

WARM WELCOME IMPACT EVALUATION

MAY 2023



Good Faith
Partnership

Eido
RESEARCH

Contents

2	Introduction
3	Executive Summary
5	Theory of Change
6	Methodology
8	Part A: Visitor Survey
35	Part B: Coordinator Survey
56	Part C: Visitor Number Model

Introduction

Warm Welcome was established in September 2022 as a response to the Cost of Living Crisis in the UK. The campaign was initially driven forward by a group of faith leaders with the intention of supporting local organisations to open their doors to their community who were in need of a safe, warm, welcoming and free space over the winter.

Through the winter months, the campaign grew to more than 7000 local Warm Welcome Spaces and a steering group of more than 40 organisations that spanned faith groups, libraries, charities and funders.

The campaign has supported Warm Welcome spaces through offering branding, resources, webinars, a facebook group for coordinators to connect, regular email updates and a microgrant scheme. The campaign has also focused on telling the story of those who are using Warm Welcome spaces and has been featured on BBC News, BBC Radio 4, and The Guardian among other news outlets.

This impact evaluation was undertaken in the months of January to April of 2023 and gives an overview of the impact of Warm Welcome over the winter.

Executive Summary

Campaign Reach

- 150,000 visits to Warm Welcome spaces per week
- 2,400,000 total visits between September and February
- 550,000 total visitors

Impact on Individuals

- 60% of respondents agreed that attending a Warm Welcome space had helped them financially
- Almost 60% of respondents were always or often worried about the financial impact of energy bills before attending the Warm Welcome space, compared to 40% since coming to the space
- Since coming to the space, the majority (60%) of people attending the warm space said they now never or rarely feel lonely (compared to 27% before coming to the space)
- Since coming to the space, the majority (62%) of people attending the warm space said they now never or rarely feel isolated (compared to 32% before coming to the space)
- Over 85 percent of respondents agreed (55%) or strongly agreed (30%) that attending the space had improved their mental well-being

'It's helped me cope with the hard times. Knowing other people are going through the same and having somewhere to meet with those people that's both safe and warm and free has been a real big help and taken worry and stress out of stressful situations'

– survey respondent

Impact on Spaces

- 80% of respondents who started new activities or extended existing ones through the winter said this was at least partly a result of participation in the Warm Welcome campaign
- Since becoming a Warm Welcome space, 78% of respondents saw an increase in the number of people visiting the building. 70% of spaces said they had seen an increase in the local reputation of their organisation.
- 74% of spaces registered with Warm Welcome because they wanted to be part of something bigger
- The greatest barrier to delivering a space was lack of turnout (36% of respondents)

Moving forward

- 72% of spaces intend to continue delivering the same activities at their warm space beyond the winter
- 78% of spaces would like to be part of the WW campaign again next year

“Although our venue is in the heart of the community not many knew about it. On promotion as warm space, it now been recognised. People have visited the venue and have expressed an interest in getting involved in our activities.”

– survey respondent

Theory of Change

Inputs

Core campaign team

Funding

Branding

Partnerships

Activities

Online map

PR and media coverage

Microgrant scheme

Training and resources

Communication across the network

Volunteer matching scheme

Advocacy project

Outputs

Greater number of visitors at spaces

Greater awareness of local Warm spaces

Spaces open that wouldn't otherwise have done

Stronger partnerships between spaces, organisations and local authorities

Spaces are more useful for visitors

Outcomes

For individuals

Money saved

Better mental and physical health

Better relational health

Increased knowledge of and access to support

For spaces

Access to new funding

Increased partnerships with other organisations

Access to a larger volunteer pool

Increased confidence in serving the community

For policy

Greater capacity for collaboration across sectors on pressing social issues

People experiencing poverty benefit from policy change

Methodology

Data for the evaluation was gathered in three ways:

1. Visitor survey distributed to the sample population
2. Coordinator survey distributed to the sample population
3. Coordinator survey sent out via email to all Warm Welcome coordinators

Sampling selection

- Aiming for 50 spaces representative of the total population
- Randomly selected stratified sample of 70 spaces by geographical region and type of space and length of time that the space had been open
- Only 'live' spaces were included
- Spaces invited in late January and February 2023 to participate in:
 - completing an in-depth coordinator survey
 - recruiting a representative sample of 10 beneficiaries to complete a visitor survey
- Personalised direct email invitations were sent and follow up phone calls made
- 3 spaces were closed and not replaced, reducing the potential sample size to 67
- In total, 26 of the 67 coordinators responded to the in-depth survey. Of these, 21 surveyed beneficiaries
- Overall, **21 of the 67 spaces in the sample are counted as fully participating** yielding a response rate of 31%, which means that the results should be treated as indicative, rather than representative, of the Warm Welcome spaces population
- Most of these spaces recruited between 5 and 10 beneficiaries to complete an incentivised
- The Visitor Survey offered beneficiaries a £10 online shopping or supermarket voucher for taking part
- **164 visitor surveys were completed**

Universal Coordinator Survey

- A shorter coordinator survey was emailed to all 7100 spaces to complete over the final two weeks of March 2023
- There were 871 responses to this survey
- This census survey asked a subset of questions from the in-depth survey and one extra question about impact on beneficiaries

Presentation of the data

The analysis of the data has been split into three parts in this report:

1. **PART A: Visitor Survey** – sample beneficiary survey (of 164 respondents)
2. **PART B: Co-ordinator Survey** – combined analysis of in-depth co-ordinator survey (of 26 spaces) and a census co-ordinator survey (of 871 spaces)
3. **PART C: Visitor number model** – estimated total number of visits and unique visitors in the total active Warm Welcome database population

Methodology for Visitor number model

The estimated number of visits was ascertained using the following process:

- Numbers of visitors (per session/week/total and unique) modelled based on the total numbers reported in the sample survey
- Each individual space was weighted by both ‘type of space’ and region to ensure that the estimate is unbiased
- The model includes a pessimistic assumption that all non-responding spaces were closed
- To ensure further robustness, the final numbers have been statistically tested using a parametric significance test (i.e. calculating a confidence interval around the estimate using a normal distribution parametric based z score). The lower bound was selected to ensure there is not an over-report in the figures.

PART A: Visitor Survey results

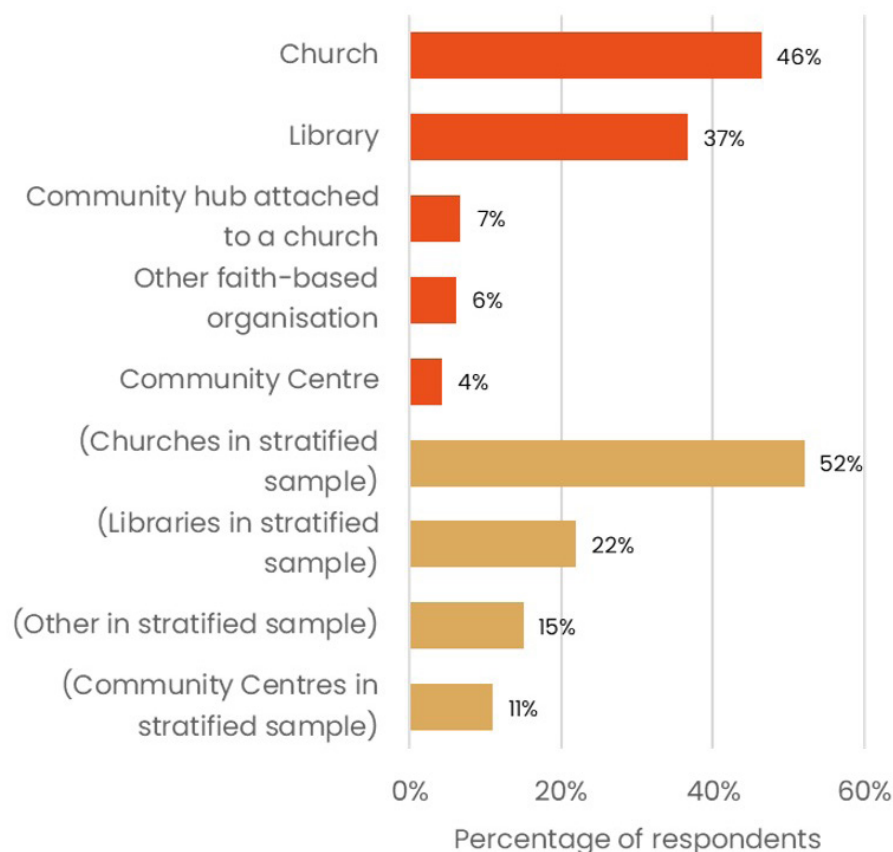
164 respondents from 21 spaces

Average of 7.8 respondents completed the visitor survey per space

Significance testing for bi-variate analysis has been performed for the following variables:

- Type of space (caution needed with these results. Over-representation of libraries, under representation of spaces within the category of 'Other' e.g. businesses and schools)
- Age
- Gender
- Ethnic background
- Religion
- Employment status
- Receipt of cost of living benefits
- Receipt of disability benefits
- Dependent children living in the same household
- Carers (of the elderly and those with mental or physical health conditions, caring outside of paid employment)

Type of space

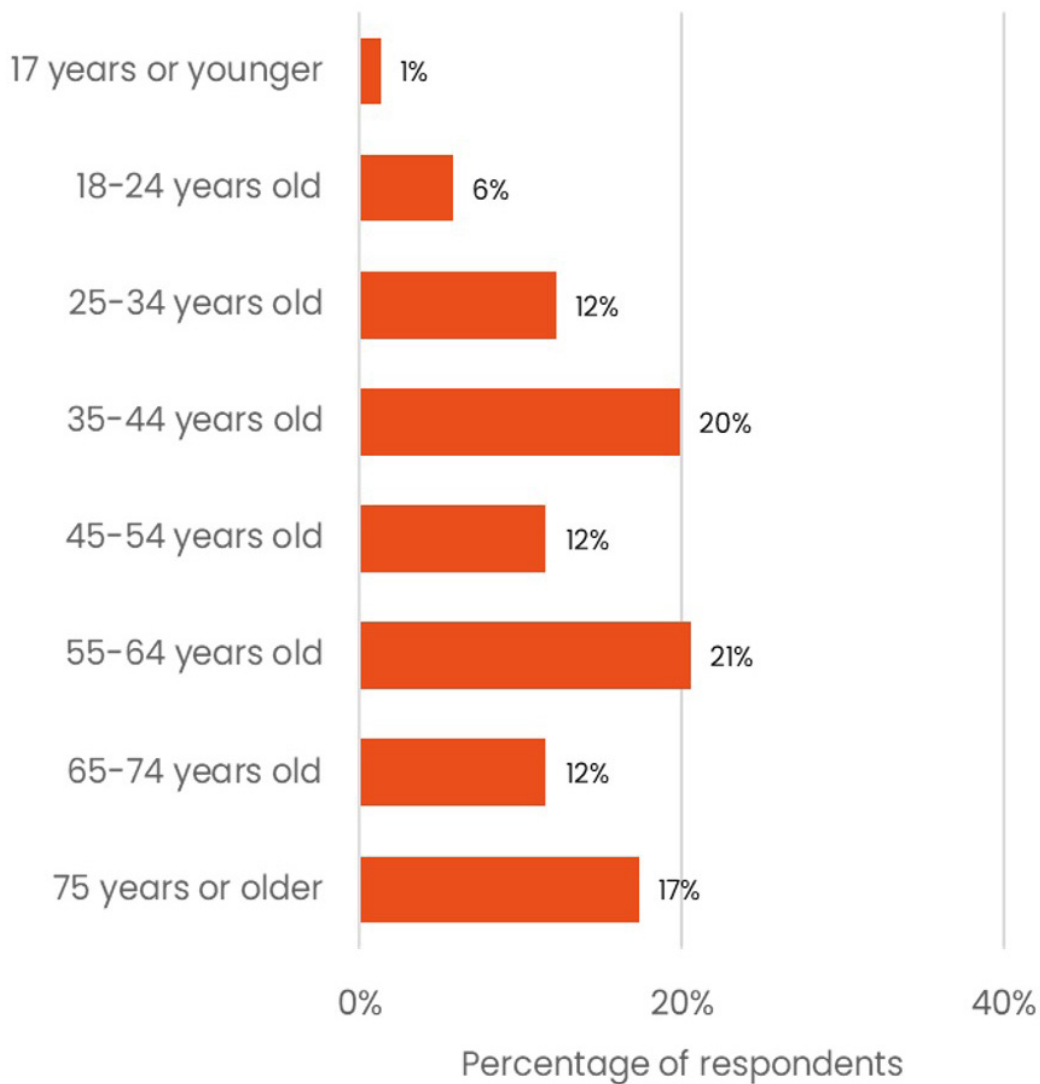


This graph shows that the vast majority of respondents were visitors to spaces based in churches and libraries, with smaller numbers being based in other locations.

Overall, the distribution achieved (shown in red) is similar to that of the stratified sample (shown in beige), although it should be noted that although the proportion of churches is similar to the actual population, there was a higher representation of libraries and a lower representation of other types of space, with no representation from some smaller groups of spaces (e.g. businesses and schools).

Visitor Demographics

Age



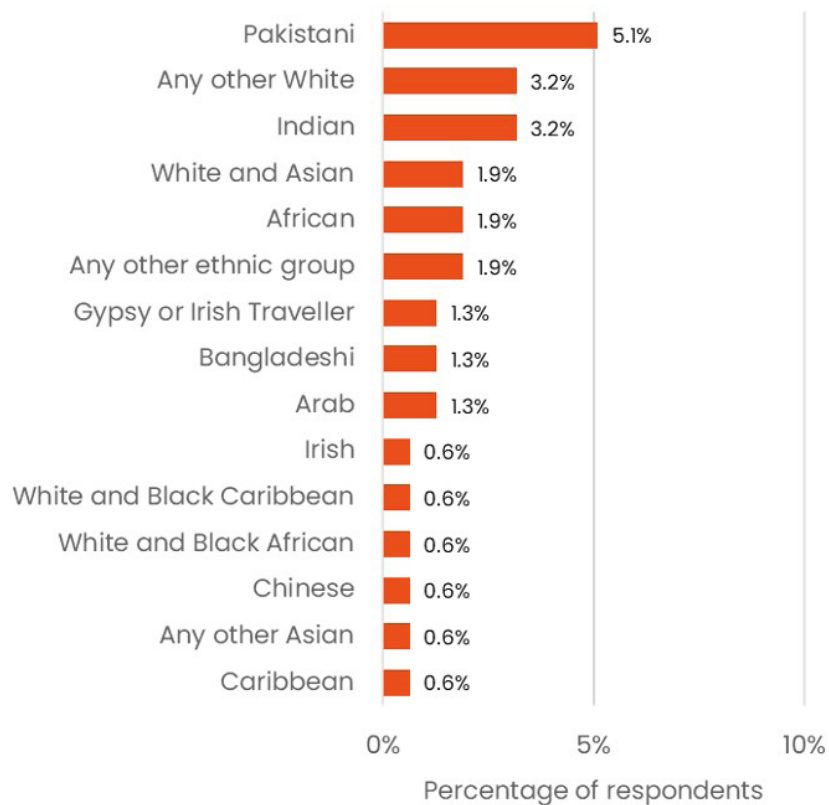
Around half of the attendees were adults over 55 years old.

Most respondents were adults over the age of 35, with comparable numbers of working-age and older adults and a significant minority of younger adults.

Demography: Gender and ethnicity

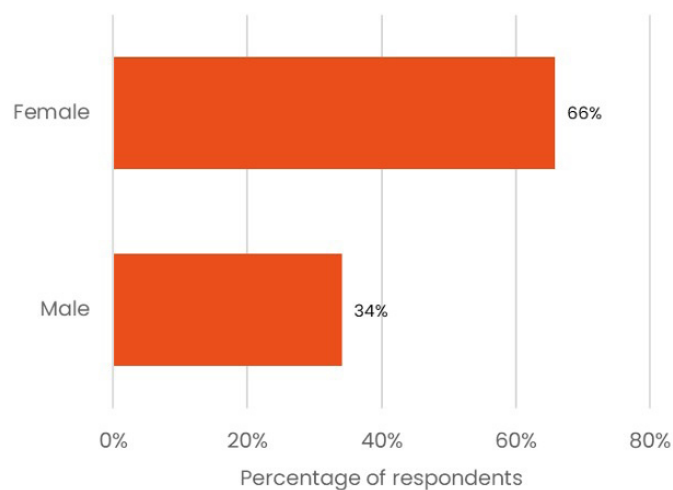
75% of respondents were White British. Respondents from minority ethnic backgrounds were from a broad range of different ethnic groups as shown in the chart below.

Minority ethnic backgrounds



Around twice as many respondents were female as those who were male

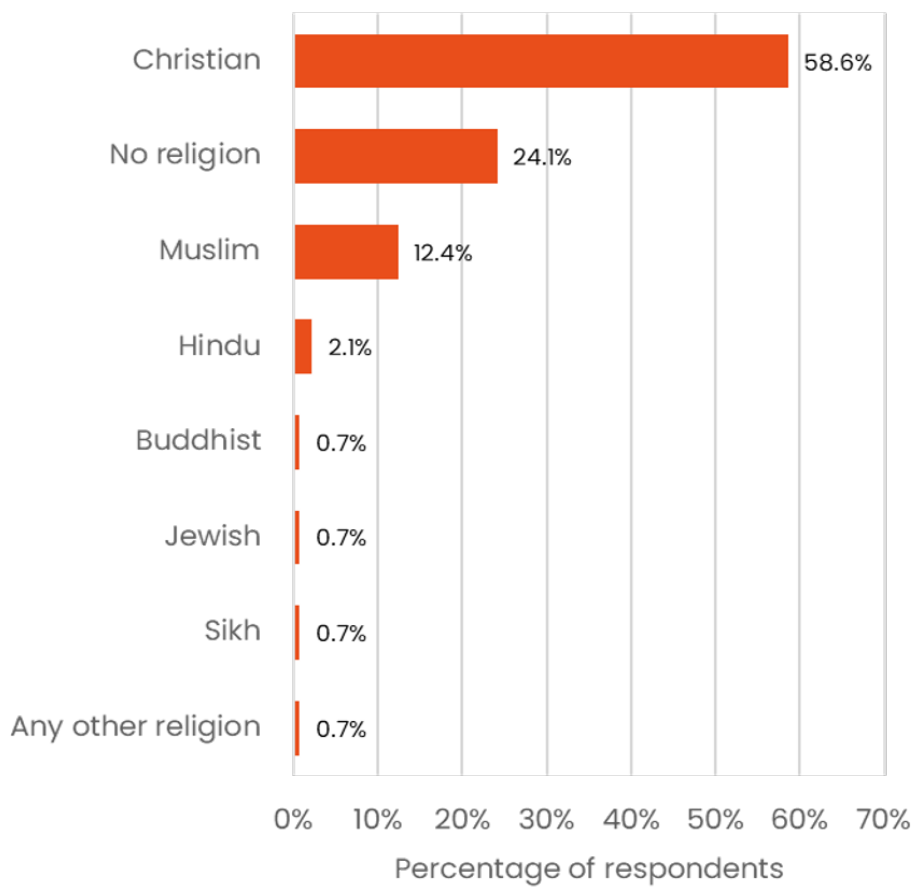
Gender of respondents



Demography: Religion

This graph shows that just over half of respondents identify themselves as Christians, almost a quarter had no religion and just over twelve percent were Muslims, with the remainder of respondents distributed between other faith affiliations.

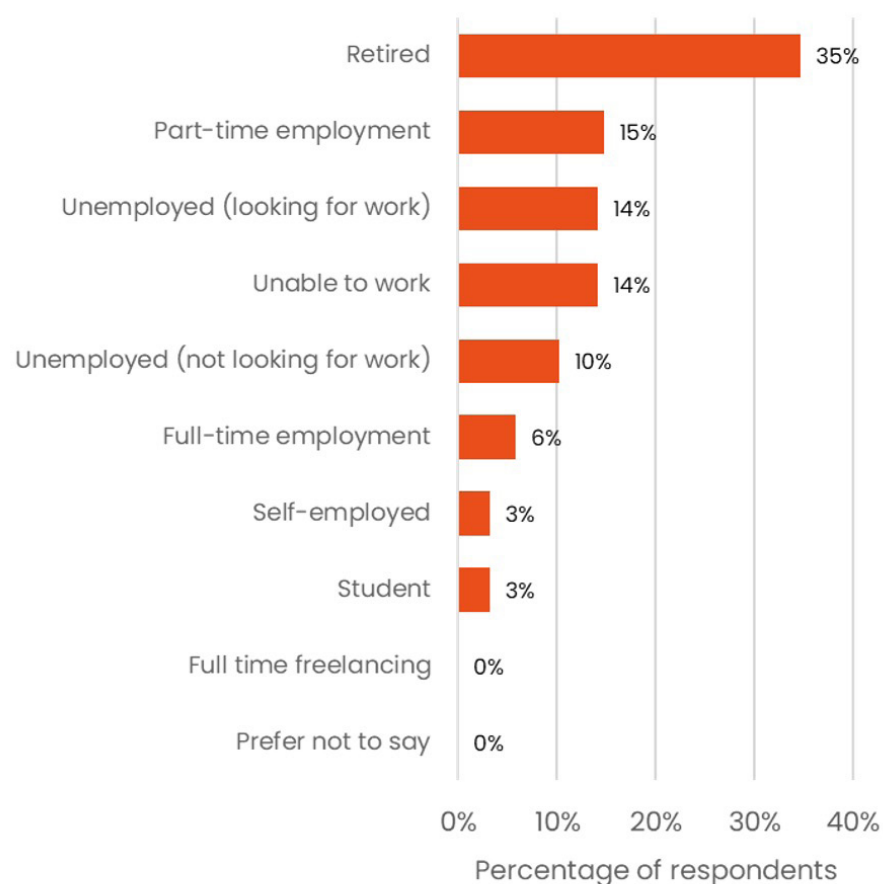
What is your religion?



Demography: Employment status

Over a third of respondents were retired, whilst a significant proportion (43%) were in one of the three categories of 'part-time employment', 'unemployed and looking for work', or 'unable to work'.

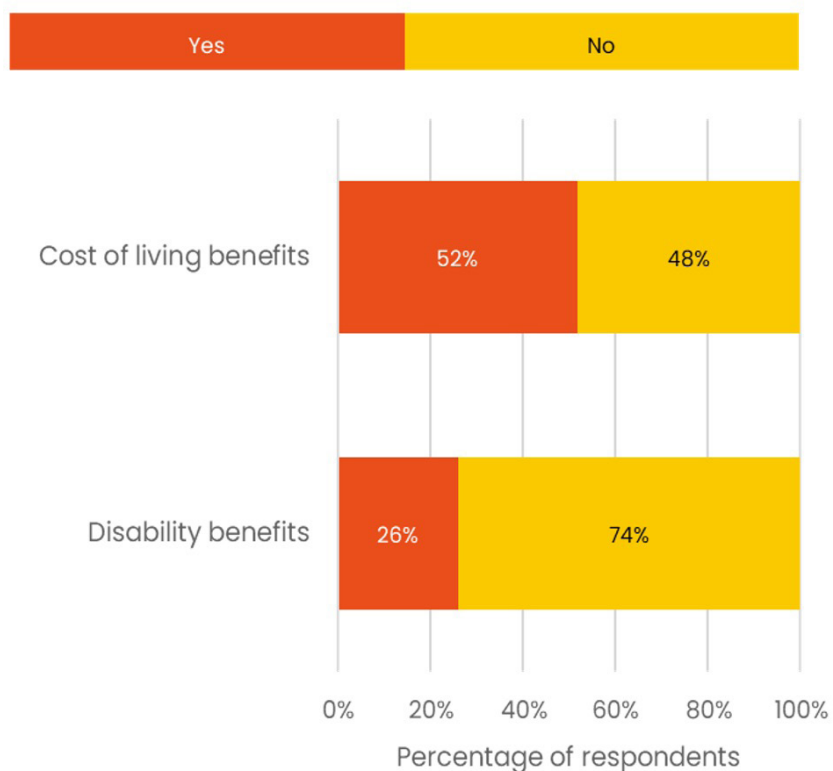
What is your employment status?



Demography: Means-tested benefits

Just over half of respondents were in receipt of one or more benefits to help with the cost of living, whilst over a quarter were in receipt of one or more benefits related to disability and health conditions.

Receipt of means-tested benefits

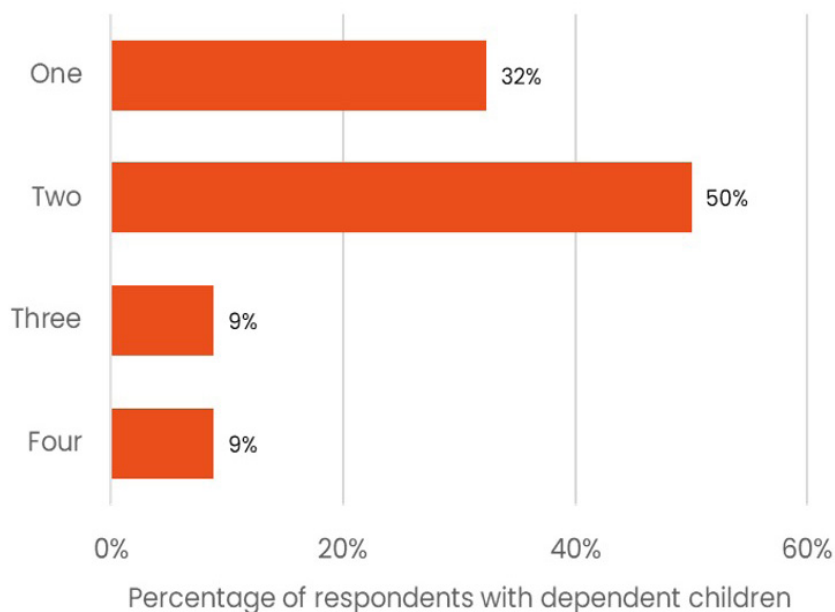


Demography: Dependent Children and Carers

77% did not have any dependent children.

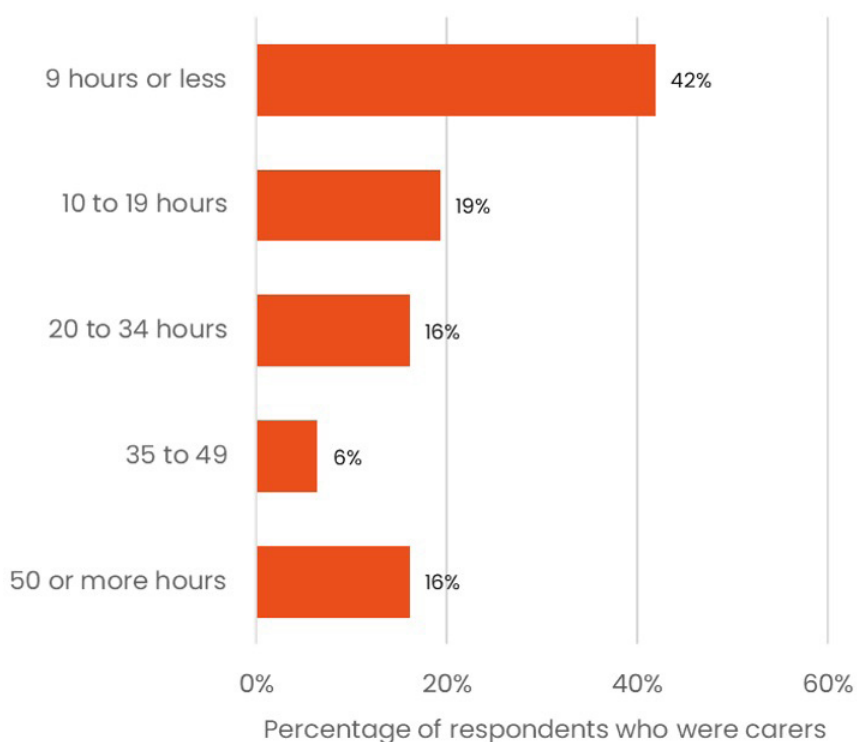
Over half of the 23% of households with children have two children.

Number of dependent children



79% did not have caring responsibilities outside of paid employment, and just over 40% of those who do, care for under 9 hours a week.

Weekly caring hours among carers



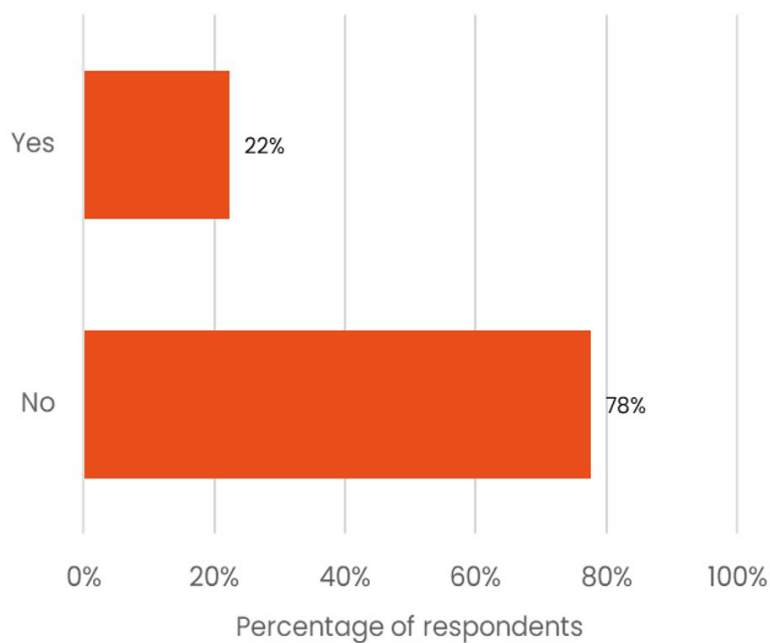
Visitor Use of Warm Welcome Spaces

First time visitors

A large majority of respondents had visited a Warm Welcome space more than once, but around a fifth were visiting a Warm Welcome Space for the first time.

The survey also found that whilst over half of respondents had only visited one space, significant numbers had visited two or more spaces over this winter.

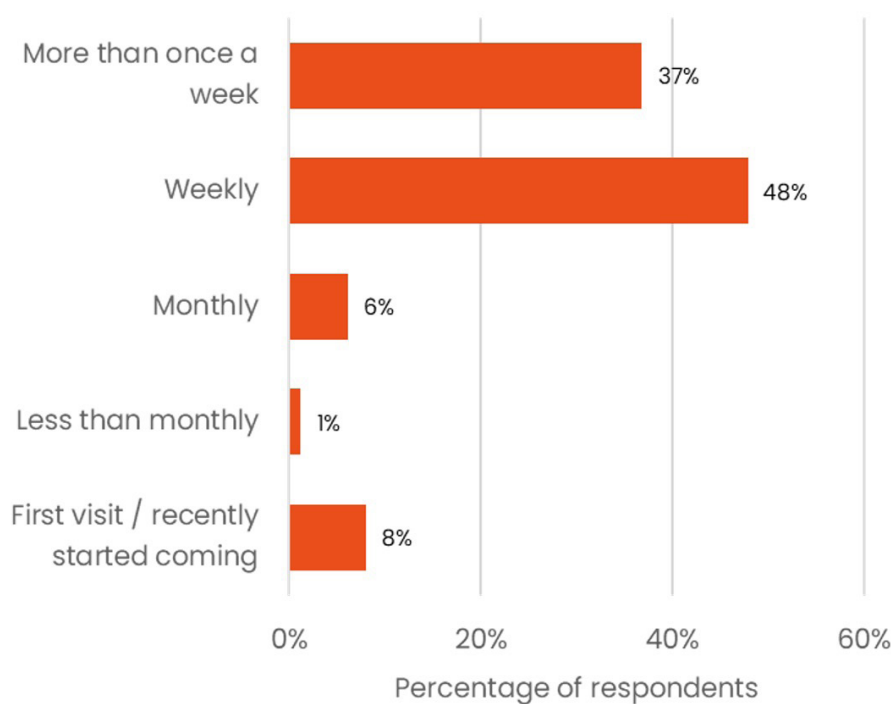
First visit to a Warm Welcome space?



Frequency of visits

This graph shows that a large majority of respondents visited their space regularly – either weekly or more than once a week, excluding times they visited the same location for other reasons.

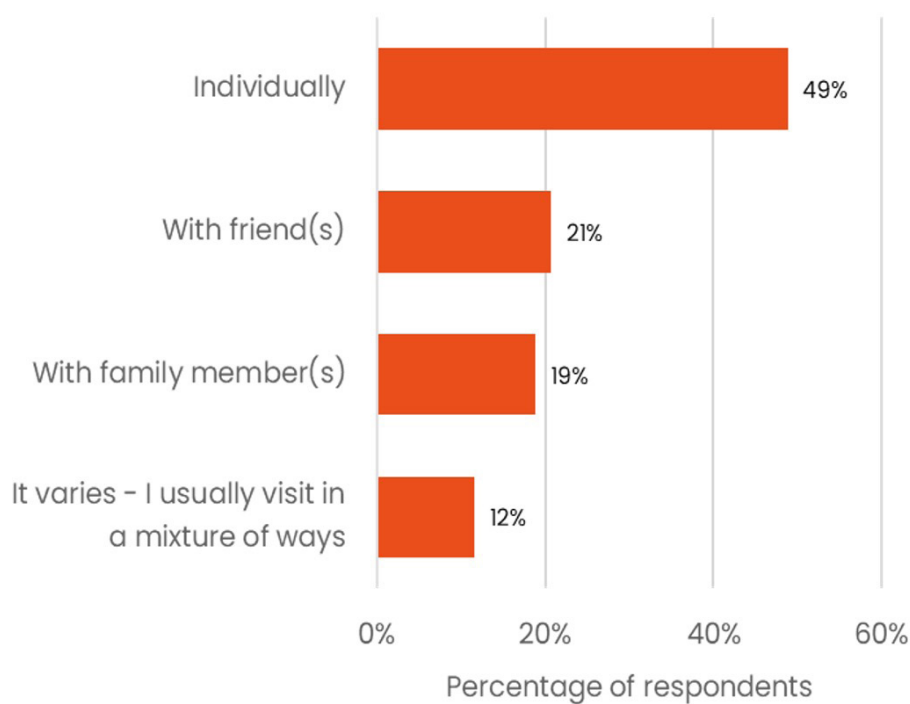
Frequency of visiting the space



Visiting alone or in groups

Almost half of respondents usually visited the space individually, although around one-fifth visited with friends and another fifth with family members.

Manner of visiting the space



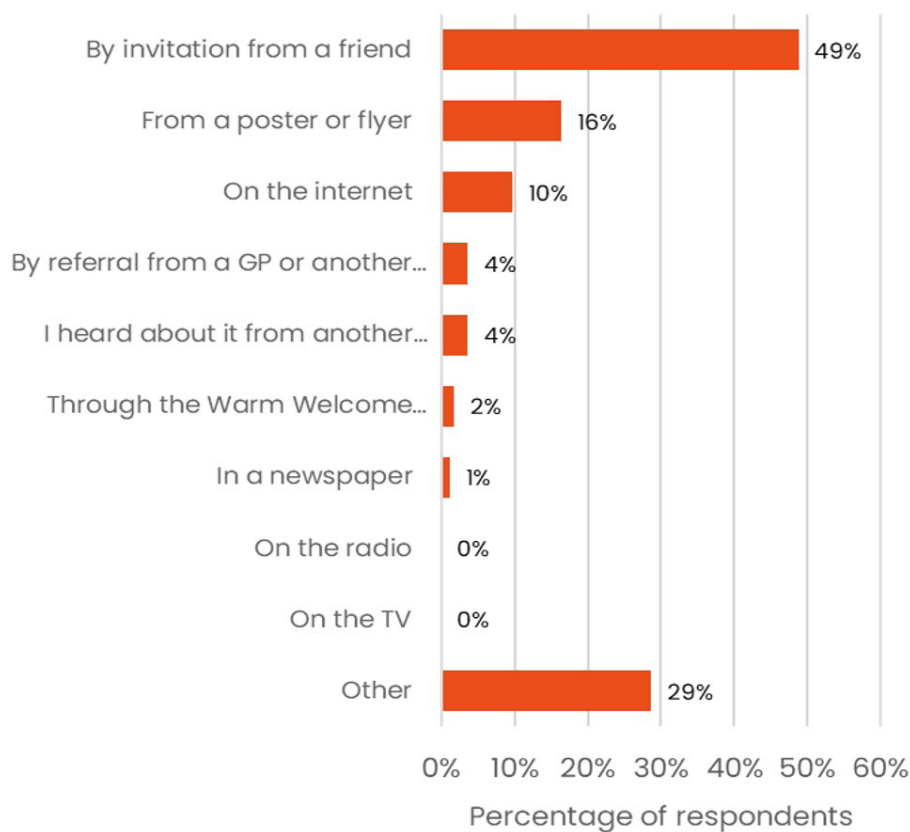
How they heard about the space

Almost half of respondents heard about their space by invitation from a friend, whilst other methods, a poster or flyer, and the internet were other common methods of hearing about the space in question.

The two most common 'other' ways were:

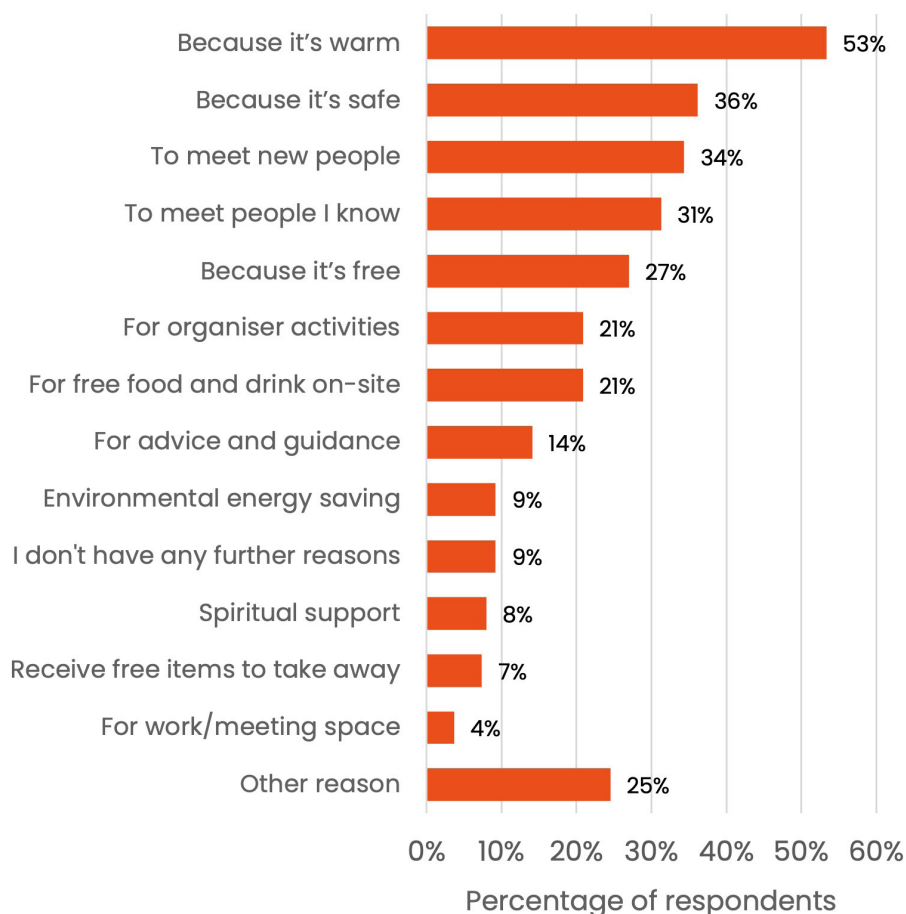
- Through using the library
- Through connections with a church

How did you hear about this space?



Reasons for attending

Top three reasons for coming



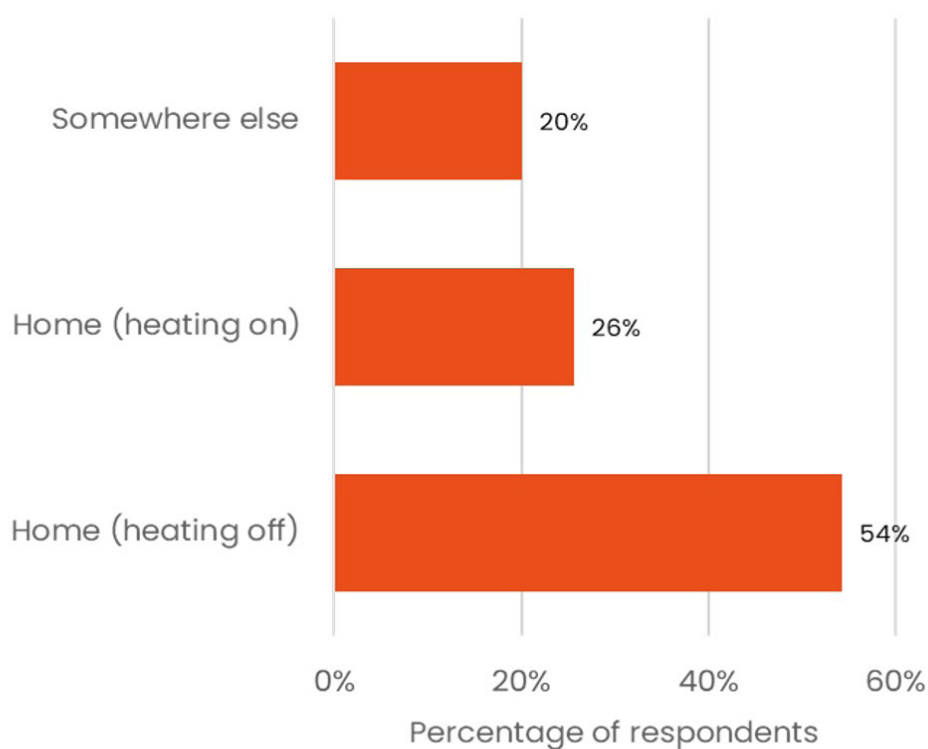
This graph shows that the biggest reasons respondents had for coming to the space were its warmth, its safety, to meet new and old friends, and because it was free.

The top 3 'other' reasons were:

- To use the library/local community centre facilities, including computers
- The friendly and welcoming environment
- To improve mental health

Where visitors would be if not at the space

Where they would be otherwise



Over half of respondents would have been at home with the heating off if they had not been at the space. Significant differences were found for ethnicity, employment status and non-carers.

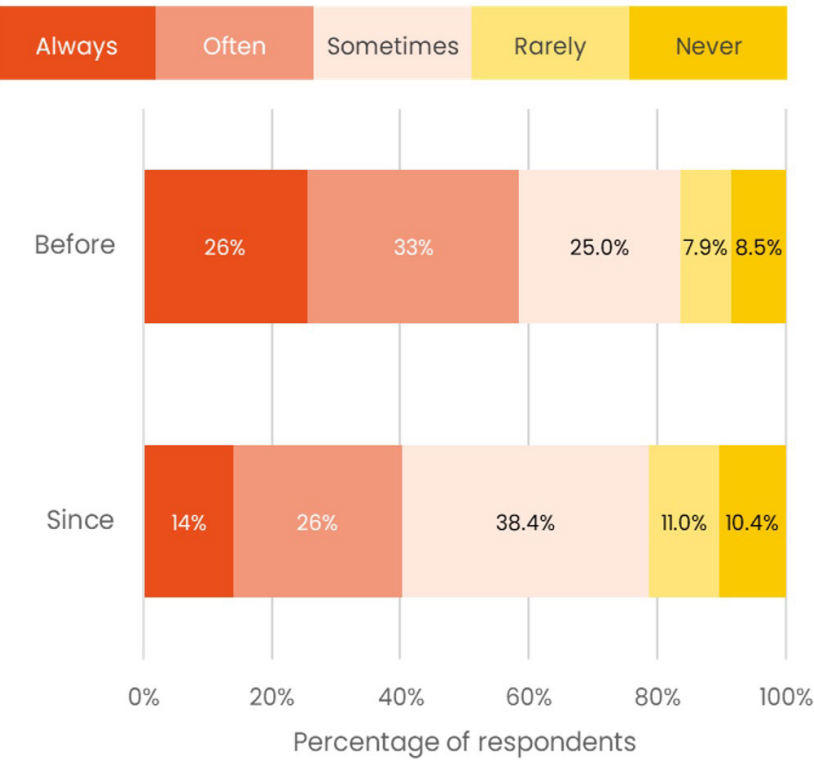
Of those who said they would be somewhere else, at least 6 (22% of 'other' respondents) were homeless or living in an asylum hotel and half would have been outside and/or looking for somewhere warm to go to.

Impact of Warm Welcome on Visitors

Financial impact: Energy price worry

This graph shows that almost 60 percent of respondents were always or often worried about the financial impact of energy bills before coming to the space, compared to 40 percent of respondents since coming to the space.

Worry about energy prices before and since coming to the space

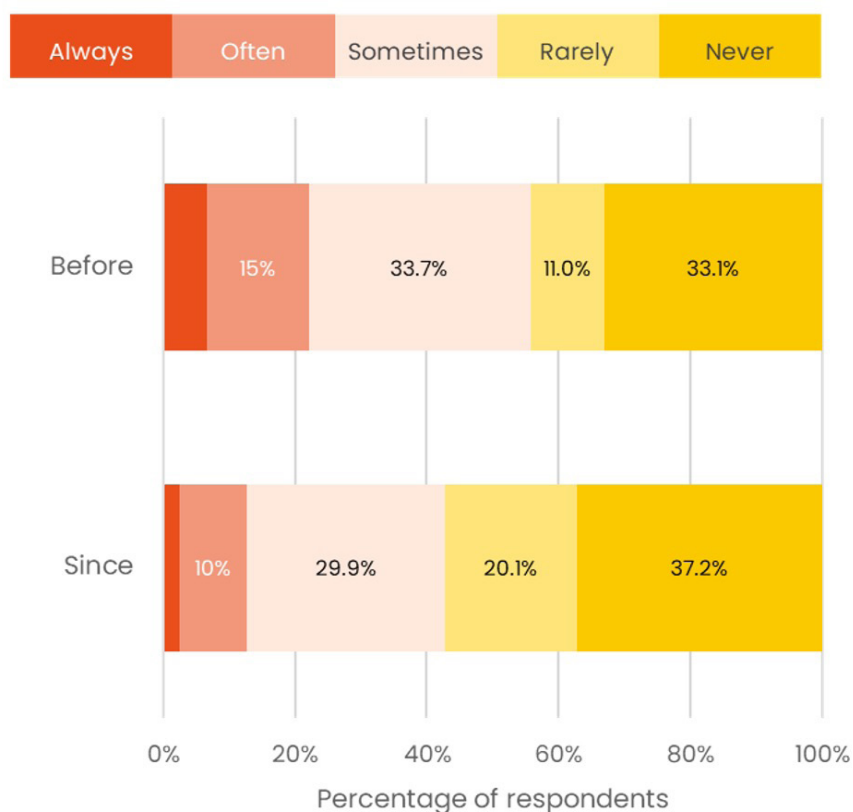


Financial impact: Smaller or skipped meals

This graph shows that the proportion of respondents who always or often had smaller meals than usual, or skipped meals, fell from 22 percent before coming to the space to 13 percent since coming to the space.

When also including those who sometimes do this, the proportion has declined from 56% to 43%, meaning that the balance has tipped and over half of the visitors are now rarely or never skipping or having smaller meals.

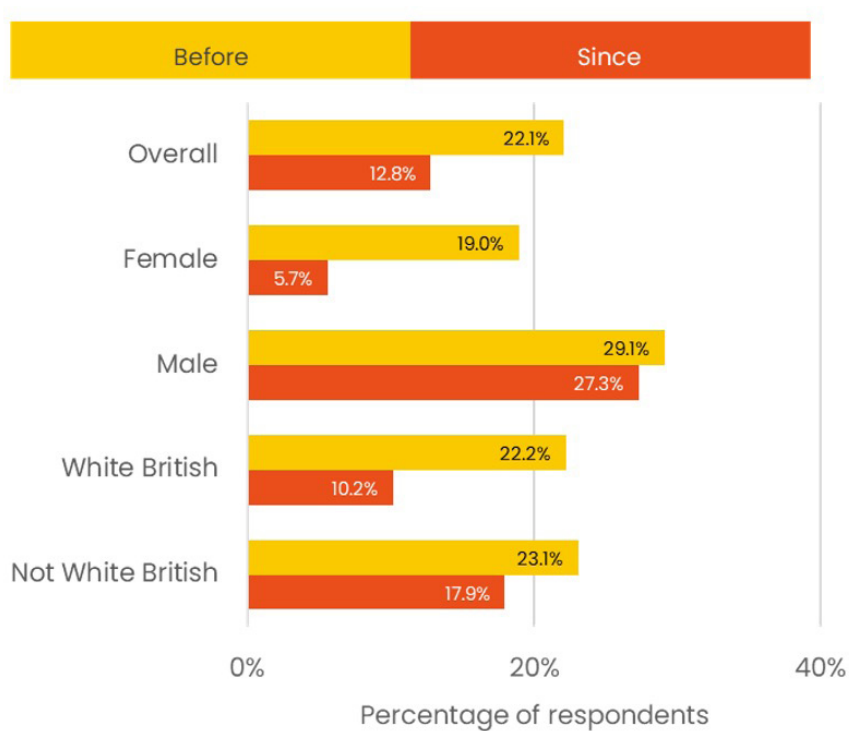
Small or skipped meals before and since coming to the space



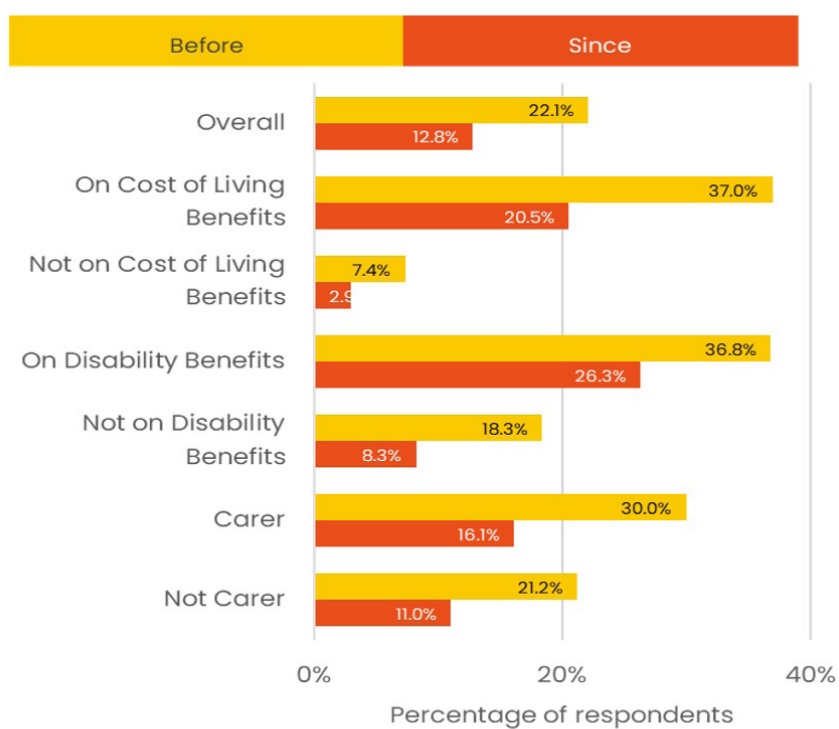
"Has enabled me to be warm and have food, which I would not have done had I remained at home"

Financial impact: meal reduction by demography

Skipping meals by demographics



Skipping meals by circumstances



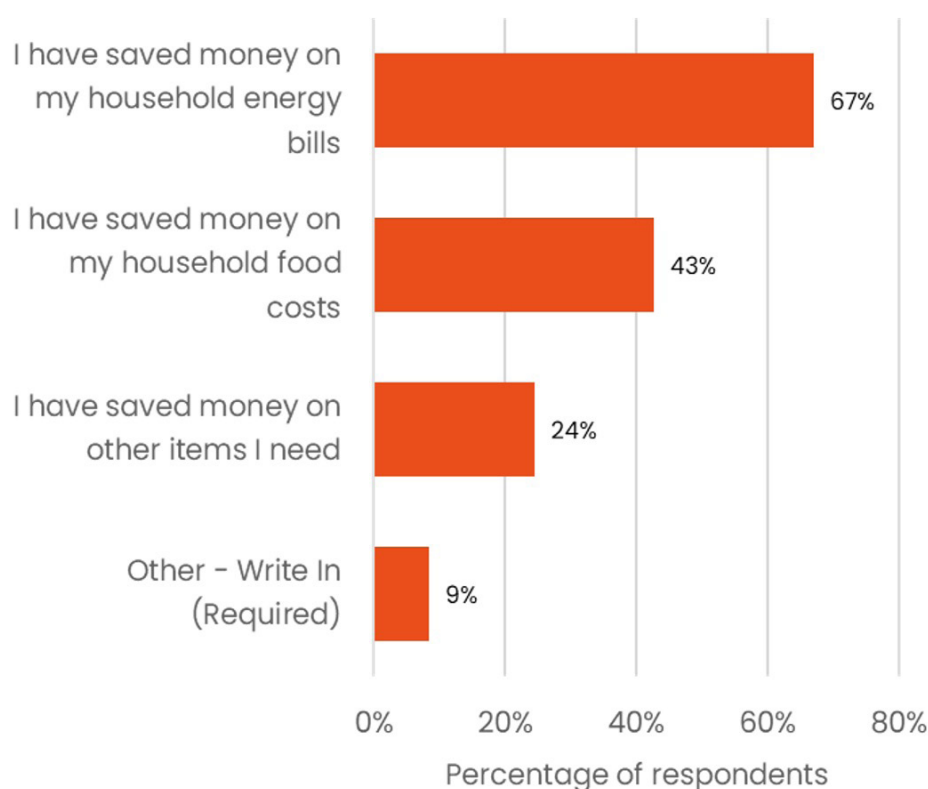
Financial impact: Causality

In total, 60% said that attending the space had helped them financially (only 18% disagreed).

When asked how it had financially helped, just over two thirds reported that it had helped them save money on their energy bills and over 40% said it had helped save money with food costs.

41% said it helped saved money on other items. These included children's activities, Wi-Fi/ computer access, books, and housing.

How has coming to the space helped you financially?



"Not had to worry about feeding my children"

Social well-being impact: Extent of loneliness

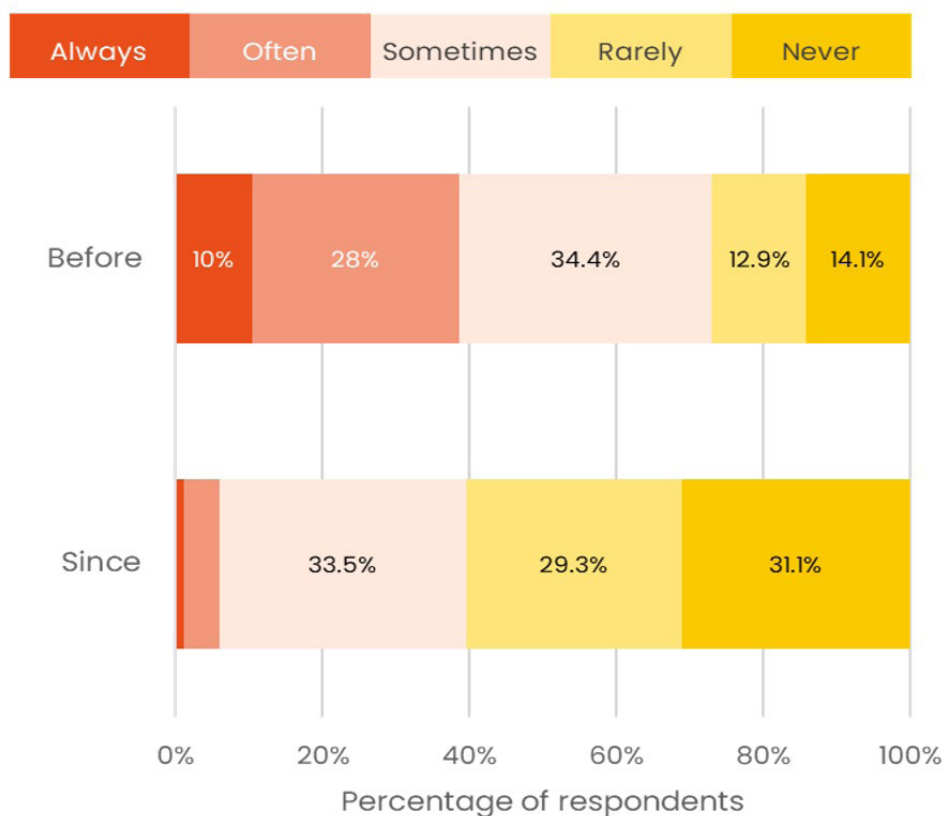
There has been a considerable positive change in the levels of loneliness experienced by attendees.

Almost 40 percent of respondents often or always felt lonely before coming to the space, falling to just over six percent since coming to the space.

More broadly, attendees always, often or sometimes feeling lonely dropped from 73% to 40%.

Since coming to the space, the majority (60%) of people attending the warm space said they now never or rarely feel lonely (compared to 27% before coming to the space).

Feeling lonely before and since coming to the space



"This space has become a highlight of my week. It is a safe space to talk with others"

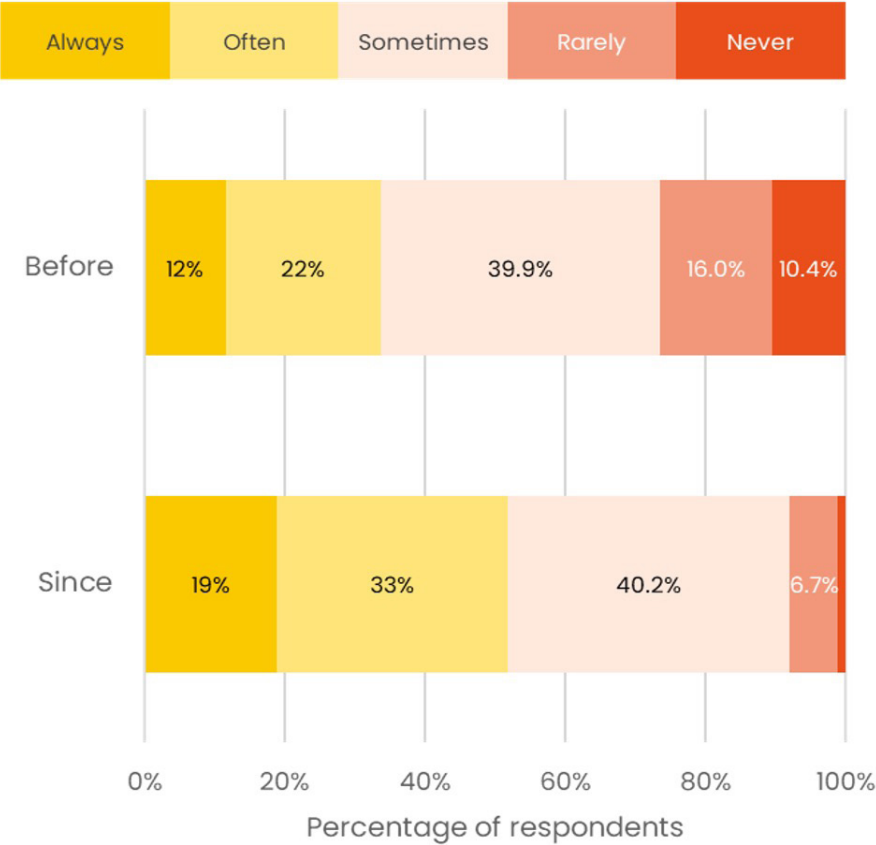
Mental well-being impact: Feeling purposeful

There has been some positive change in mental well-being.

Respondents that felt they always or often led purposeful and meaningful lives increased from a third to just over half.

Feeling purposeful generally increased more strongly among younger age groups, Christian respondents, the self-employed, students and respondents in receipt of benefits.

Feeling purposeful before and since coming to the space



Mental well-being impact: Feeling optimistic

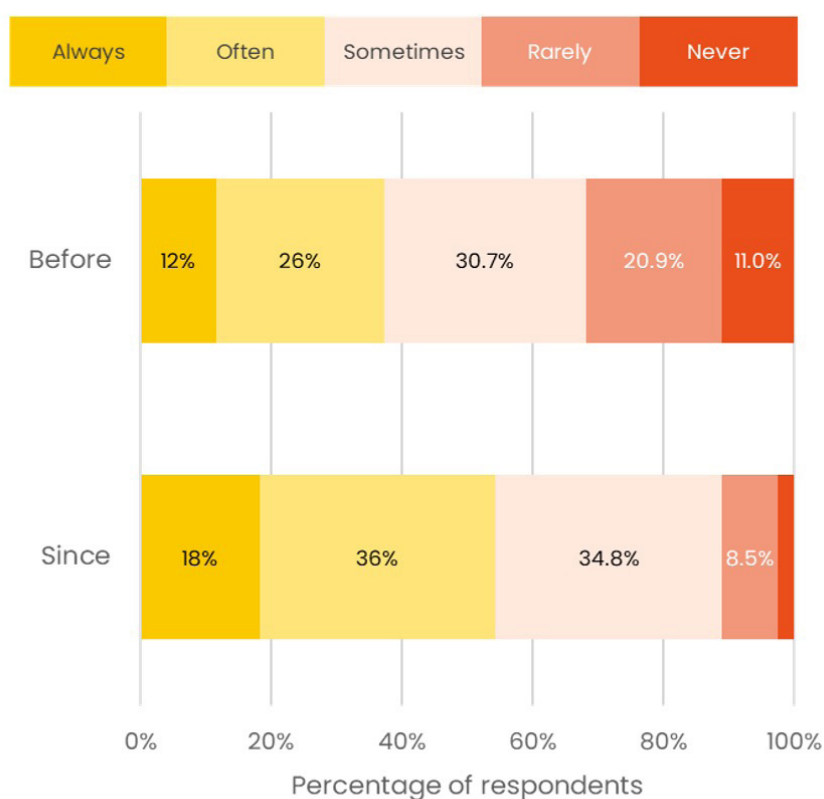
The proportion of attendees always or often feeling optimistic about their future increased to some extent from 38% before coming to the space to just over half (54%) since coming to the space.

Groups experiencing the most significant changes included the groups of unemployed and unable to work, those receiving means-tested cost of living benefits and adults aged 25–34.

Causality of mental well-being impact:

Over 85 percent of respondents agreed (55%) or strongly agreed (30%) that attending the space had improved their mental well-being.

Feeling optimistic before and since coming to the space



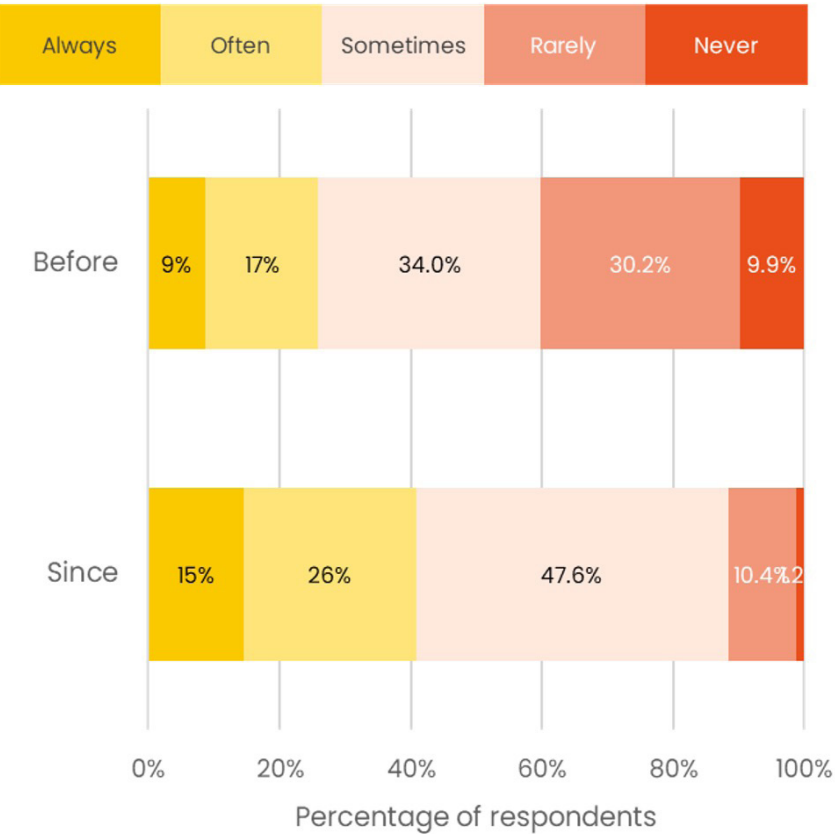
"If I didn't come here I would have killed myself now look forward to coming seeing people who care about me"

Physical well-being impact: Feeling active

This graph shows that just over 40 percent of respondents have always or often felt active since coming to the space, which increased from just over a quarter feeling active before attending.

There was a more pronounced increase in feeling active among people on disability benefits, males, students and also those aged under 18 and those aged 25 to 34.

Feeling active and vigorous before and since coming to the space



Physical well-being impact: Active travel

This graph shows that just over 40 percent of respondents walked or cycled to places during the day before attending the space, compared to over 50 percent since attending.

Students and those unable to work increased the most in walking or cycling since attending the space, whilst those who were self-employed remained static.

Causality of physical well-being impact:

Over 60 percent of respondents agreed (48%) or strongly agreed (13%) that attending the space had improved their physical health.

Cycling or walking before and since coming to the space



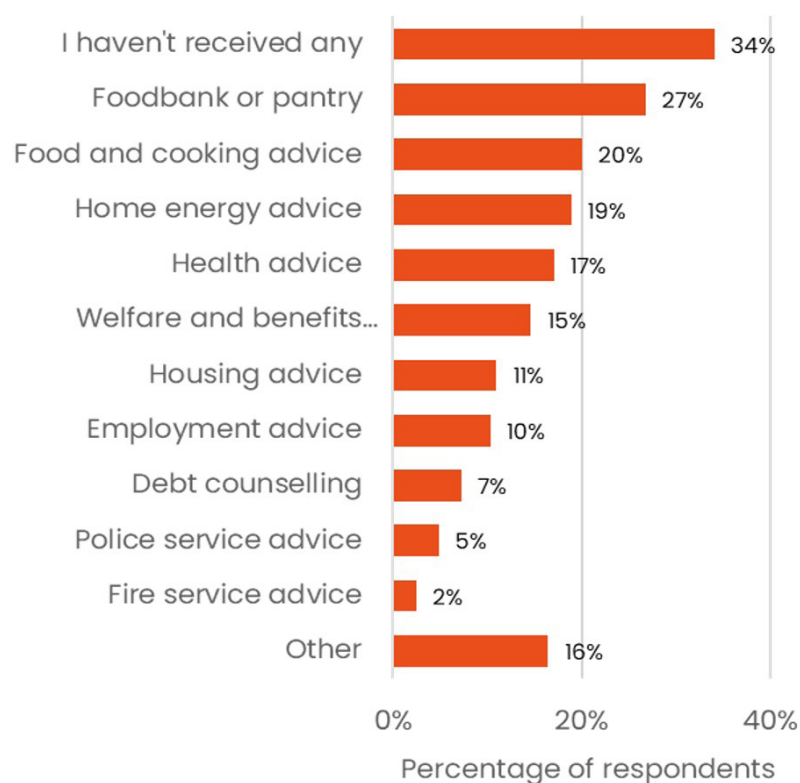
Information, advice and guidance support

Support with food, energy, health and benefits advice were the most common forms of information, advice and guidance that respondents received.

Other support received included education and skills (e.g. English classes, IT support), and social, relational and spiritual support.

Almost half of the respondents said they would not have received this support they received from anywhere other than the space.

What information, advice and guidance have you received?

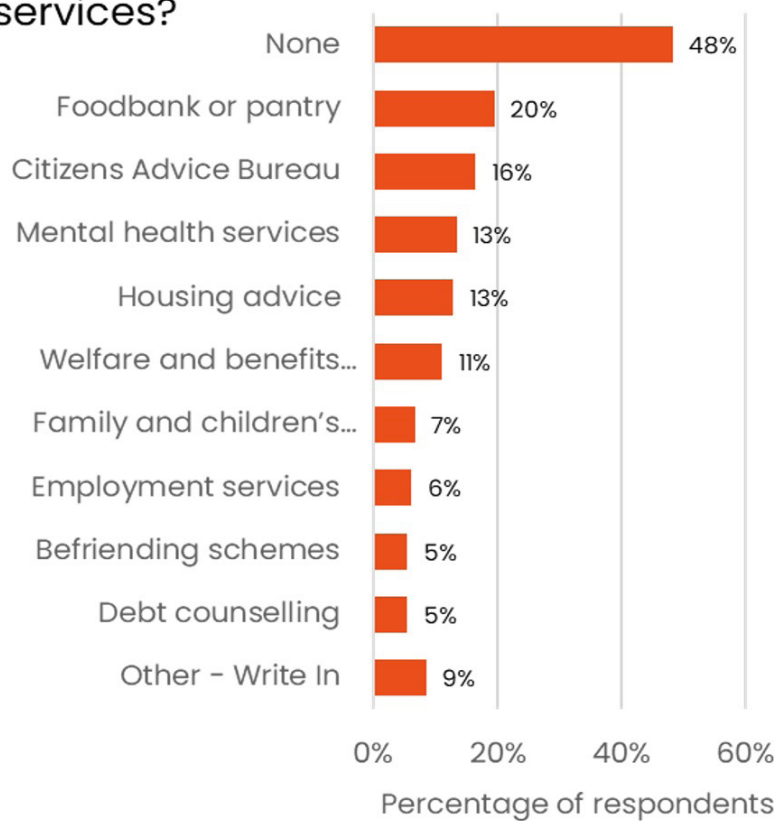


Signposting to further IAG support

Over 50% of visitors were signposted to some form of support and of these – foodbanks, Citizens Advice Bureau and mental health services were the most referred services.

Other support services included English lessons, community activities and volunteering opportunities.

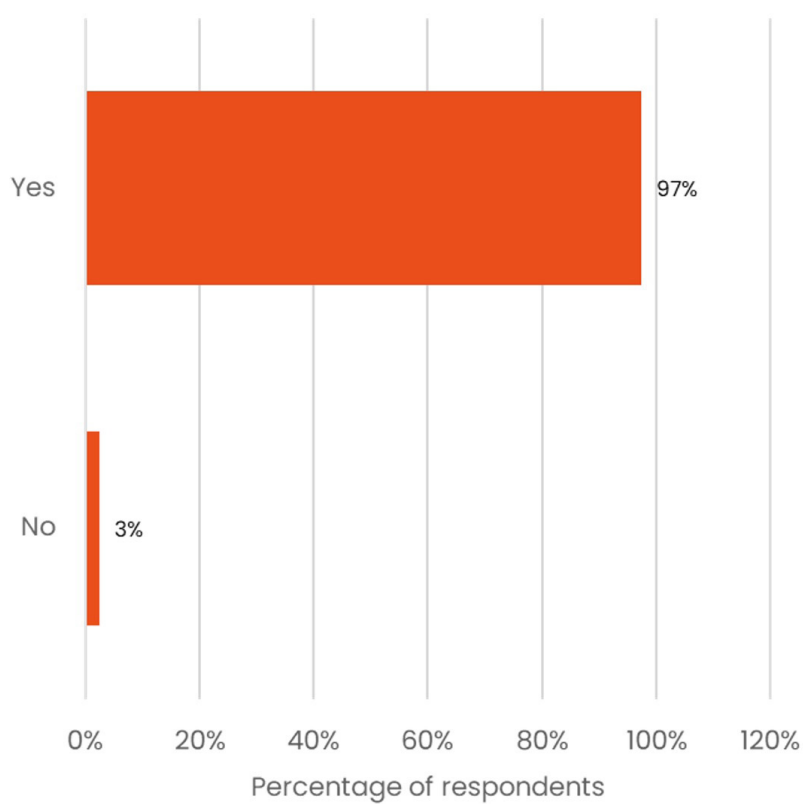
Have you been advised to
contact any further support
services?



Continuing beyond the winter

This graph shows that the overwhelming majority of respondents (97%) intended to remain in contact with the organisation running their space after the season has ended.

Do you think you will stay connected after the cold season has ended?



Space Demographics

Difference made to visitors' lives

Social connections

67% of respondents said that they have benefited from meeting new people and making friends, and a further 6% have enjoyed taking part in leisure activities or using free Wi-Fi to stay in touch with friends and family.

Mental health and well-being

20% of respondents are more happy, less lonely, feel safe, and have improved mental health as a result of coming to the space.

Cost saving

4% specifically mentioned the financial implications of having somewhere to go with free food and heating, and 2% have said that it has provided a warm space for those who are homeless.

"It's helped me cope with the hard times. Knowing other people are going through the same and having somewhere to meet with those people that's both safe and warm and free has been a real big help and taken worry and stress out of stressful situations. Knowing if I don't have food there's somewhere that I can get help from close to me is also a big relief. It's been overall a really heart warming experience and I feel like it is making a big difference for people like me and the ladies that attend the space when I do."

PART B: Co-ordinator survey findings

The results of the co-Ordinator survey combines responses from:

- 26 co-ordinators from the in-depth survey (NB. only 21 recruited at least 1 beneficiary for the visitor survey)
- 871 unique responses from spaces to the census survey
 - First stage data cleaning removed census responses for those who had already completed the fuller in-depth survey
 - Second stage data cleaning removed duplicates of individuals or spaces and used the most recent submission of a complete response for each space.

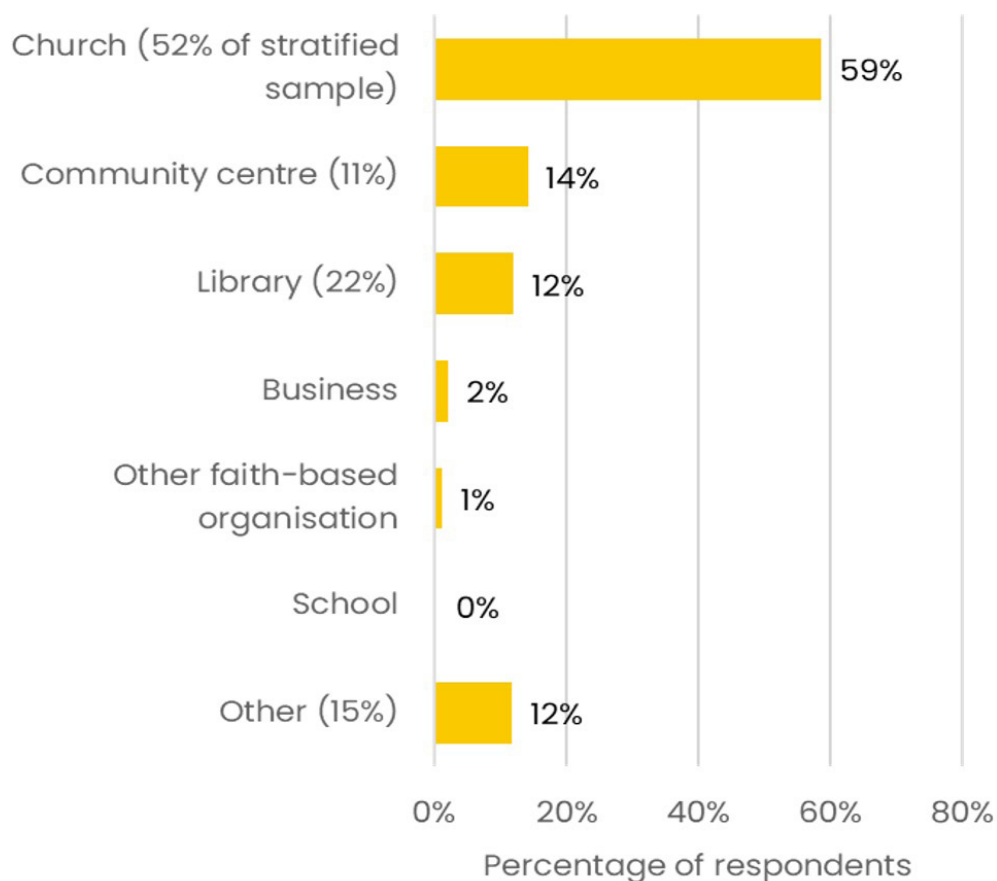
Type of space

The majority of respondents to the census were co-ordinators of churches, followed by community centres and libraries.

Quite a few spaces felt that they did not fit into these categories. Although many of them were types of community building, or church building, who chose to select 'other'.

Responses to the universal co-ordinator survey contained a higher proportion of churches and lower proportion of libraries in comparison with the in-depth co-ordinator and visitor surveys and stratified sample.

Type of Space



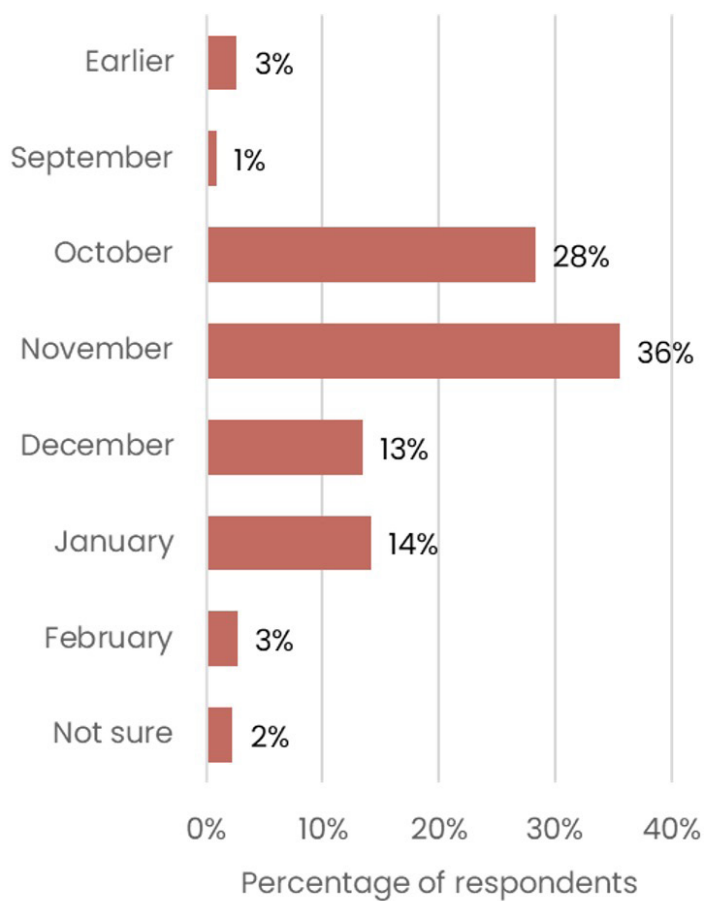
Start month as a warm space

Most of the spaces that responded to the census opened early on in the programme.

A small proportion considered their operation as a warm space to have pre-dated the Warm Welcome programme.

Only relatively small numbers signed up from December onwards.

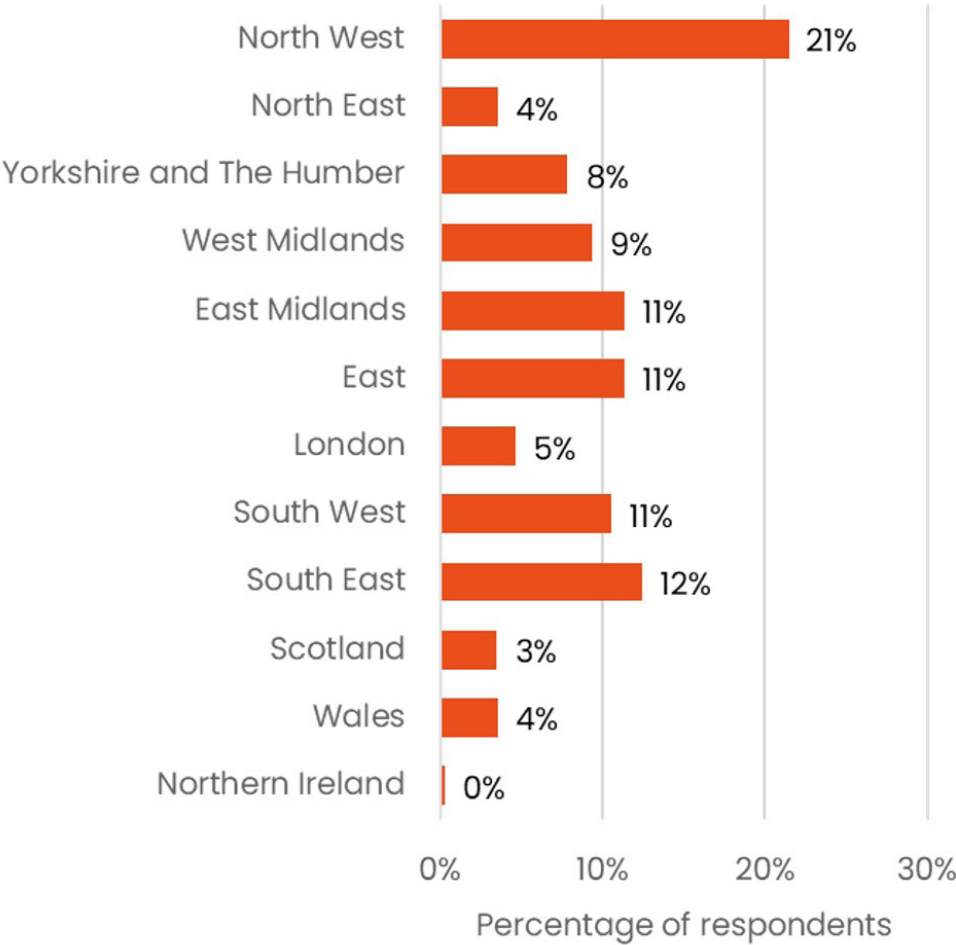
Start month



Coverage of spaces by region

Spaces responded from all regions of the UK.
These percentages do not accurately reflect the population of the UK.
In particular, the North West is overrepresented and London is underrepresented.

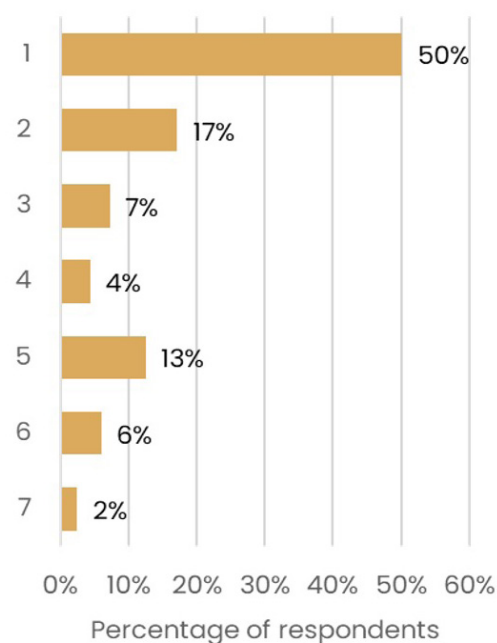
Region



Frequency of opening: Days per week and hours

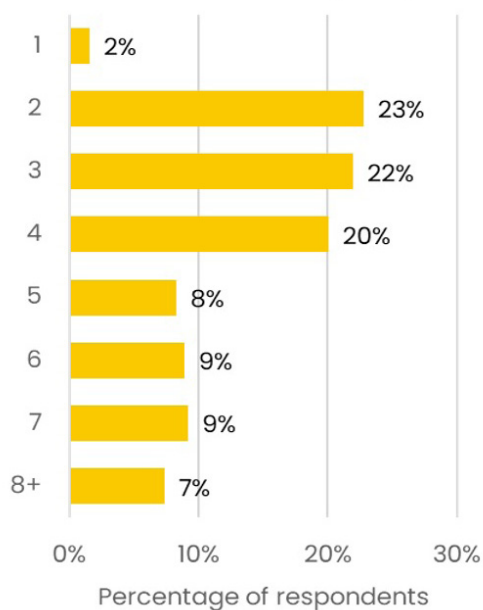
Half of the spaces open as a Warm Welcome space for 1 day a week and 17% for 2 days a week. Around a fifth stay open for between 5 and 7 days a week.

Number of days open in a week



Typically spaces open for 2–4 hours for each warm space session. A quarter counted their spaces as open for the majority or all of the day (6+ hours).

Number of hours open per session

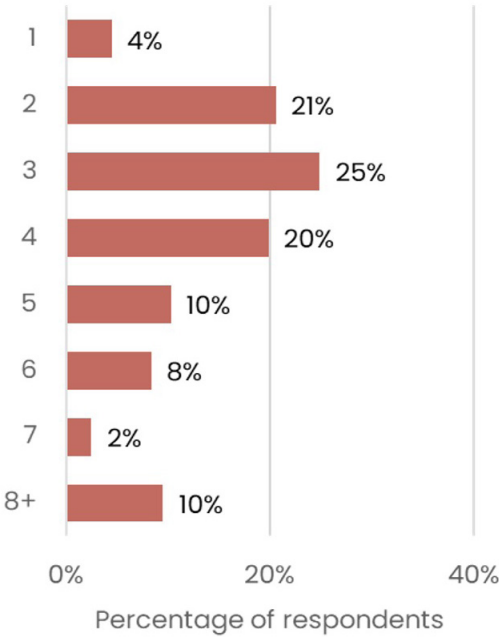


Service Delivery

Warm Welcome hosts

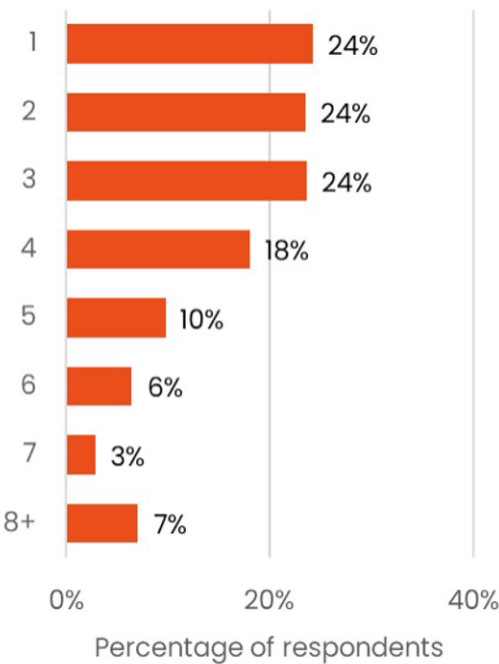
The average (median) number of people involved in running a space is 4.

Number of people involved in running the space



On average, 3 of these are volunteers.

Number of volunteers



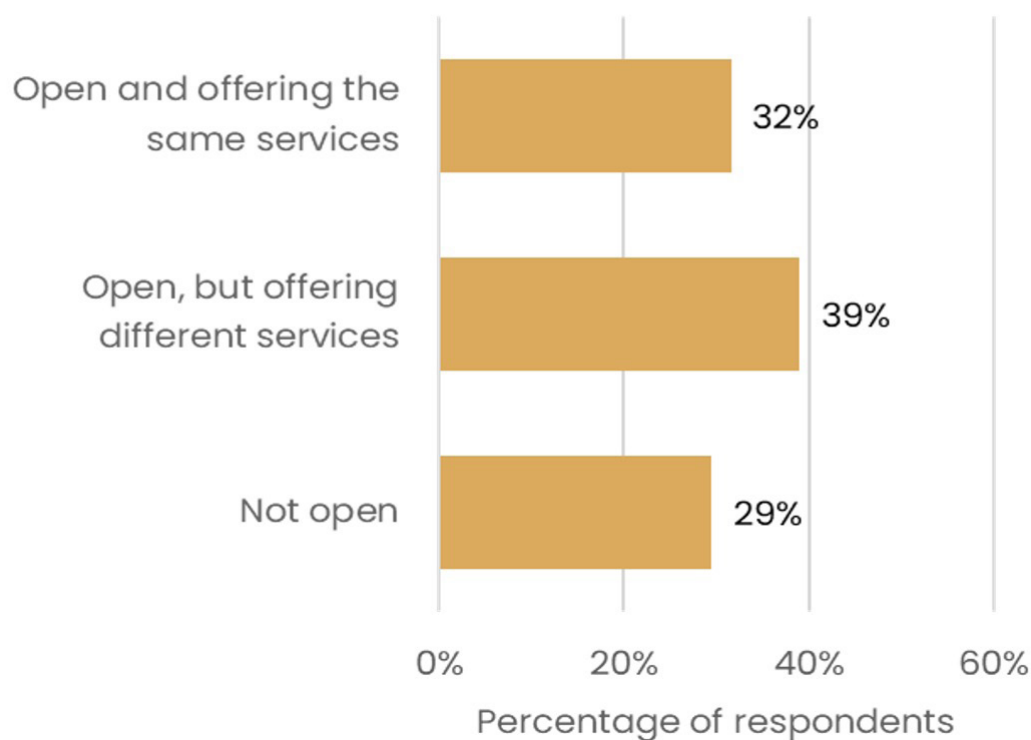
Additionality: opening of spaces and services

Spaces were asked if and how they would have existed this winter in the absence of the programme.

These results show that:

29% of spaces would not have been open this winter without the Warm Welcome campaign and a further 39% of spaces have offered different services than they would have otherwise offered.

Would your space have been open this winter in the absence of the Warm Welcome campaign?

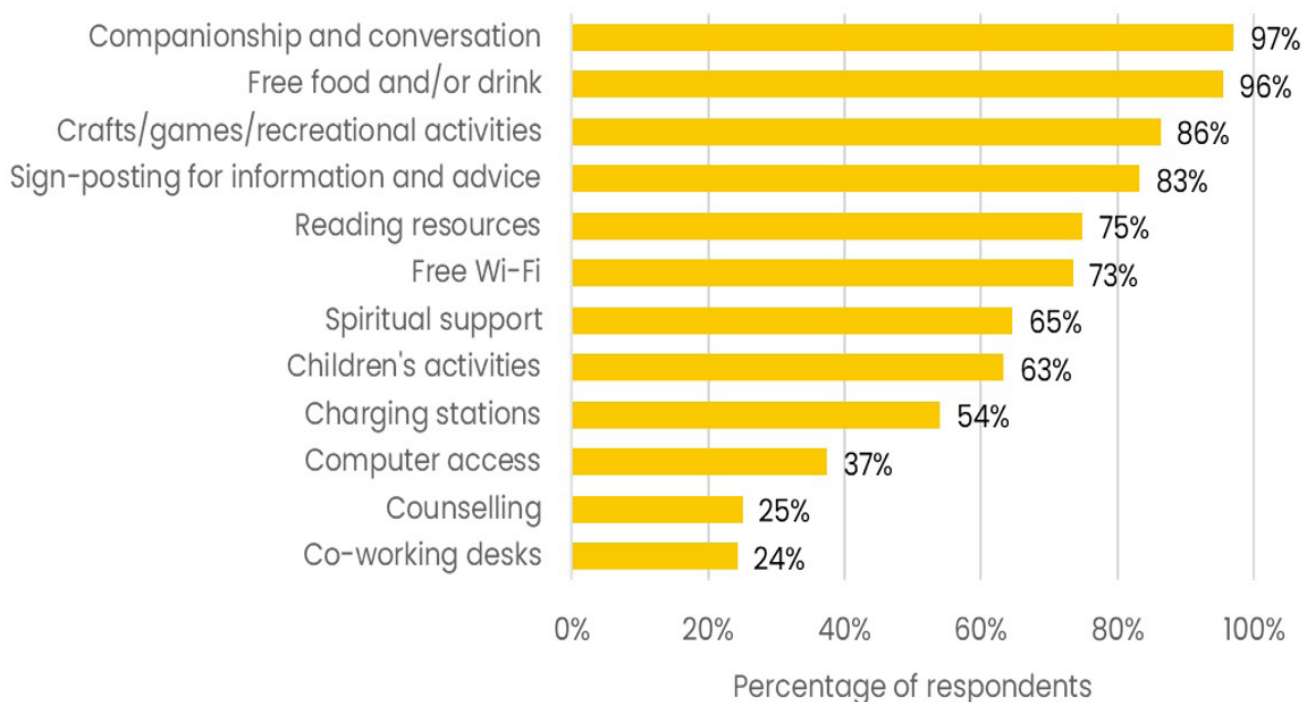


Facilities and services delivered

Almost all spaces were delivering social activities and a very high proportion were offering information and advice. Two-thirds were offering spiritual support and/or children's activities.

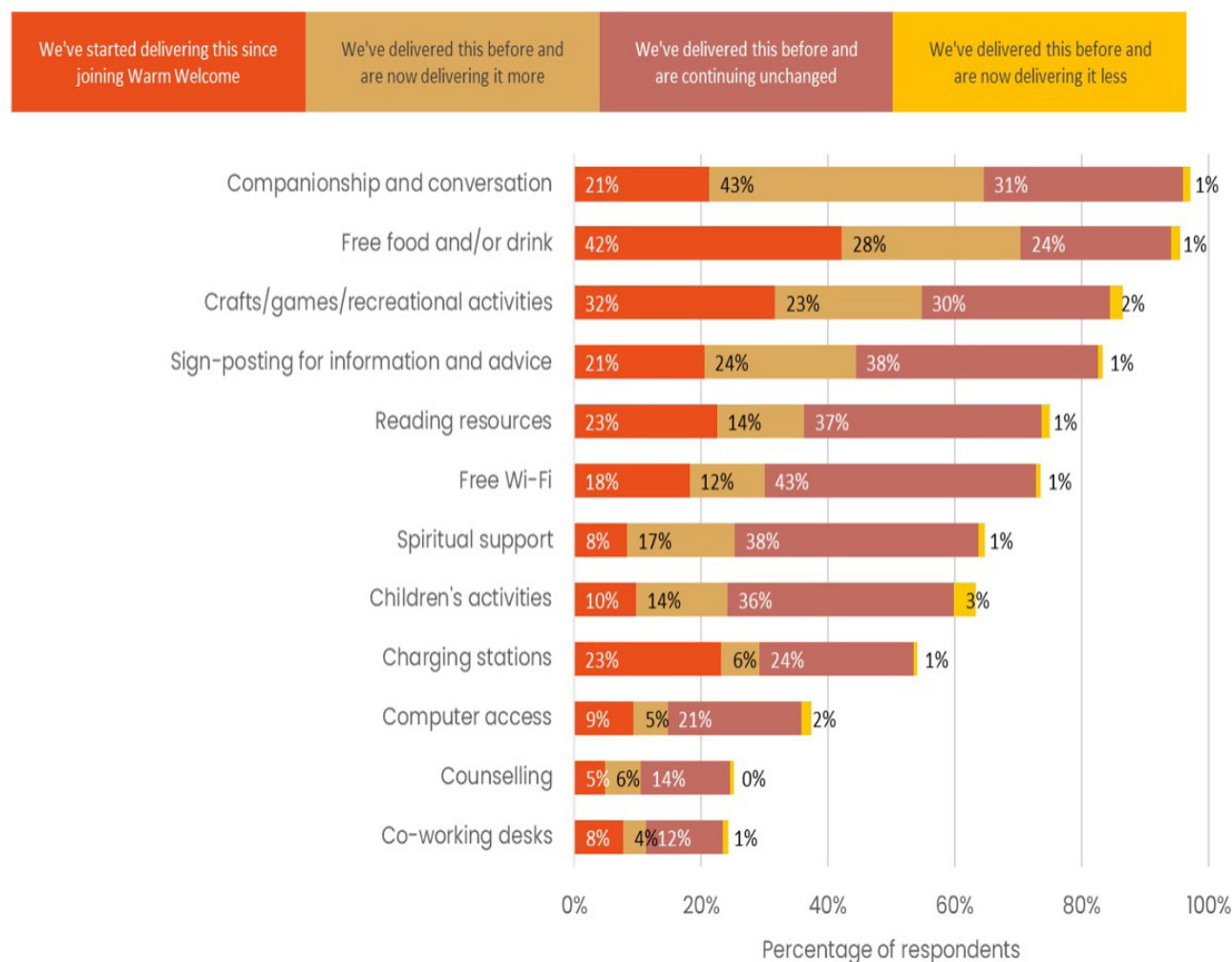
Wi-Fi was the most offered type of technology followed by a smaller proportions of spaces offering charging stations and computer access. Only a quarter offered counselling.

What facilities and services are you delivering in your Warm Welcome space sessions



Additionality: Changes in facilities and services

What facilities and services are you delivering in your Warm Welcome space sessions



Other new and additional activities that respondents noted included:

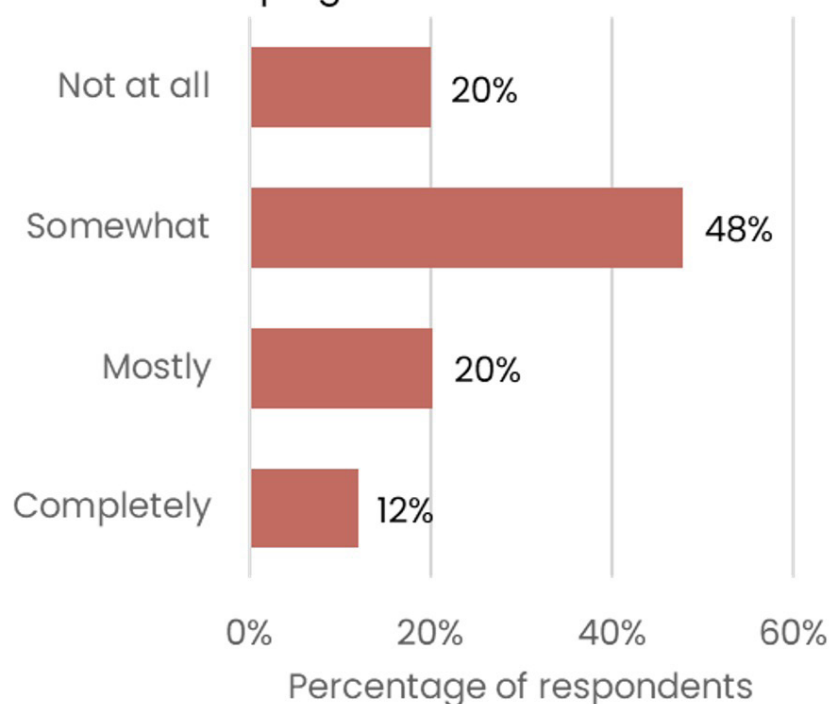
- 45 new social and recreational activities started – including exercise classes, community events, sing-a-longs
- 31 initiatives offering free food – including foodbanks, food parcels and a pet food bank
- 16 initiatives providing clothing and personal care – including clothes banks, emergency warm clothes, a laundry service and free hair cuts
- 11 facilities providing support and services such as translation services, financial advice and access to a local council helpdesk

Casualty of new and extended activities

32% of organisations completely, or mostly, attributed new or additional activities to the Warm Welcome campaign.

The majority of respondents said that the changes were somewhat brought about by the programme and therefore other factors were also important.

If you have started new activities or extended your existing activities, to what extent have these changes been brought about because your organisation has joined the Warm Welcome campaign?



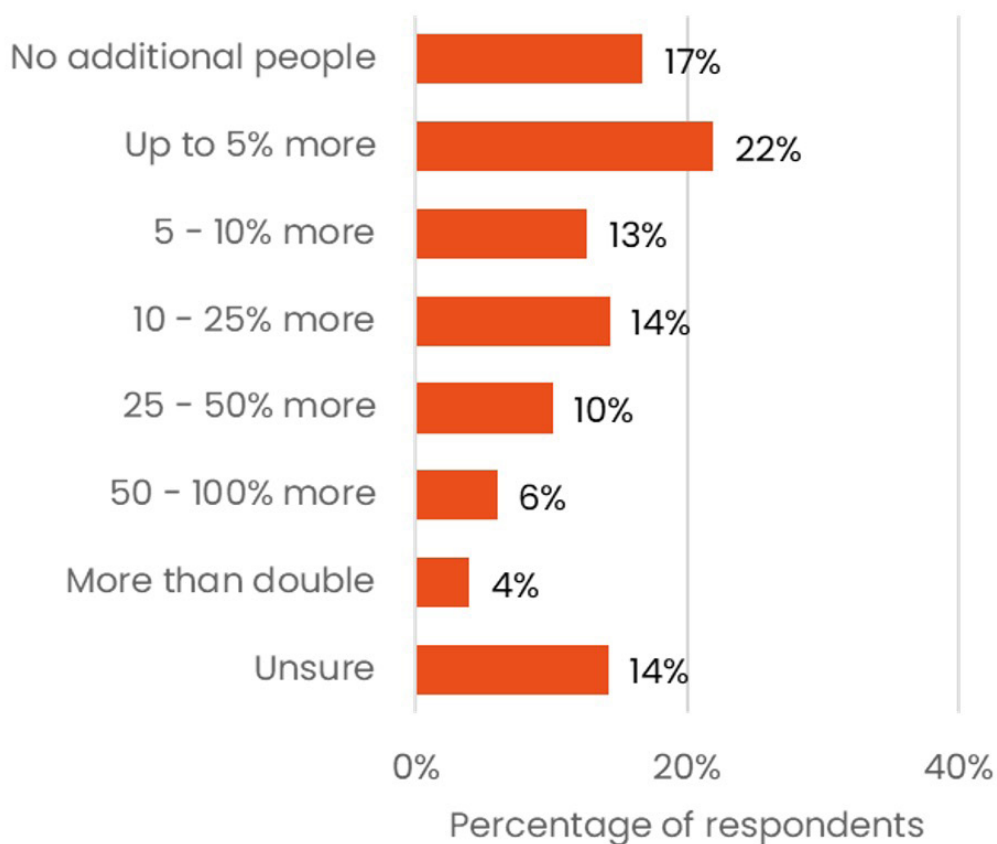
Visitors of Warm Welcome Spaces

Additional visitors due to the campaign

Most spaces reported that their overall visitor numbers had increased as a result of being part of the Warm Welcome campaign.

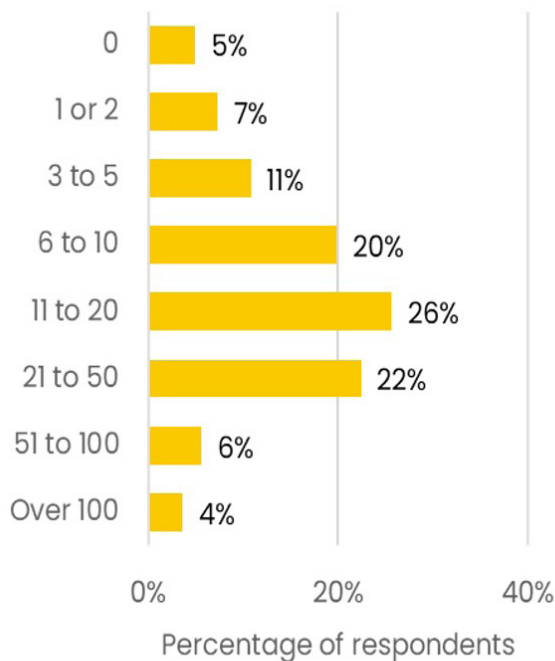
About half had seen their visit numbers increase by up to 25% and some had seen even higher levels of change - reporting double and more than double the level of visitors that they had previously.

How many additional attendees do you think you are getting because it is part of the Warm Welcome programme/campaign this winter?



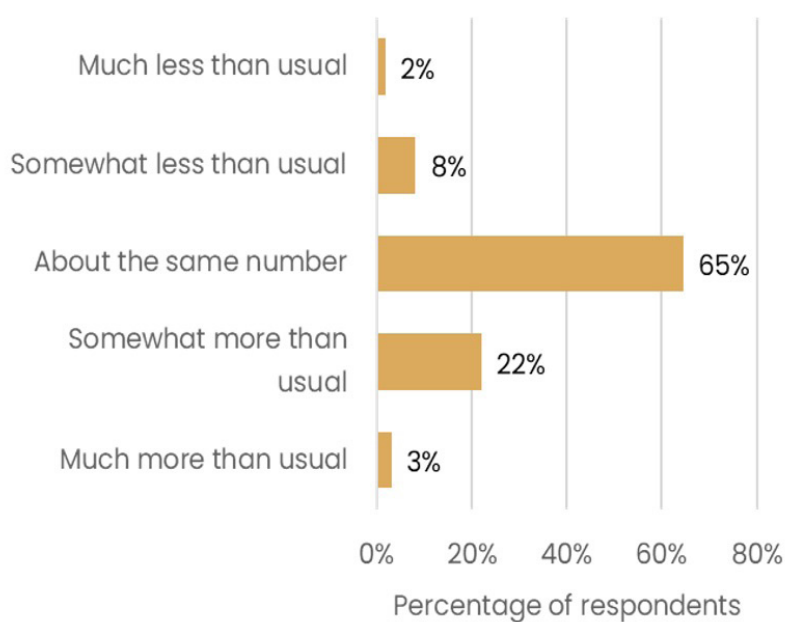
Visitor numbers

The average (median) number of attendees at a session was 15.



Most spaces (65%) said these numbers typically reflect the number of visitors that they have had since they opened as a Warm Welcome space, followed by those who considered the numbers in that week to be higher than usual.

Is the number of visitors you have welcomed over the past week typical of the number of visitors you have welcomed since you registered as a Warm Welcome space?



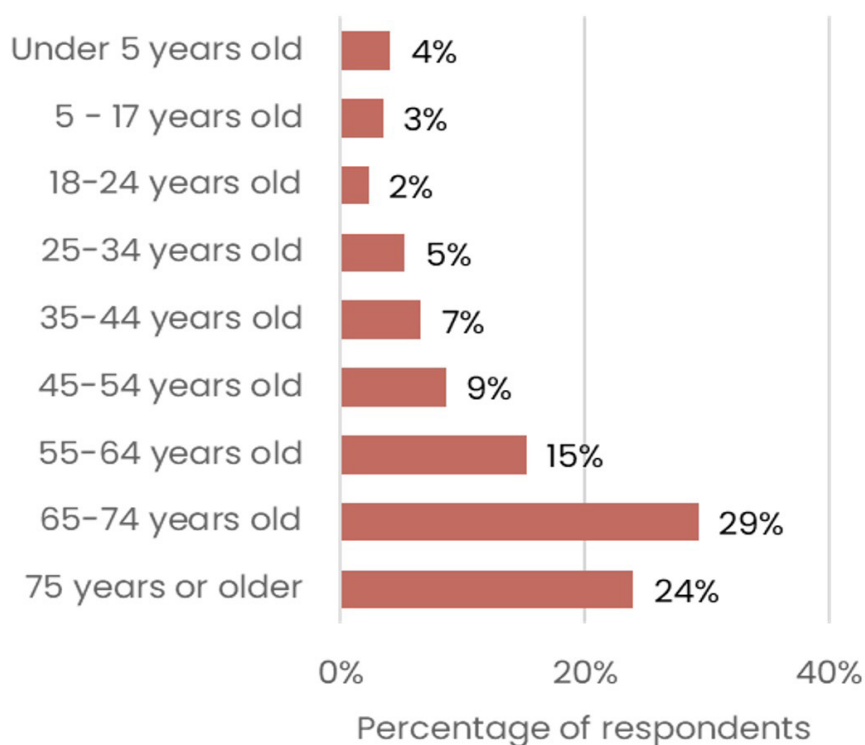
Impact of Warm Welcome on Spaces

Age profile of attendees

Coordinators gave approximate estimations that over half their visitors were over 65 years old, which is higher than the visitor survey where around 30% were actually in this age group and around half were over 55 years of age.

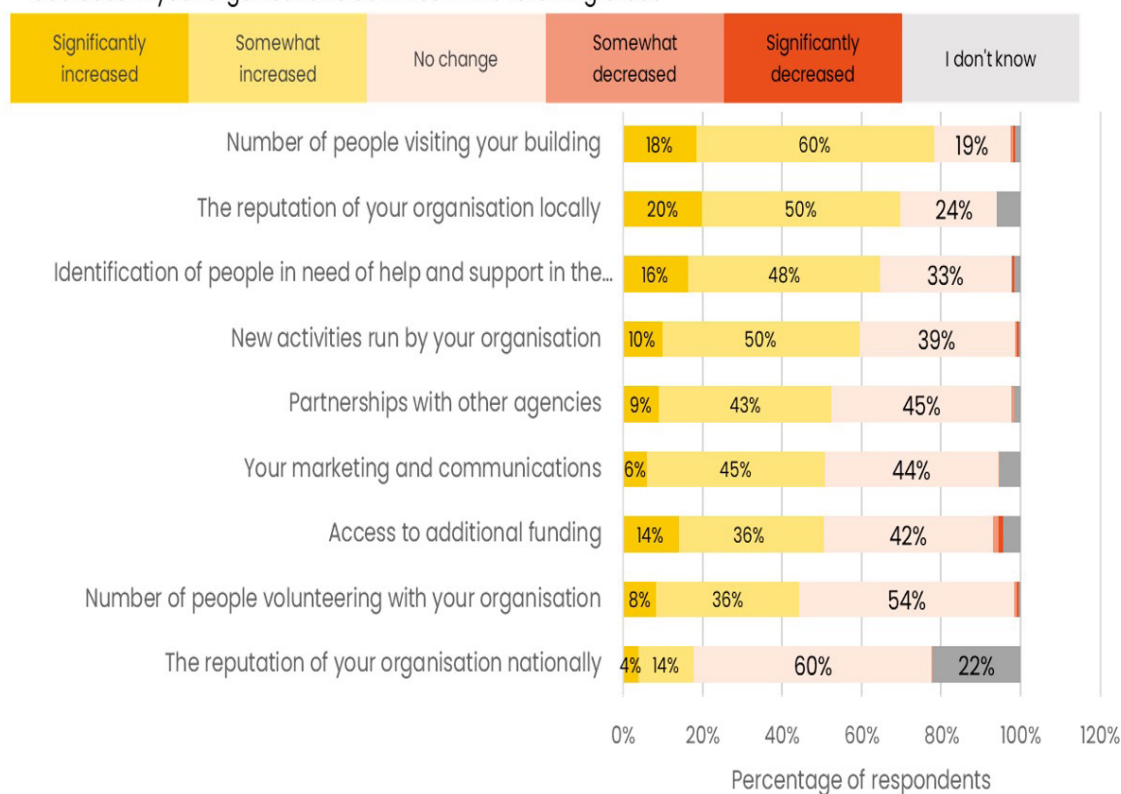
Both surveys show that a significant proportion of visitors were in the older age brackets.

What has been the typical age profile of people attending the space?



Change in activities

Since becoming a Warm Welcome space, to what extent have you seen an increase or decrease in your organisation's activities in the following areas



Since becoming a Warm Welcome space, the change that was experienced by the most Warm Welcome spaces was the number of people visiting the building, with 78% of spaces saying they saw an increase. 70% of spaces said that the campaign had helped the reputation of their organisation locally.

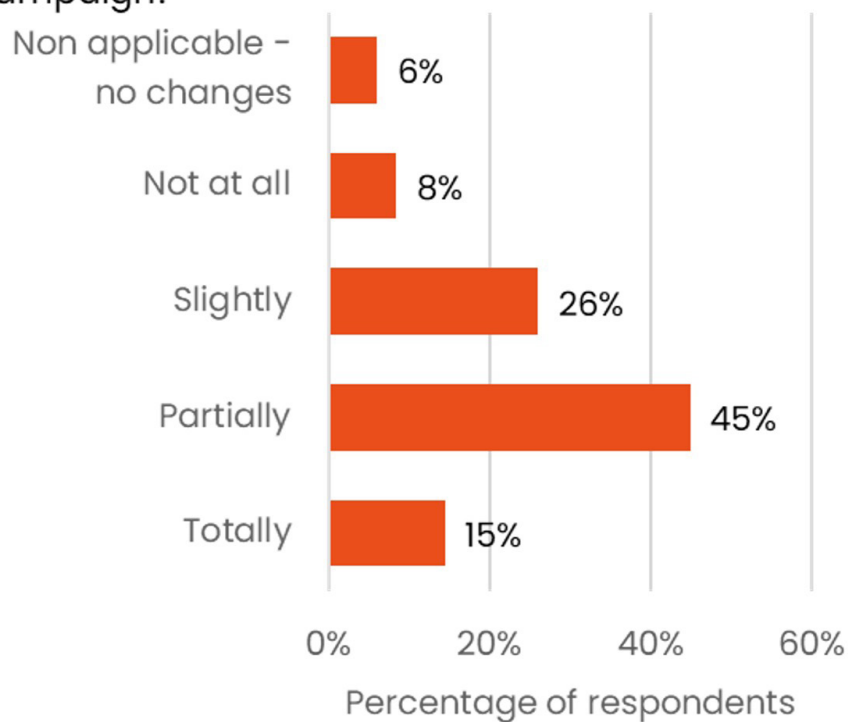
“Although our venue is in the heart of the community not many knew about it. On promotion as warm space, it now been recognised. People have visited the venue and have expressed an interest in getting involved in our activities.”

Causality of organisational changes

Changes in the organisations activities were considered to only slightly or partially be directly caused by their involvement in the Warm Welcome campaign.

Only 15% of organisations considered the changes to be totally as a result of the programme.

To what extent are any of the changes you have identified above directly caused by your involvement in the Warm Welcome campaign?



Spaces' Experience of the Campaign

Reasons for joining the programme

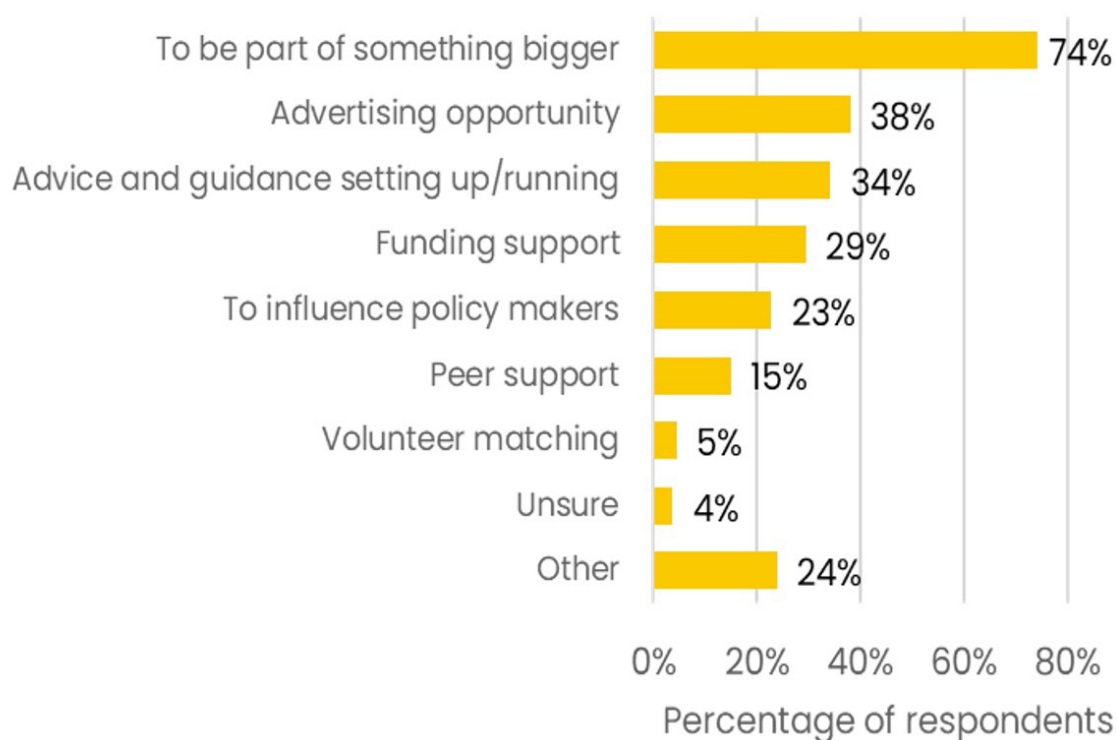
Around three quarters of spaces said that they joined the programme to be part of something bigger.

Just over a third joined as an advertising opportunity and over a third for support with running a space.

Other reasons for getting involved included:

- Responding to needs in the community
- Christian values or connections
- Improve visibility of services
- Funding conditions or additional funding

Why did your organisation decide to register your space with Warm Welcome?

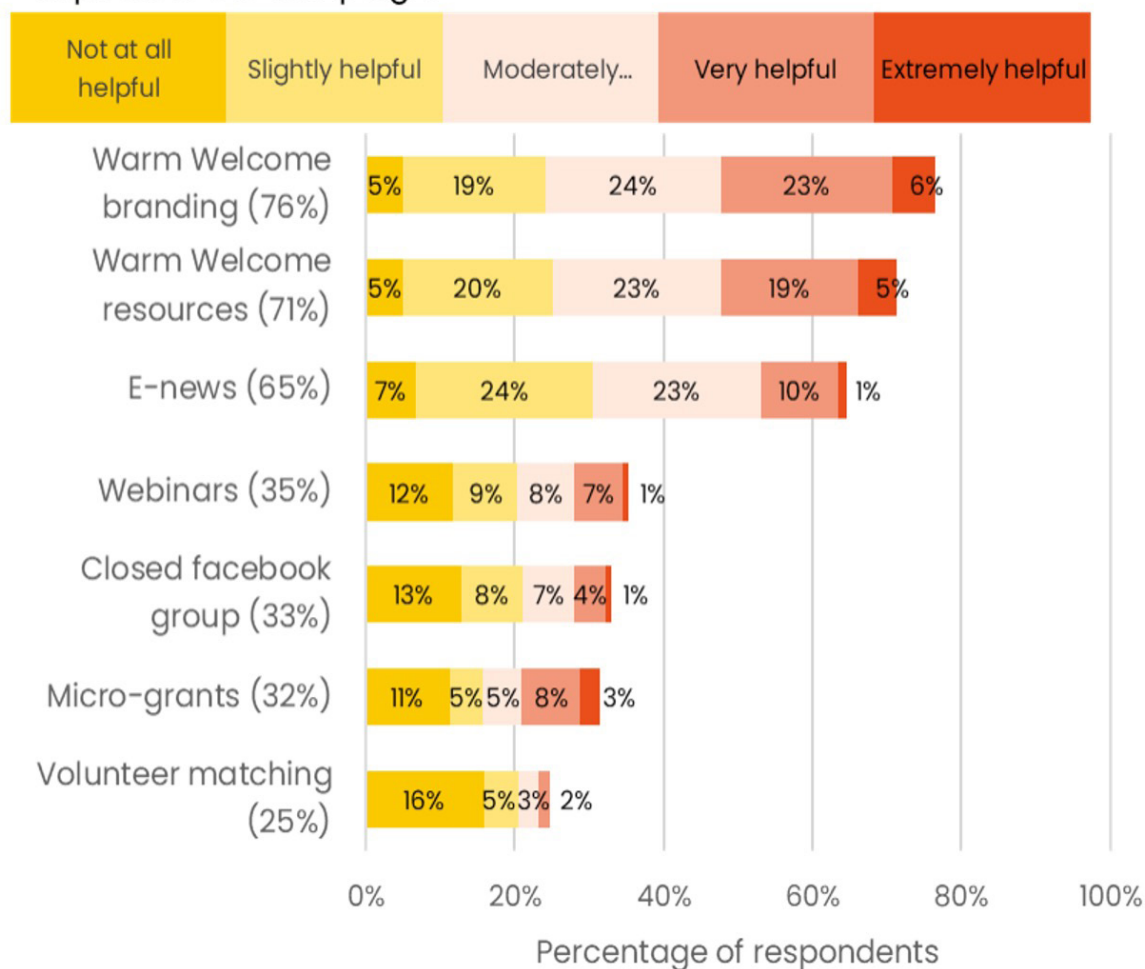


Helpfulness of aspects of Warm Welcome

Most of the spaces used the Warm Welcome branding and accessed resources.

About two thirds used e-news and around a third accessed webinars.

Please tell us how helpful you have found each of these aspects of the campaign?

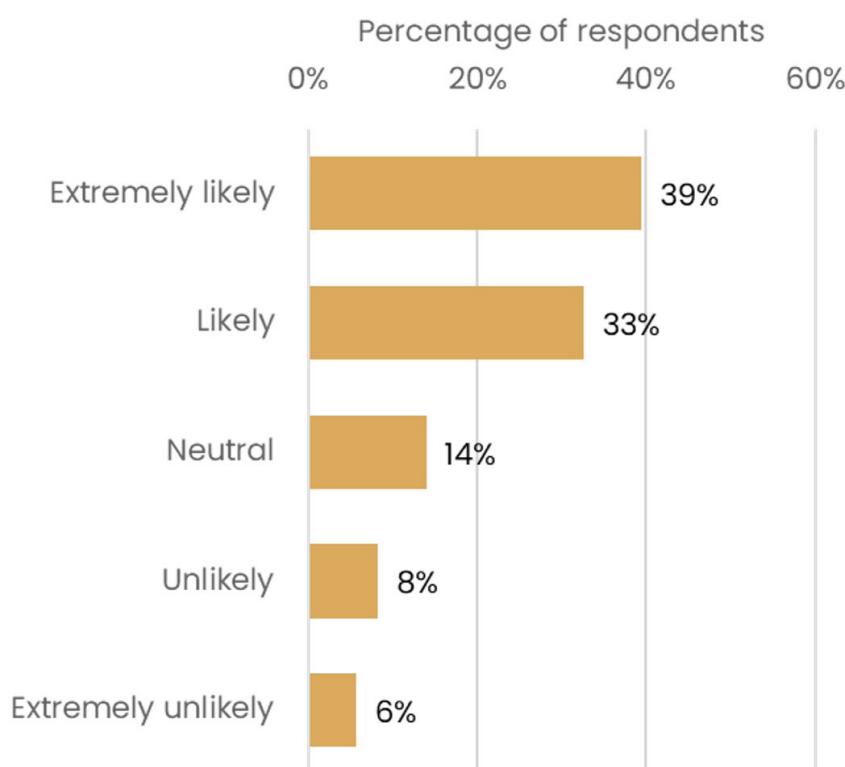


Continuation of activities

72% of spaces intend to continue delivering the same activities at their warm space beyond the winter.

A small number are undecided and 14% will not be continuing.

How likely is it that your organisation will continue to run the same activities that you have delivered at your warm space after the winter season?



“The biggest difference has been in reducing social isolation. We found that those who were struggling with the cost of living crisis in financial terms didn’t particularly access us – they used the nearby foodbank more. It was the escape from an empty house that people found most gratifying about our warm space, so we are looking at how we extend that beyond this winter period.”

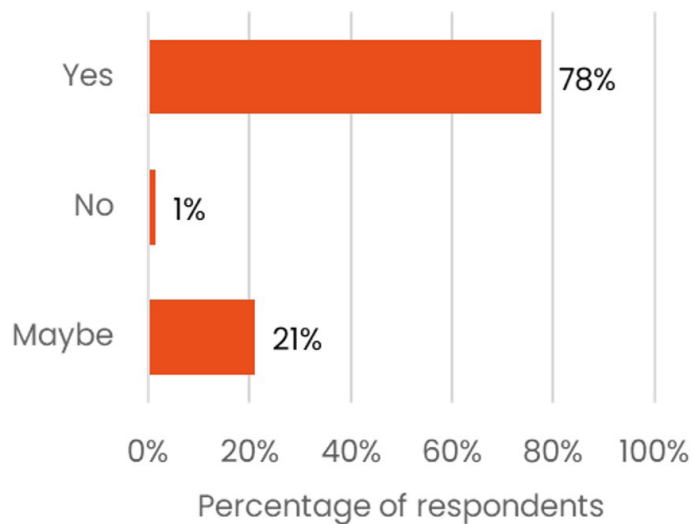
Spaces' involvement in 2023/24

The majority (78%) of organisations running warm spaces would like to be part of a Warm Welcome campaign again next year.

Around another fifth (21%) may also join in.

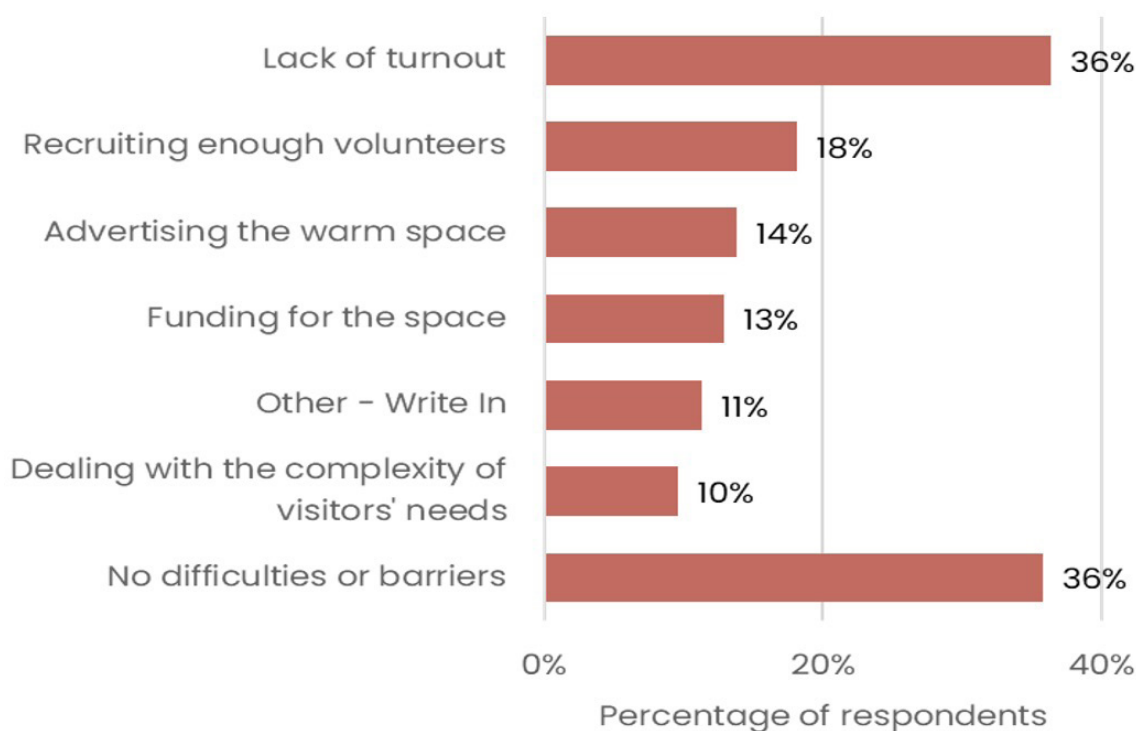
Only 1% do not want to be involved in 2023/24.

If the Warm Welcome campaign runs in the winter of 2023/24, would your organisation want to be involved again?



Barriers to delivery

Have you encountered any difficulties or barriers to delivery?



The greatest barrier to delivery has been lack of turnout (36%), followed by difficulties around recruiting sufficient numbers of volunteers (18%).

Advertising, funding and complex visitor needs have been encountered by a smaller proportion (11-14%) of spaces.

Other difficulties included:

- Lack of supplies of food and drinks
- Venue related issues (e.g. distance people needed to travel to reach the space / need for transport, size of venue, team capacity)
- Stigma associated with attending
- Lack of funding

Impact on Visitors

Co-ordinator reporting of the impact on visitors

The most common impacts reported were:

1. Community, social support, activities, reduced isolation
2. Meeting or signposting help to meet basic needs (including food, drink, refreshments, warmth, advice)
3. Mental health and wellbeing

“People speak only positively about it. They love the warmth of welcome and the physical warmth; have made friends; hugely appreciate the interesting and extensive menu; value the companionship and conversation; give back because kindness breeds kindness; feel invested in something; have found a new community to belong to; return weekly because they are invested in each other. The benefits are huge.”

PART C: Estimate of Visitor Numbers

From the surveys we estimate the number of visitors to Warm Welcome spaces in the total active database population as follows:

	Estimate of total people helped by all organisations participating in Warm Welcome
Visits per session	43,000
Visits per week	150,000
Total visits Sept-Feb	2,400,000
Total Visitors (assumes from survey that each person attends 4.5 times)	550,000



Good Faith
Partnership

Eido
RESEARCH

This impact evaluation was carried out by
Eido Research on behalf of the Warm
Welcome Campaign.

<https://www.eidoresearch.com>

<https://www.warmwelcome.uk>

<https://goodfaith.org.uk>

The Warm Welcome Campaign
The Good Faith Foundation
Registered Charity No. 1188639
info@goodfaith.org.uk