>
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<td>Postage for sending pack</td>
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<td>560</td>
<td>£336.00</td>
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<tr>
<td>Mileage for consultation to Witham</td>
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<td></td>
<td>£7.65</td>
<td></td>
<td>13.50</td>
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<td>Mileage for consultation to Halstead</td>
<td>14 miles</td>
<td></td>
<td>£6.30</td>
<td></td>
<td>4.90</td>
</tr>
<tr>
<td>Mileage for Witham</td>
<td>17 miles</td>
<td></td>
<td>£7.65</td>
<td>included in previous mileage</td>
<td>0.00</td>
</tr>
<tr>
<td>Mileage for Halstead</td>
<td>14 miles</td>
<td></td>
<td>£6.30</td>
<td>included in previous mileage</td>
<td>0.00</td>
</tr>
</tbody>
</table>

£3,442.15

2000 Polybags ordered to ease distribution 69.48
2nd Class postage for 4329 original figure given to TC didn't inc 1,428.57
Extra 5000 colour Keep Safe leaflets to cope with demand 316.20
A5 flyers for each new member with list of venues 70.00

£3,240.66

## STAFF TIME COSTS

<table>
<thead>
<tr>
<th>Item</th>
<th>Hours</th>
<th>£ p/h</th>
<th>Total Cost</th>
<th>Notes</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Line Management Time</td>
<td>6</td>
<td>£37.70</td>
<td>£226.20</td>
<td>half an hour per month x 6 months</td>
<td>£226.20</td>
</tr>
<tr>
<td>Community Dev Officer 45 x 5hr day</td>
<td>225</td>
<td>£13.80</td>
<td>£3,105.00</td>
<td></td>
<td>£3,105.00</td>
</tr>
<tr>
<td>Dementia work 8 days @ 5 hr p/day</td>
<td>40</td>
<td>£13.80</td>
<td>£552.00</td>
<td></td>
<td>£552.00</td>
</tr>
</tbody>
</table>

£3,833.20

£9,008.11
Thank you to the following organisations and individuals who have supported this Keep Safe project:

Councillor Jo Beavis, Cabinet Member, Braintree District Council
Paul Bedwell, Essex Safeguarding Adults Board
Braintree Library
Co-op Quadrant, Chelmsford Star Co-op
Tracey Corcoran, Community Transport Scheme, Braintree District Council
Sarah Crawford, Community Transport Scheme, Braintree District Council
Debbie Davis, Essex Dementia Care
Claire Hawkins, Community Well Being Team, Braintree District Council
Julie Harris, Leisure Contracts Team, Braintree District Council
PCSO Eddie McKinley and Insp Mick Couldrige, Essex Police
Morrison’s Witham
Karen Petch, Alzheimers Society
Thing Me Bobs, High Street
Barbara O Hare and Braintree Pensioners Action Group
Bamber Price and the team at Witham Library, Essex County Council
St Pauls Luncheon Club, Braintree
Angela Verghese, Community Well Being Manager, Braintree District Council
PR and Communications Team, Braintree District Council
Katharine Washbrook, Partnership Support Officer, South & Mid Essex (Be Safer Project)
Sainsbury’s (Braintree and Halstead)
Tesco’s (Braintree and Witham)
The Battlesford Pub, Nelwand Street, Witham
Witham Library
Witham Young at Heart Group
For more information about this report or the Keep Safe Scheme please contact:

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