

March 2021

Independent Report on the Social Return on Investment of the Make the Call Wraparound Service

**Report prepared for the Department of
Communities**

Ipsos MORI



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Summary of impact

Make the Call: Summary of impact

OVERALL

1298

telephone
interviews with
service users

93%

received a Social
Security Benefits
through MtC

57%

had not
previously
received any
benefits

81%

of those who applied
for supports and
services were successful
in their application

52%

of participants were
of working age
(under 65)

48%

of participants were
over pension age
(over 65)

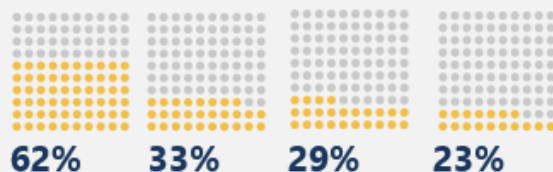
The Make the Call people were very, very helpful.

POSITIVE IMPACTS

**MTC had a positive
impact on them 87%**

These positive impacts were on:

Financial	Mental health	General wellbeing	Mobility
62%	33%	29%	23%



REPORTED IMPACTS OF RECEIVING A BENEFIT OR SERVICE

Of those who reported a positive impact:

Financial impact

78% felt under less financial strain and were able to pay bills.

52% were able to increase their home heating and **54%** were able to make home improvements

I can get what I need to get and have a bit of money left over for things like last week my kettle stopped working and I was able to buy one."

Physical impact/mobility

95% of people said they were able to park closer to their destination, able to go out more often and were able to access places they couldn't previously.

It has helped me with my mobility and helps me to park closer to places I need to be."

Mental Health

66% of people said they suffered less stress and social isolation.

57% of people reported that they feel happier and more content.

It has taken all the financial stress away. I don't have to worry about my mental health."

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Background and objectives

Background and objectives

The Department for Communities has strategic responsibility for equality, anti-poverty, arts and culture, languages, finding employment, historic environment, housing, regeneration, benefits and pensions, community and voluntary sector development, social legislation and child support. The 'Building Inclusive Communities 2020-2025' Strategy sets out how the Department will work across government, arm's length bodies and with communities in delivering its common purpose of Supporting People, Building Communities, Shaping Places.

The Make the Call Wraparound Service is a branch within the Supporting People Group in the Department for Communities. Its aim is to ensure that all individuals and their families are receiving the benefits, supports and services they are entitled to claim.

In recent years the branch has evolved to develop and enhance the quality of its interventions which not only considers benefits but other forms of practical support that could enhance the quality of people's lives. The Telephony Helpline and a team of Community Outreach Officer's deliver the service and provide advice on benefits along with a wide range of supports and services available through government and the wider community and voluntary sector. This has been achieved by working in partnership with a range of suppliers.

The most recent performance data for Make the Call, published in October 2020, shows that Make the Call connected with 31,529 people in 2019/20. This resulted in over £44 million in additional annualised benefits being generated for 9,620 people. The average weekly amount that customers are better off by is £88.10 per person per week.

While Make the Call Wraparound is able to identify the monetary value of entitlement to benefits, it is unable to qualify or quantify the monetary value of a range of other services and supports and the impact the entitlements had on people's lives. This research will provide valuable information as to the impact the service has had on the lives of its customers in terms of:

- Financial impacts
- Physical/mobility impacts; and
- Impact on mental health

The Make the Call Wraparound Service

The Make the Call Wraparound Service has played a pivotal role in ensuring people are receiving their full entitlement to benefits, supports and services. This has been achieved by adopting a multi-faceted approach; including;

- A dedicated Make the Call Helpline - 0800 232 1271; phone lines are open Monday to Friday from 9.00 am to 5.00 pm. This provides customers with a free and confidential needs assessment as well as advice on other government supports and services which they may be entitled to claim. The service can also be contacted by e-mail at makethecall@dfcni.gov.uk.

- A Community Outreach Service located throughout Northern Ireland and available to provide additional support to people to access those benefits, supports or services identified as part of the confidential needs assessment.
- An external Communications Strategy – Working in partnership with Advertising Company and Government Advertising Unit using Television, Radio, Digital, Outdoor Press and Newspaper Advertorials; usually 3 advertising campaigns per year.
- An internal Communications Strategy – Use of Departmental Intranet site and Twitter Account to raise the profile of Make the Call.
- Partnership working with a range of community-based partners, not only to promote Make the Call but to develop referral mechanisms enabling access to other supports and services that could make a difference to people's lives.

Each of the above has a social, economic or environmental value to those receiving them. However this data is not routinely captured by DfC. Therefore, the principle aim of the research was to understand the wider impacts of the Make the Call Wraparound Service and how it;

- Could contribute to the Department for Communities Building Inclusive Communities 2020-2025' Strategy; and
- Could influence any future Executive Programme for Government Outcomes Framework:
<https://www.northernireland.gov.uk/programme-government-pfg>

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Methodology

Methodology

In order to meet the aforementioned research objectives, Ipsos MORI undertook a programme of quantitative and qualitative research. This research comprised two specific phases; a telephone survey, followed by a series of depth interviews. The telephone survey was conducted with Make the Call customers who had been directed to claim Social Security Benefits and/or passported services and supports. Following the completion of the telephone survey, 10 depth telephone interviews were conducted with customers to explore in greater detail the wider social, economic or, environmental impact of the Make the Call service on their lives and a further 3 depth interviews were conducted with partner organisations of Make the Call. The remainder of this section outlines the methodological approach for both elements of the research.

Telephone Survey

All interviews were conducted using Computer Assisted Telephone Interviewing (CATI) from our Belfast based telephone centre. The Make the Call team sent out an advance letter which informed people that Ipsos MORI may contact them for the purposes of participating in a telephone survey about their experiences of using the Make the Call service and how it has impacted their life. Customers were advised to get in touch with the Make the Call team to opt out of the study if they did not wish to be contacted. Details of these customers were provided to Ipsos MORI and these participants were removed from the sample in advance of the survey launch. A total of 17 customers contacted Make the Call team to opt out of the study.

A total of 933 telephone interviews were completed with Make the Call customers, representing 1,298 benefits and/or services. The following table demonstrates the number of interviews achieved in the benefit, services and mixed categories. The 'mixed' category comprised participants who had received both a benefit and a service as a result of their contact with make the call and therefore this category counted towards both the benefits and services targets. In total, 339 interviews were conducted with those who had solely claimed benefits as a result of their contact with Make the Call, 229 who solely claimed services, and a further 365 who successfully claimed for both.

Table 1: Number of interviews achieved

	No. Interviews
Benefit	339
Services	229
Mixed	365
Total	933*

*Please note that 933 refers to the total number of interviews achieved and not the total number of benefits/services availed of.

Sampling

The Make the Call team provided Ipsos MORI with a database containing details of 6,019 customers. Therefore, an overall response rate of 22% was achieved from this sample (calculated on the basis of conducting 1,298 interviews.) The sample profile is demonstrated below.

Table 2: Sample Profile

	Sample	Achieved
Benefit only	3504	339
Services only	1059	229
Mixed	1456	365*
Grand Total	6019	933*

*The mixed category counted towards both the benefit and service category. Therefore, the total number of completed interviews was 1,298.

A quota-based sampling approach was applied to the telephone survey to ensure the study was representative of Make the Call customer database. Quotas were applied to both benefit and service type as well as District Council area. A profile of the customers interviewed as part of the CATI survey are provided below.

Table 3: District Council areas of participants

Council	Interviews Achieved
Antrim / Newtownabbey	62
Ards & North Down	120
Armagh, Banbridge & Craigavon	100
Belfast	164
Causeway Coast & Glens	69
Derry & Strabane	72
Fermanagh	45
Lisburn & Castlereagh	57
Mid& east Antrim	82
Mid Ulster	66
Newry, Mourne & Down	96
Total	933

Table 4: Interviews by benefit type

Benefit Type	Number of interviews
Attendance Allowance	174
Bereavement Benefit	0
Budgeting Loan	7
Carer's Allowance	57
Child Benefit	13
Crisis Loan	0
Disability Living Allowance	20
Discretionary Payments	23
Employment and Support Allowance	94
Funeral Payment	8
Housing Benefit	4

Income Support	3
Industrial Injuries Disablement Benefit	1
Jobseeker's Allowance	15
Maternity Allowance	4
Mitigation Payment	2
Personal Independent Payment	146
Rate Relief	0
State Pension	50
State Pension Credit	35
Sure Start Maternity Payment	3
Tax Credit	1
Universal Credit	175
Winter Fuel Allowance	0
Total	704

Table 5: Interviews by service type

Service Type	Number of interviews
Affordable Warmth Scheme	13
Blue Badge Scheme	251
Boiler replacement	4
Bryson energy advice/ Bryson home safety check	22
Carer's Credit	2
Carer's NI	14
Debt Advice NI	0
Dementia NI	2
Direct Payment for Carers	5
Free Car Tax	8
Free School Meals	2
Help with health care costs	340
Home safety check, Ards & North Down	5
Housing rights	11
JAM card	21
Labour relations	1
Mid Ulster Age well – Home Maintenance	1
NI fire service H&S check	1
Occupational Therapist Referral	3

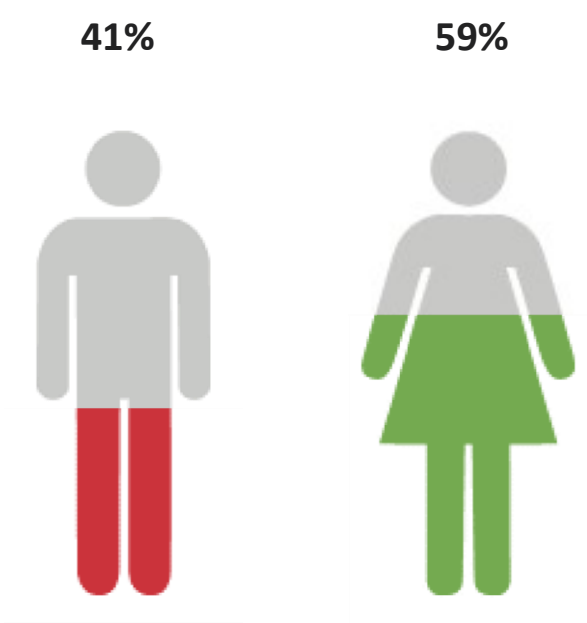
Radar key	6
Rate relief	1
School Uniform Grants	7
Smartpass	17
Social supermarket	2
St Vincent De Paul	1
TV License	4
Total	594

*These figures relate to number of benefits/services rather than number of participants (i.e. one participant could have received multiple benefits and services).

Participant demographics

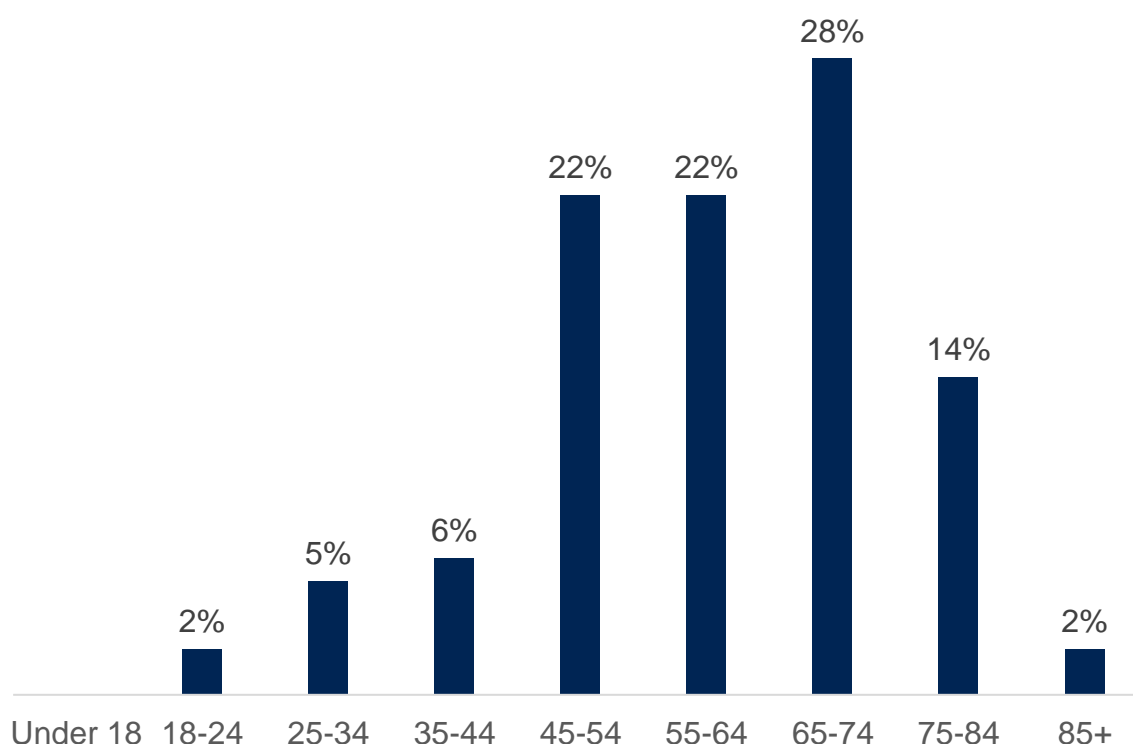
As demonstrated below, of those who responded to the survey 59% were female and 41% were male.

Figure 1: Gender of participants



Almost half (44%) of participants were over pension age (65) and just over half (57%) were of working age. The chart below shows a detailed breakdown of the age group of participants.

Figure 2: Age group of participants



Base = 933

Please note that throughout this report, when chart figures do not total 100% this is due to rounding.

Questionnaire

The questionnaire for the telephone survey was designed by Ipsos MORI in conjunction with the Make the Call team. A final version of the questionnaire was then scripted on the Computer Aided Telephone Interviewing (CATI) software package subsequently using Ipsos MORI's in-house scripting tool, Dimensions.

A copy of the final questionnaire appended to the report (see Appendix 1). The key themes covered in the survey include:

- Benefits claimed as a result of contact with Make the Call;
- Services or supports participants were made aware of by Make the Call;
- The extent of the impact of claiming a benefit/service;
- The nature of the impact on a participant's life (including physical health, mental health, and financial impacts, among others).

Following a successful pilot, the mainstage fieldwork was launched with no changes to the questionnaire required. All calls were made between 1st February and 28th March 2021.

Data processing

As described earlier in this report, the survey data was captured by the interviewers using the Computer Aided Telephone Interviewing (CATI) software package, Dimensions. The data from the surveys was collated together into one database with both numerical data and text from the open-ended questions. The numerical data was exported into the statistical software package SPSS (Statistical Package for the Social Sciences). Dimensions exported both the raw data (numbers) and the labels associated with both the question itself and the answer responses (e.g. a code '1' could indicate the response 'yes' to a particular question, code '2' could indicate a response 'no').

Separately, the text from the open-ended questions was exported into comma delimited files (CSV) for editing and coding. Coding involved grouping similar responses and assigning a code to these responses. An appropriate label to describe the code was then applied. Once coding was complete, this data was exported into SPSS as separate variables and checked against the other numeric data.

Responses were recorded in text or numeric form as appropriate. For numeric questions, "don't know" responses were denoted by "98". Where a participant refused to answer, this was recorded as 99. When questions were not relevant to a participant's circumstances (i.e. they were routed away from them) the cells in the SPSS data file were filled with a "." which is the appropriate 'system missing' value for this data analysis software.

Depth Interviews

In addition to the telephone survey, a series of 10 one-on-one depth interviews were conducted with Make the Call Customers. All those interviewed had already taken part in the main telephone survey and agreed to participate in a depth interview to discuss their survey responses in more detail. Interviews with these customers lasted approximately 40 minutes and all were conducted via telephone.

A discussion guide was developed by Ipsos MORI in conjunction with Make the Call to outline the main discussion points for the depth interviews. A copy of the discussion guide is appended to this report (see Appendix 2). The discussion guide was developed in order to understand participant's experiences before their contact with Make the Call, and then the impact of the benefit or service they received as a result, specifically focusing on how their life had changed and what receiving the benefit or service had enabled them to do.

It is important to note that depth interviews were tailored around each participant and their specific experiences based on the outputs from their initial telephone survey. A profile of each participant was formulated in advance of the depth interview, which comprised details from their CATI survey responses.

Depth interviews were also conducted with three of Make the Call's partner organisations, following a similar format to the depth interviews with customers. The depth interviews with partner organisations followed a discussion guide that focused on their experience of working with Make the Call, the impacts that the service has had both for the organisation and their clients, and an overall evaluation of the Make the Call service. A few questions were also asked around if the current partner organisations would recommend Make the Call and how Make the Call could best approach new potential partner organisations. A copy of the discussion guide is appended to this report (see Appendix 3).

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Telephone survey findings

Telephone survey findings

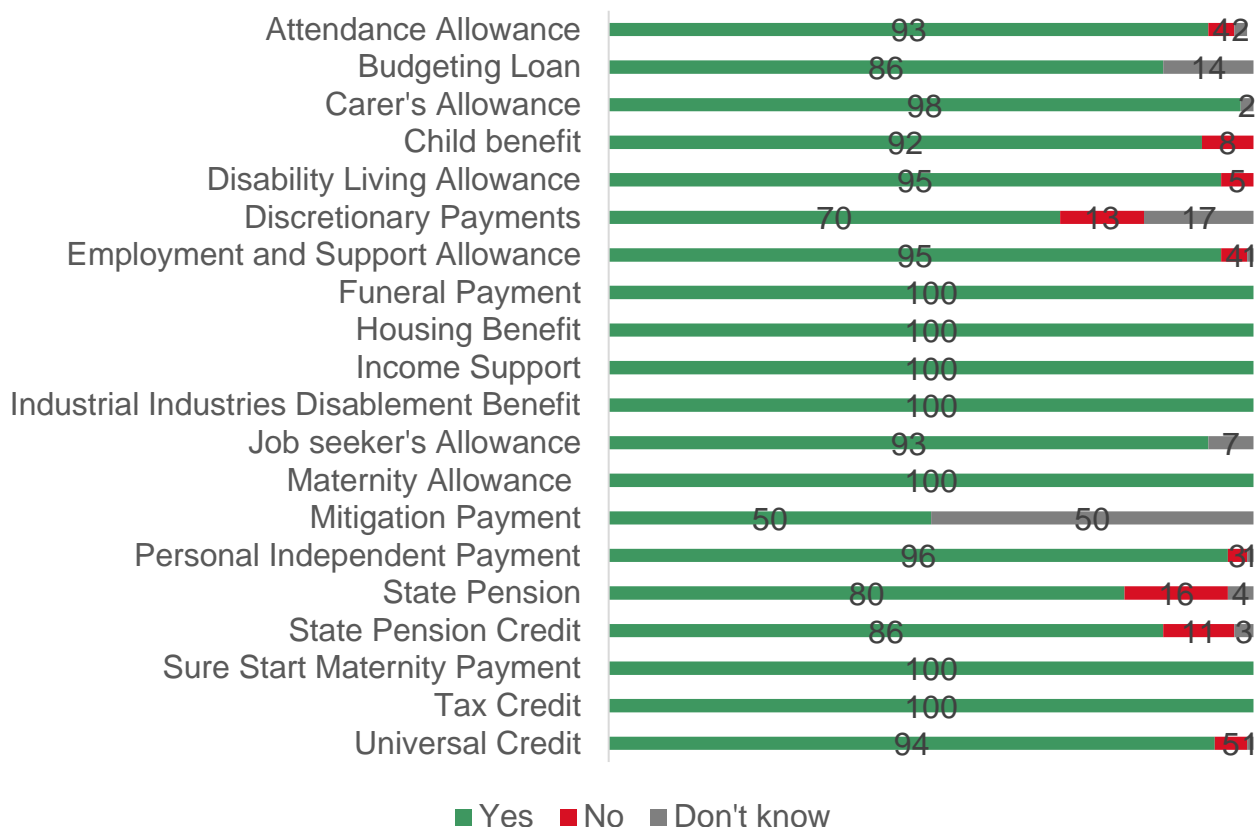
This section discusses the research findings from the quantitative telephone survey. It covers; the benefits claimed as a result of contact with the Make the Call Service, the services and supports claimed as a result of Make the Call activities. It then moves to a discussion on the extent and nature of the impacts these successfully claimed benefits and services had on the life of the participant.

Benefits claimed as a result of contact with Make the Call

The majority of survey participants (93%) had successfully claimed a social security benefit as a result of their contact with Make the Call. The most frequently applied for benefits were Attendance Allowance (20%), Universal Credit (20%), Personal Independence Payments (17%), Employment Support

Allowance (11%) and Carer's Allowance (7%). The success rate of applications for benefits varied greatly; 100% of participants who claimed Maternity Allowance, Income Support, Housing Benefit, Sure Start, Industrial Injuries Disability Benefit, Tax Credits, and Funeral Payments were successful in their application, whereas less participants successfully claimed Mitigation Payments (50%) and Discretionary Payments (70%). It should also be noted that often participants applied for more than one benefit, e.g. State Pension and Rate Relief and may have received one of the benefits applied for but not all.

Figure 3: Benefits received as a result of using Make the Call

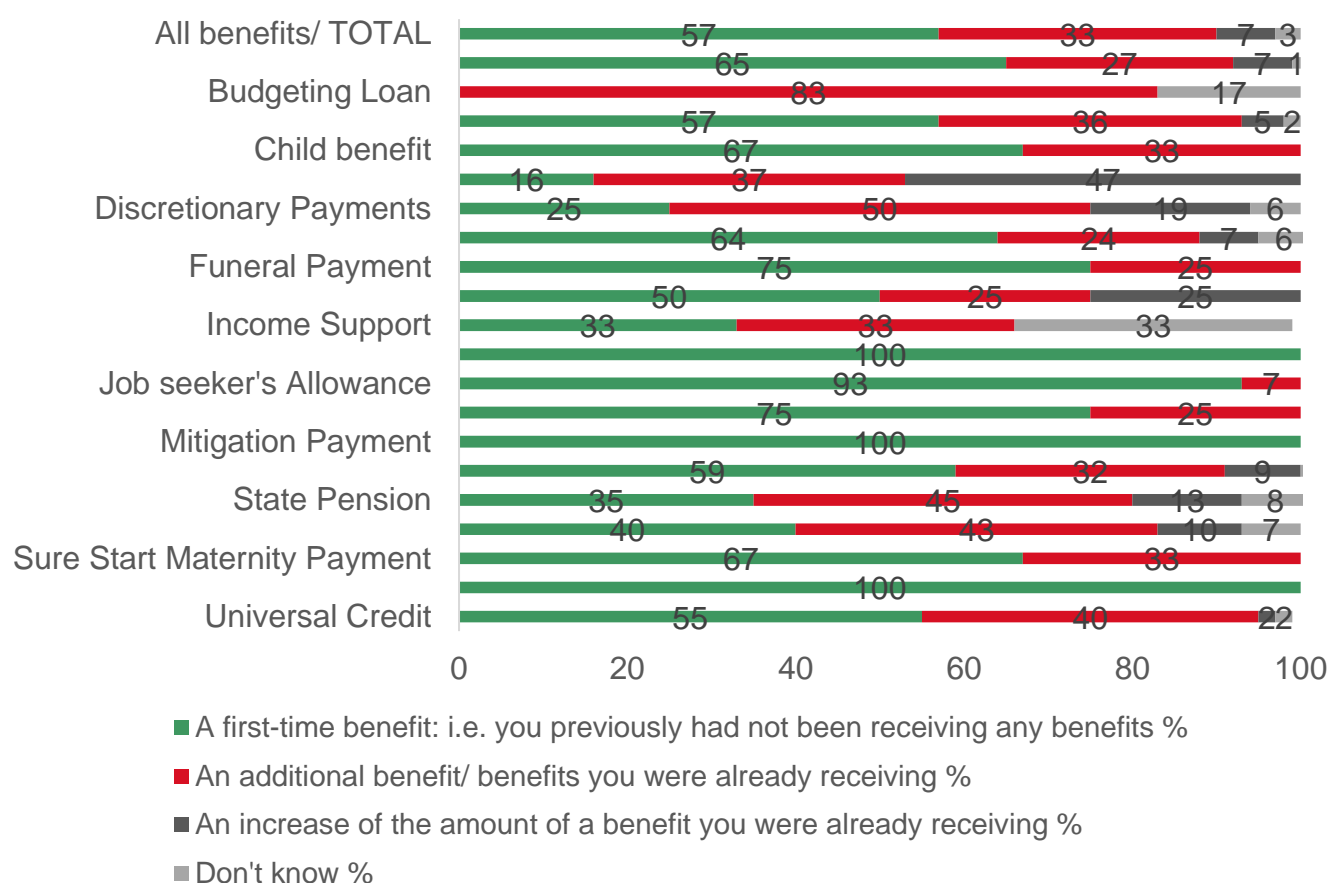


Base = 835

As demonstrated in Figure 4 over half (57%) of those who had successfully claimed a social security benefit through the Make the Call service had not previously received any other benefits. Furthermore, for one third (33%) of participants, the social security benefit they received as a result of Make the Call activities was additional to other benefits they were already receiving and a further 7% of participants received an increase to the benefits they were already receiving. All participants who reported receiving Tax Credits had not previously received any other social security benefit. This is likely as participants can also work whilst claiming these benefits.

Two thirds of Child Benefit claimants (67%) and Attendance Allowance claimants (65%), as well as half (50%) of those claiming Housing Benefit, had not previously claimed any other social security benefit. Over four fifths (83%) of those claiming a Budgeting Loan and half (50%) of those claiming Discretionary Payment received this benefit in addition to other social security benefits they were already receiving. Almost half (45%) of those who successfully claimed State Pension and 43% of those claiming State Pension Credit reported that they received an additional financial amount of the benefit that they were already claiming.

Figure 4: New benefits received as a result of using Make the Call



Base = 780

Services and supports participants were advised of

As demonstrated in Table 6, two thirds (67%) of participants confirmed that in addition to Social Security Benefits that the Make the Call Staff had also advised them about other supports and services to which they may be entitled. As shown below, for most services the majority of participants reported that they were advised about the support or service. Broken down by benefit type, 100% of those who were entitled to a free TV license, Carer's Credit, a school uniform grant, home safety checks (including Mid Ulster home maintenance and NI Fire Service), St Vincent De Paul and Rates Relief confirmed that they were informed about it. A further 88% of those who were entitled to free car tax, confirmed they were made aware of this, and 82% of those who were entitled to a Blue Badge confirmed that they were told this information.

Just under a quarter (24%) reported that they were not or do not recall being advised about other supports and services that they were entitled to. The number of participants who indicated they were not told about the support or service, was highest for those entitled to Boiler Replacement (50%), Social Supermarket (50%), Dementia NI (50%), Bryson (50%), and free school meals (50%). It is important to note that memory and recall may have contributed to the number of participants who did not confirm they were made aware of a service or support given the age profile of the participants and the potential time lapse since they were in contact with Make the Call.

Table 6: Services and supports told about

Benefits	Yes, told about the support/service	No not advised about the support/service or didn't remember being advised	Don't know
Total	67%	24%	9%
TV License	100%	-	-
Smart pass for public transport/ Bus Pass	64%	21%	14%
Blue Badge Scheme	84%	14%	2%
Boiler Replacement	50%	50%	-
School Uniform Grants	100%	-	-
Carer's Credit	100%	-	-
Help with health care costs	57%	33%	10%
Free School Meals	-	50%	50%

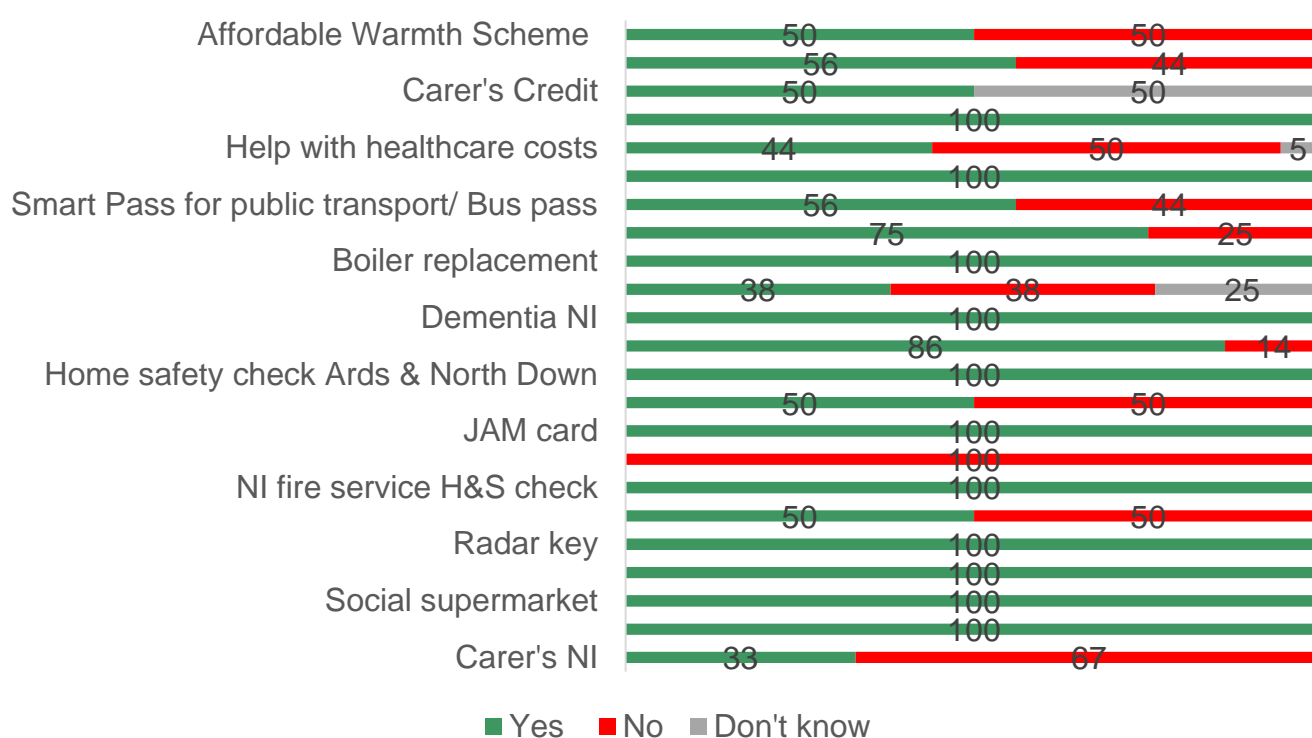
Affordable Warmth Scheme	62%	31%	8%
Direct Payment for Carers	20%	40%	40%
Bryson energy advice/ Bryson home safety check	36%	50%	14%
Dementia NI	50%	50%	-
Free Car Tax	88%	-	13%
Home Safety Check Ards & North Down	60%	20%	20%
Housing rights	55%	27%	18%
JAM card	48%	33%	19%
Labour Relations	-	100%	-
Mid Ulster Age Well Home Maintenance	100%	-	-
NI fire service H&S check	100%	-	-
Occupational Therapist Referral	67%	-	33%
Radar Key	67%	-	33%
Rate Relief	100%	-	-
Social supermarket	50%	50%	-
St Vincent De Paul	100%	-	-
Carers NI	64%	14%	21%

Services applied for

Participants were also asked if they applied for supports and services after being made aware of their eligibility by a member of the Make the Call team. As demonstrated in Figure 5, just over half (54%) of the participants who had been advised about supports and services they may be eligible for by the Make the Call team decided to apply for the relevant supports or service.

All of those who were eligible for Free School Meals, School Uniform Grants, Direct Payment for Carers, Boiler Replacement, Home Safety Check Ards & North Down, JAM Card, home safety checks, Radar Key, Rates Relief, Social Supermarket, and St Vincent De Paul, all participants reported that they subsequently applied for these services. This contrasts with those who were eligible for the Carer's NI with a third (33%) of participants going on to apply for this service, only a quarter (25%) going on to apply for a free TV License, and only 14% applying for free car tax. Around half of those who were eligible for the Blue Badge Scheme (56%), Affordable Warmth (50%), Carer's Credit (50%), Help with Healthcare (50%), Smartpass (44%), Housing Rights (50%) and Occupational Therapist Referral (50%) went on to apply for this service. Due to the relatively small numbers involved in each sub-category, it is not possible to determine if there were any significant differences between those who did and did not apply.

Figure 5: Services and Supports applied for as a result of Make the Call



Base = 437

Participants who did not proceed to apply for services that they were told they might be eligible for stated a variety of reasons for why they chose not to apply for the service. While the main reasons for not applying were varied, they generally hinged upon a lack of time, lack of relevance, or lack of belief that they were entitled.

As demonstrated in Table 7, the largest proportion of all services that were not applied for was the Blue Badge scheme, accounting for 48% of all services that were not applied for. Almost half (44%) of survey

participants who were entitled to apply for a Blue Badge did not apply for it. For those participants who chose not to apply for Blue Badge, more than one quarter (26%) did not feel it was necessary or that it wasn't right for them, a further 19% did not apply for a Blue Badge because they did not get round to it or didn't have time. Nearly half (48%) provided an 'other' answer which most frequently included not driving, being unsure if they were eligible, and not understanding the application form as the main reasons for not applying.

Help with health care costs was the second most frequent benefit or service that participants had not applied for, accounting for 40% of all benefits or services not applied for. In total, half (50%) of people who were entitled to help with healthcare did not submit an application. One third (33%) of these participants noted that they had not applied for help with health care costs as they did not think it was necessary or that it was right for them. Less than one fifth (15%) reported that they did not apply for help with health care costs because they had not got around to it or didn't have time. A further 44% who provided an 'other' response stated that they were not eligible or felt they wouldn't be eligible or had trouble understanding the application form.

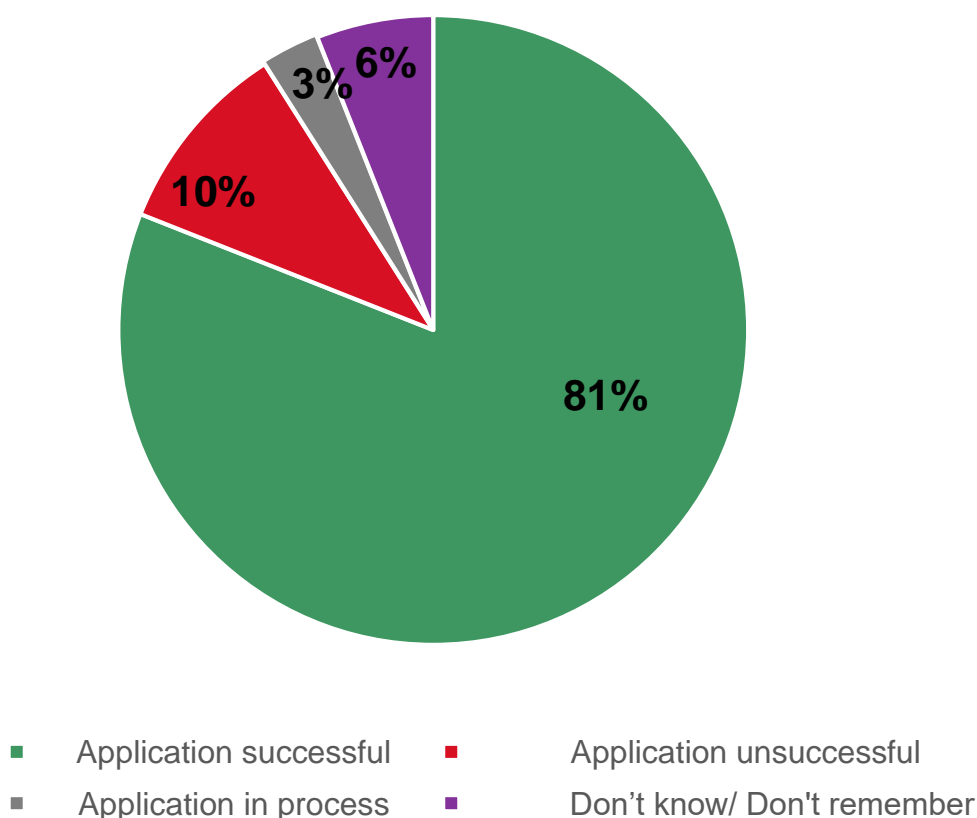
Table 7: Reasons for not applying for services and supports

	Total	Affordable Warmth Scheme	Blue Badge	Help with Healthcare costs	Smart Pass	TV Licence	Bryson energy advice/ home check	Free car tax	Housing rights	Mid Ulster Age Well Home Maintenance	Occupational Therapist Referral	Carers NI
Sample size	192	6	90	75	4	1	4	1	3	1	1	6
% of unapplied for benefits	100%	3%	48%	40%	2%	<1%	2%	<1%	2%	<1%	<1%	3%
I didn't feel it was necessary	25%	-	22%	28%	25%	-	50%	-	67%	-	-	33%
I didn't get around to it/ didn't have time	16%	33%	19%	15%	-	-	-	-	-	-	-	-
I didn't feel it was right for me	6%	-	4%	5%	-	-	25%	-	33%	-	-	17%
Forgot to apply	4%	-	4%	5%	-	-	-	-	-	-	-	-
I felt the application process was too long	4%	-	8%	-	-	-	-	-	-	-	-	-
I didn't feel it would be helpful for me/ my family	1%	-	2%	-	-	-	-	-	-	-	-	-
I didn't feel it would make an impact financially	1%	-	-	1%	-	-	-	-	-	-	-	-
Other answers	48%	66%	48%	44%	75%	100%	25%	100%	-	100%	-	50%
Don't know	1%	-	-	1%	-	-	-	-	-	-	100%	-

Application success

As demonstrated in Figure 6 the majority (81%) of those who did proceed to apply for the services or supports they were informed they were entitled to by a member of the Make the Call team reported that their application was successful, a slight increase from the previous Independent Make the Call Report (2019)¹. Just one in ten (10%) reported that their application was unsuccessful and the remaining 9% reported that their applications were still being processed (3%) or that they didn't know or couldn't remember (6%).

Figure 6: Application success



Base = 248

As there was a relatively small base across each of the different services it was not possible to identify any significant differences in the success rate for each service and support. However, the Blue Badge Scheme was the one most applied for and had an 88% success rate.

For those who reported that their application was unsuccessful, the most frequently produced reason was because their disability did not reach the standard needed to receive a Blue Badge. For a few, they had not filled in the form properly or were unable to fill in the form

¹ Independent Report on the Social Return on Investment of the Make the Call Wraparound Service (2019)

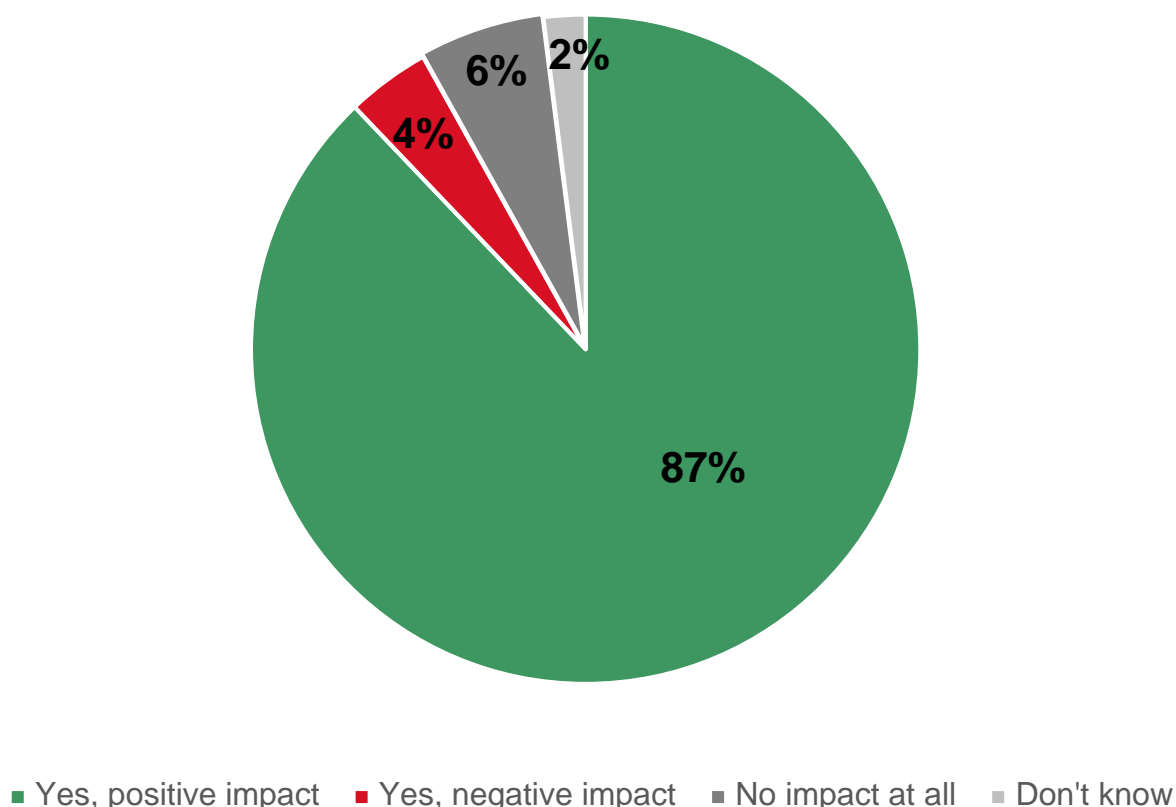
<https://www.communitiesni.gov.uk/sites/default/files/publications/communities/dfc-report-on-social-return-investment-mtc.PDF>

Impacts of benefits and services

Participants were asked a series of questions relating to the impacts of any benefits or services received as a result of their contact with the Make the Call service. As demonstrated in Figure 7, the vast majority (87%) of participants noted that the benefit(s) they received as a result of their contact with Make the Call service had a positive impact on their life. Only 4% reported that the benefit or service they received as a result of their contact with Make the Call had a negative impact on their life. The remaining 8% of participants either didn't know or reported that receiving the benefit or service as a result of their contact with Make the Call had no impact at all on their life.

Type of impact

Figure 7: Has the benefit/service had an impact on your life?



Base = All confirming claiming/ successful in applying for benefits/services (1,003)

A very small percentage of participants (less than 4%) noted that they had a negative impact as a result of the Make the Call service. As a result, 38% of participants would like someone from Make the Call to contact them directly about their negative impact. Participants who experienced a negative impact were then asked to describe this impact. Due to the very small numbers involved, there were no significant differences or correlations in the feedback provided. However, a review of the responses provided suggested that negative experiences generally related to frustration with the application process, the outcome of the benefit, impacts of applying for new benefits on other benefits they were already receiving, or restrictions imposed on their lives in order to qualify for the benefit, rather than with the Make the Call service itself. A few examples include:

“We had to live off one pension while initial application for universal credit was rejected - this took away many other benefits such as housing benefit, dental, optical etc.”

“Receives the payment as a result of not being able to go outside the house due to mental health reasons, and consequently is unable to do things she wants.”

“Was previously on DLA, the process of transitioning from that to universal credit was extremely confusing and took a long time.”

“You don’t get enough money on it, very hard for anyone to live on what is provided (Universal Credit)”

A small number of participants (6%) also noted that they experienced no impact, after receiving benefits or services through the Make the Call service. As the numbers involved were small it was not possible to undertake a statistical analysis of responses, however the main reason for the lack of impact was that the increase in the amount of money was so small that there was not any noticeable difference, or that COVID restricted any noticeable changes, examples of feedback provided includes:

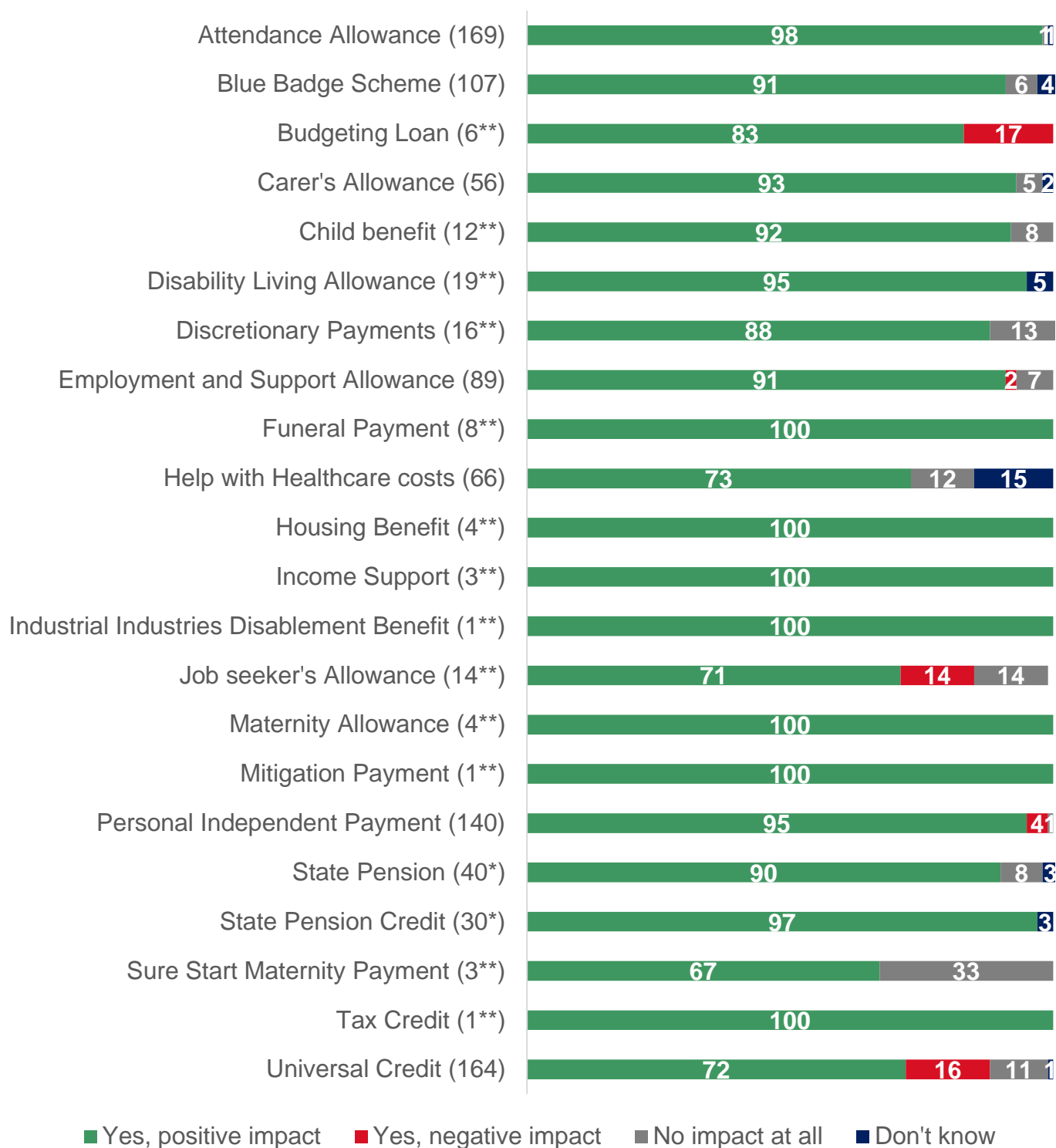
“It is not a massive amount of money, personally I do not think its high enough to live off (Universal Credit).”

“Have not been able to use it because of COVID (Radar Key).”

Overall, it is clear that for those who have successfully claimed a social security benefit or service as a result of their contact with Make the Call, have had a positive impact upon their daily life. When this is broken down by benefit or service type, as demonstrated in Figure 8a, it is evident that positive impact is largely identified across all social security benefits as well as services and supports.

However, a greater proportion of participants who received a Budgeting Loan (17%), Universal Credit (16%), and Job Seekers Allowance (14%) reported negative impacts than those who received any other benefits. The only service to have participants note a negative impact to their life was the service of Smartpass, with a quarter (25%) of participants experiencing a negative impact². Due to the relatively small number of participants in some of the sub-categories it is not possible to determine if there are any statistically significant differences among participants who stated that receiving Job Seekers Allowance had a negative impact.

² Please note that the total number of participants answering on impact of the SmartPass was very low (4).

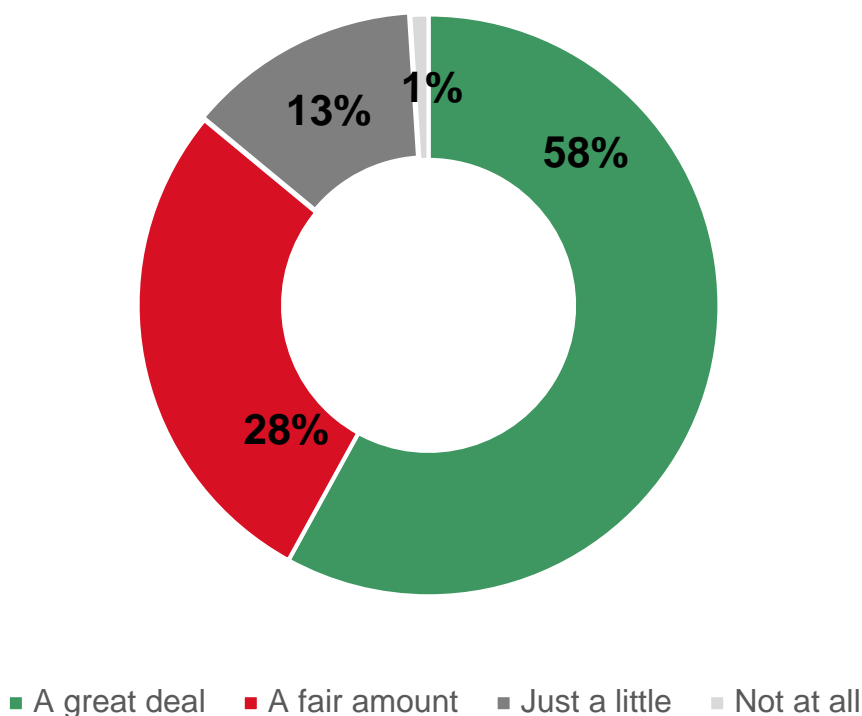
Figure 8: Has the benefit/ service had an impact on your life?

Base of each benefit in brackets. *Caution: small base. ** Caution: very small base

Extent of impact

Of those who reported that the benefit or service they had received as a result of Make the Call activities had a positive impact on their life, the majority (86%) noted that the benefits/services had a great deal or, fair amount of impact. As demonstrated below, 99% of participants stated that receiving benefits/ services had some positive impact on their life. Six in ten (58%) of participants stated that receiving the benefits/services had a great deal of positive impact on their life, just under three in ten (28%) said it had a fair amount of positive impact on their life and just over one in ten (13%) said it had a little positive impact on their life.

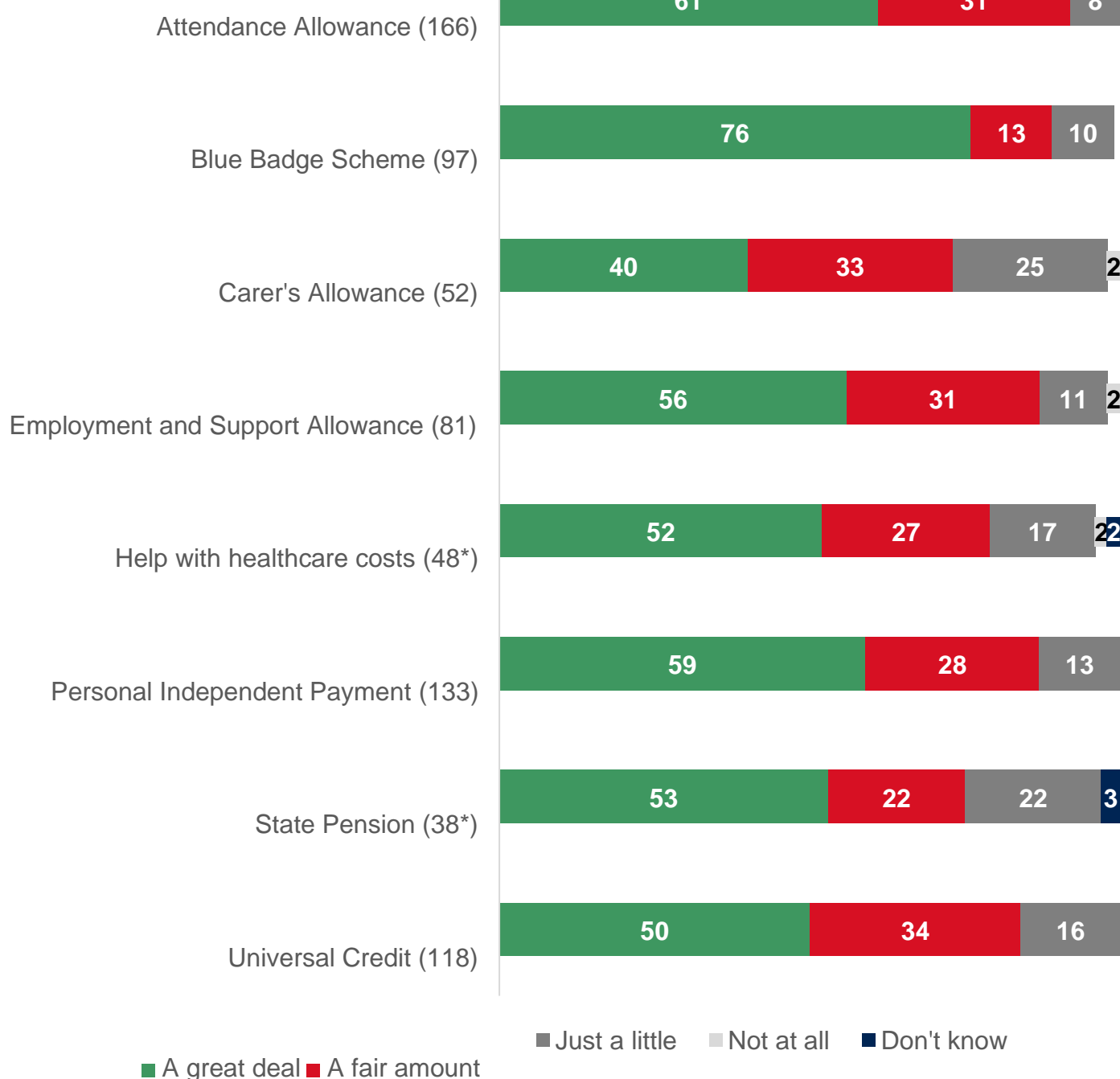
Figure 9: Extent of positive impact



Base = All those responding about experiencing a positive impact (877)

It is clear that for those who successfully claimed additional services/supports as a result of their contact with Make the Call, this had a significant amount of positive impact upon their daily life. When broken down by benefit and service type, as demonstrated below in Figure 10, three quarters of participants who availed of the Blue Badge Scheme (76%) noted that it had a great deal of impact on their life. Additionally, more than half of those who received Attendance Allowance (61%), Personal Independent Payment (59%), State Pension (53%) and Help with Health Care costs (52%) noted that the benefit or service had a great deal of positive impact on their life.

Figure 10: To what extent has receiving benefits/services had a positive impact on your life?



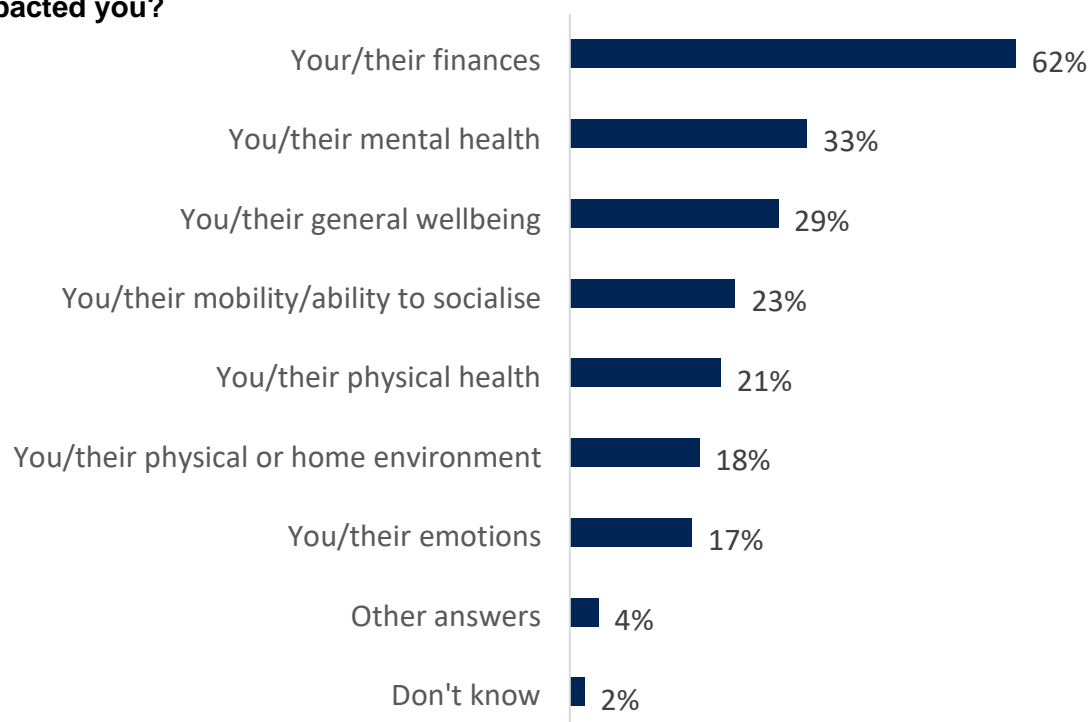
Base of each benefit in brackets. *Caution: small base

Whilst there were no statistically significant differences between the rated impacts of the different benefits, and age of participants, those who had received the Smart Pass service (33%) and those who had received Job Seeker's Allowance benefit (60%) were most likely to rate the impact as 'Just a little.' These statistics have shifted from the previous report in 2019⁵, which found that all participants who received this service found that the Smart Pass provided a great deal of improvement to their lives and only a quarter (25%) found that Job Seeker's Allowance provided 'Just a little' improvement to their lives.

Nature of impact

Participants who stated that they had been positively impacted by successfully claiming a social security benefit or additional service/support were subsequently asked to indicate the specific nature of this positive impact. Overall, across benefits and services financial impact was the most frequently cited impact (62%), followed by increased mental health (33%), and improved general wellbeing (29%). Many areas of positive impact saw an increase from the previous report produced in 2019⁵, where 60% experienced a positive impact on their finance, 24% on their mental health, and 19% on their general wellbeing.

Figure 11: In which of the following ways has receiving the benefit/ service impacted you?



Base = 877

There were no significant differences in the type of impact reported across the different benefits and services. Although those who received benefits tended to be more likely to cite financial impacts than those who received services and supports. Additionally, those who received a Blue Badge were also more likely to report that their mobility and ability to socialise had been positively impacted.

In Table 8 (overleaf), due to low base numbers, the three benefits and services with the most robust base numbers have been selected in order to demonstrate the ways in which receiving these benefits and supports/services have positively impacted the lives of the individual recipients.

For those who received Universal Credit the most significant impact by far was on their financial situation (73%), followed by their mental health (32%), their general wellbeing (28%), their emotions (16%), and their physical or home environment (15%).

Table 8: Nature of impact for top 3 benefits/services

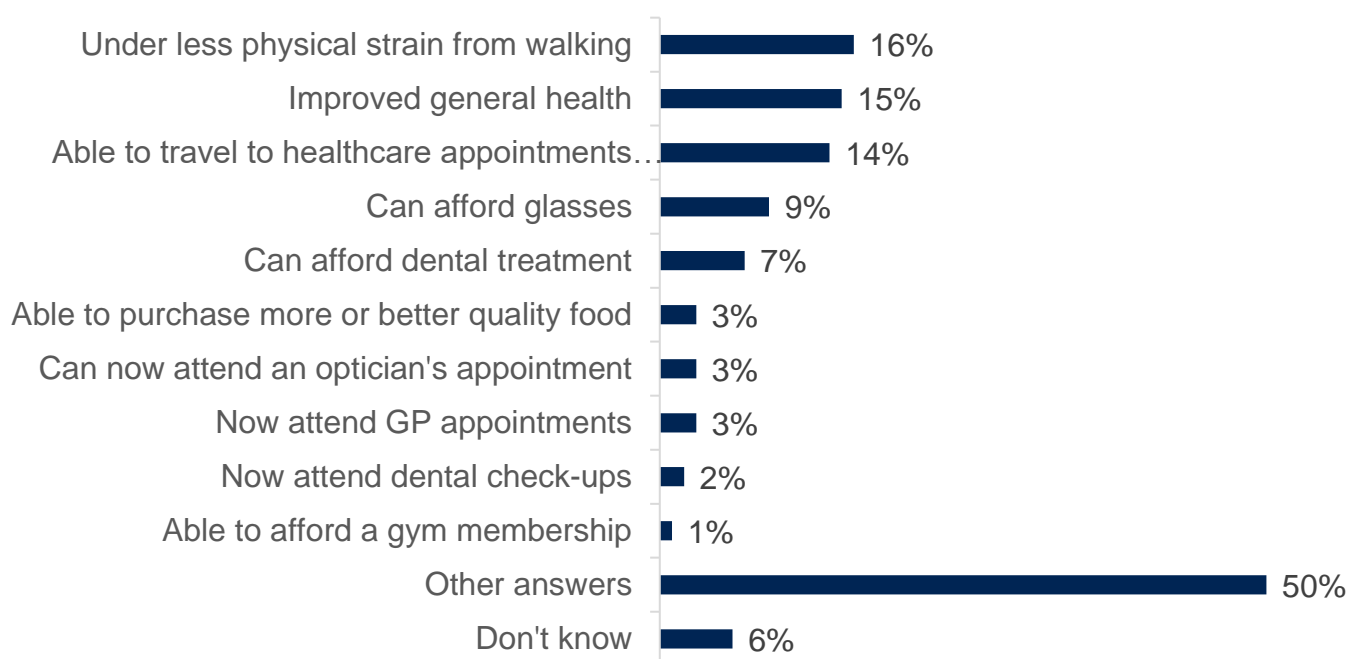
	Total	Universal Credit	Blue Badge Scheme	Help with health care costs
Base numbers	877	118	97	48
Your/ their finances	62%	73%	11%	46%
Your/ their physical health	21%	11%	36%	44%
Your/ their mental health	33%	32%	22%	23%
Your/ their mobility or ability to socialise	23%	9%	74%	10%
Your/ their physical or home environment	18%	15%	9%	8%
Your/ their general wellbeing	29%	28%	21%	29%
Your/ their emotions	17%	16%	14%	17%
Other answers	4%	3%	5%	2%
Don't know	2%	3%	-	2%

For those who received the Blue Badge Scheme, their mobility and ability to socialise was the most significant impact (74%). For those who received a Blue Badge, their physical health (36%), mental health (22%) and general wellbeing (21%) were also positively impacted.

For those who received Health with Healthcare costs the principal impact cited was on their financial situation (46%), but similarly there were significant impacts to their physical health (44%). Additionally, the subsequent strongest impacts were on their general wellbeing (29%), mental health (23%) and their emotions (17%). Help with Healthcare costs provided the largest impact on physical health when compared with the other benefits and services.

Physical health impacts

Participants identified a wide variety of ways in which the benefits and/or services they received through Make the Call impacted upon their physical health. The most frequently cited were, under less physical strain from walking (16%), improved general health (15%), and able to travel to healthcare appointments i.e. hospital (14%).

Figure 12: Positive physical health impacts

Base = all responding on this positive impact element (188)

An additional half of participants (50%) reported other physical health benefits from the benefits and services received, qualitative feedback provided by participants showed that these were very varied, but they tended to concentrate around three benefits or support/ services, and these were Attendance Allowance, the Blue Badge Scheme, and Personal Independence Payments.

For those who received Attendance Allowance the other answers that they gave as to the how receiving the benefits had impacted them included being able to get out and about or have someone with them who could provide assistance with driving to appointments. For others, it also meant being able to afford to improve their current living conditions or being able to hire help to do physical labour around the house or to help clean.

"If I need physical labour done for me, I can pay for them."

"I've been able to install a shower and downstairs toilet."

"It means I can get more things to help me around the house, and to get things sorted electrically so I can access things easier."

For those who received the Blue Badge Scheme their other answers centred around being able to get out and about more, thereby enhancing their physical health and overall quality of life. Many stated that by just being able to park closer to the front of a shop made them feel more confident that they could go out of the house. Many comments focused around increased independence and feelings to relief that they did not have to worry about having to walk too far.

“Would not have been able to leave home without it.”

“Shopping is much easier.”

For those who received Personal Independence Payment, along with the other reasons demonstrated in the Figure 12, the other answers people gave were that they felt overall more independent. For example, they were able to get out to the shops more on their own and just be able to be out of their homes more to enjoy various places. For others, improvements to their physical health were simply being more comfortable and being able to purchase physical aids such as wheelchairs.

“Now I am able to go places and enjoy the fresh air.”

“Can keep myself warm and it helps my bones move.”

“It enables me to put things in place in the house so there is less risk of falling.”

Some participants who reported that their physical health had been positively impacted by receiving a benefit and/or service as a result of their contact with Make the Call specifically mentioned that they were now able to attend optical and dental appointments. Participants who specified this were then asked whether they would have been likely to attend these appointments prior to receiving the benefit or service. The majority of these participants revealed that prior to receiving the benefit or service through Make the Call, they would have been very unlikely to attend these appointments. Many participants commented that as a result of the benefits and/or services that they could now afford to attend the dentist and opticians, as well as purchase the necessary products to ensure they had a good quality of optical and oral health. Being able to have these costs covered without worrying about being able to afford treatment was described as a big relief for participants.

“I just brought the form to the dentists and showed them it, and they took care of the rest. Been useful that I didn’t have to worry about covering the costs of this treatment, it was all taken care of for me.”

“I have been able to get new glasses and have dental treatment.”

“Being able to afford new glasses was a huge help, as eyesight had gotten extremely bad. Wouldn’t have been able to afford them without the scheme.”

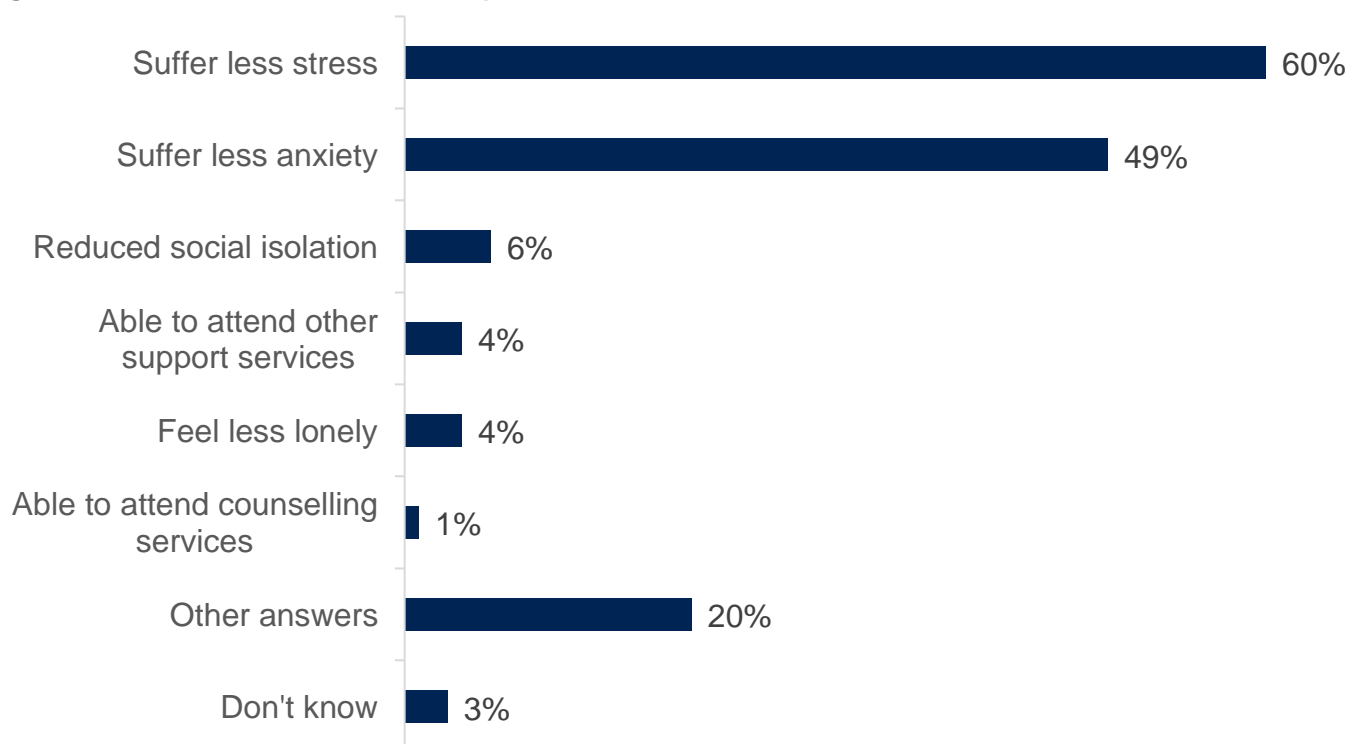
Mental health impacts

As demonstrated below, a third (33%) of all participants noted that receiving benefits and/or services as a result of their contact with the Make the Call service has had a positive impact on their mental health. This was an increase from the previously conducted Social Impact Evaluation

Report⁵ which found that almost one quarter (24%) of participants felt there was a positive impact on their mental health.

The most frequently reported specific mental health impacts include suffering less stress (60%) and a reduction in anxiety levels by nearly half of participants (49%). Both of these numbers saw a significant increase from the previous Make the Call Social Impact Evaluation Report, where just under half (49%) of participants suffered less stress and just a quarter (26%) reported suffering less anxiety.

Figure 13: Positive mental health impacts



Base = all responding on this positive impact element (293)

The majority of those who mentioned the positive impact on their mental health had received Personal Independence Payments (48%), Employment and Support Allowance (40%), Attendance Allowance (35%), and Universal Credit (32%).

One in five (20%) of participants noted 'other answers' for the ways in which receiving a benefit or service as a result of their contact with Make the Call had positively impacted their mental health. When we consider this across the four predominant benefits the 'other answers' were very varied but demonstrated how their mental health has been significantly improved as a result of the assistance that receiving the various social security benefits and/or services and supports.

'Other answers' included some of the following:

"You feel like there is some help there for you"

“Less burden of worry of not having money coming in. Able to feed the kids and pay the essentials.”

“Made life easier with carers.”

“Quite a lot in terms of recognition that someone understood what I was saying.”

Analysis of the ‘other answers’ revealed that those who received Personal Independence Allowance discussed the mental health benefits of a reduction in their worries, mostly financial, and how this benefited them mentally. This allowed some to focus on their own mental health and happiness, such as a respondent identified in saying that receiving Personal Independence *Payment* *“allowed me to work on myself more.”* A few reported that they were able to get out of the house more and do the things that they wanted to do.

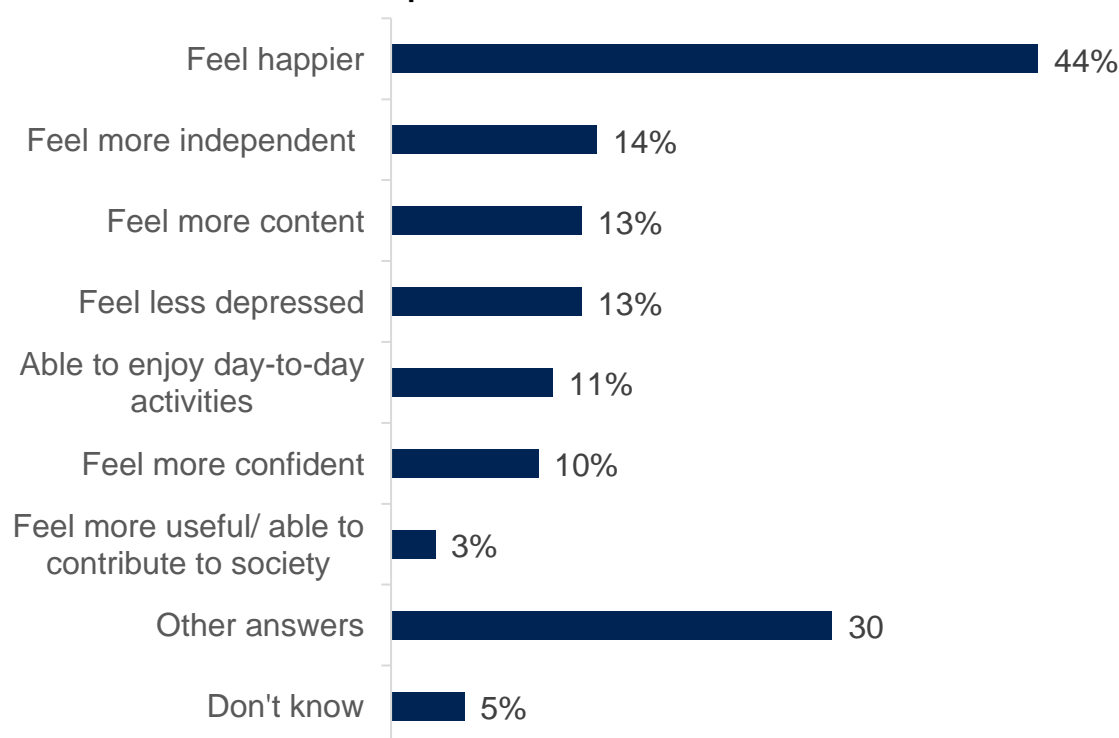
For those who received Attendance Allowance, the ‘other answers’ centred upon the fact that they how they felt they were less worried and were able to do the things they wanted to do more often. Many of these worries were lifted as a result of financial strain, such as a participant who stated, *“it eased my worries about finances.”* The qualitative responses revealed that there was a stronger sense of security for participants and that receiving the extra finances allowed them to do things that made them feel good. Comment were made around participants feeling a sense of freedom, as a result of receiving Attendance Allowance.

For those who received Employment and Support Allowance their mental health had improved as the money helped them get help with their mental health as a result of alleviating financial stress. For example, one participant stated, *“it helps financially which helps your well-being.”* A reduction in pressure as a result of having increased income was the most evident way that receiving Employment Support Allowance had a positive impact on participants’ mental health.

For those who now received Universal Credit, the mental impacts were similar to those stated about, whereby the reduction in financial pressure eased their worries. Specifically, some participants noted that they no longer had to worry *“about a roof over their head”* or being able to feed their children and afford their bills. Others, again, just felt that they were more secure and happier as a result of receiving Universal Credit.

Emotional impacts

Just under one fifth of all participants (17%) noted that they had experienced positive emotional impacts as a result of the benefits and/or services they had received as a result of their contact with Make the Call. The most frequently cited emotional impacts were feeling happier (44%), feeling more independent (14%), feeling more content (13%), and feeling less depressed (11%). The proportion of participants who reported feeling happier, increased from just under a third to nearly half as a result of receiving additional benefits, when comparing results from the previous Social Impact Evaluation Report⁵.

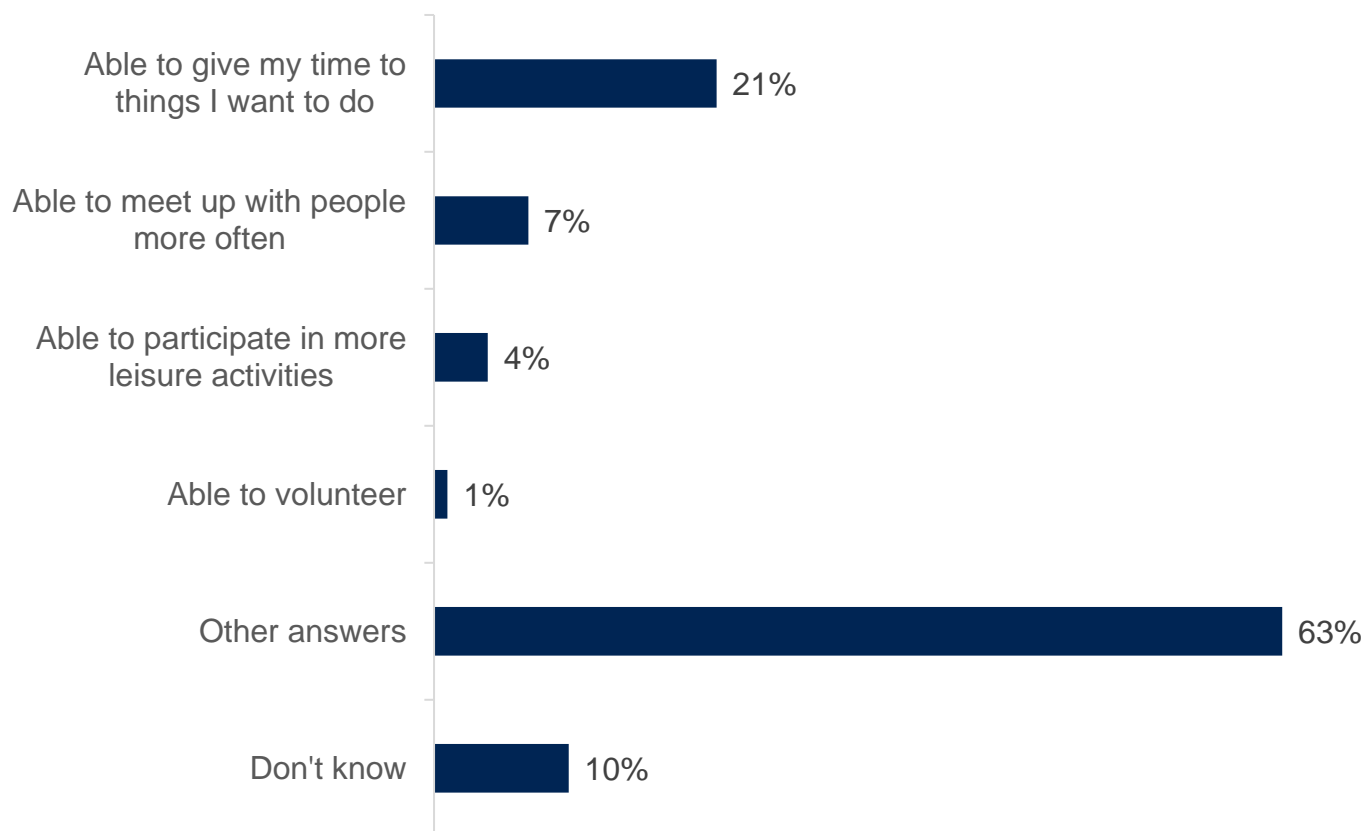
Figure 14: Positive emotional impacts

Base = all responding on this positive impact element (151)

In addition, nearly a third (30%) of participants noted other positive emotional impacts. The other impacts were very varied, however, participants generally reported feeling more secure and less stressed. For example, one participant stated, *“emotions and mental health are linked, feel more independent, less stressed and depressed.”* Many also noted that they felt less worried about things, they are calmer, and that it improved their overall state of mind, with another participant stating that they *“feel more settled”* as a result of receiving additional benefits. Participants also highlighted that being able to get out and about more has really impacted on their emotions overall. For some, it was even the acknowledgement and validation that participants were having a tough time that impacted positive on their emotions, *“I feel more positive because of the recognition that life was a struggle.”*

General wellbeing impacts

As mentioned previously, almost a third (29%) of participants reported positive general well-being impacts as a result of receiving a benefit and/or service as a result of their contact with Make the Call, and increase from one fifth (19%) in the previous Social Impact of Evaluations Report (2019) for Make the Call⁵. As demonstrated in Figure 15, more than a fifth (21%) of participants were now able to give time to the things they wanted to do and just under one in ten (7%) were able to meet with friends more often. However, an additional 63% noted that there were other general wellbeing impacts on their life.

Figure 15: General wellbeing impacts

Base = all responding on general wellbeing impact (253)

There were no significant differences in the general well-being impacts noted by type of benefit or service received. However, many commented on how they were now able to get extra assistance with things such as shopping or cleaning their homes. Many commented that they were happier and less worried. Comments were far ranging from participants relating to the 'other' impacts' experienced, and included:

"It helps with everyday survival."

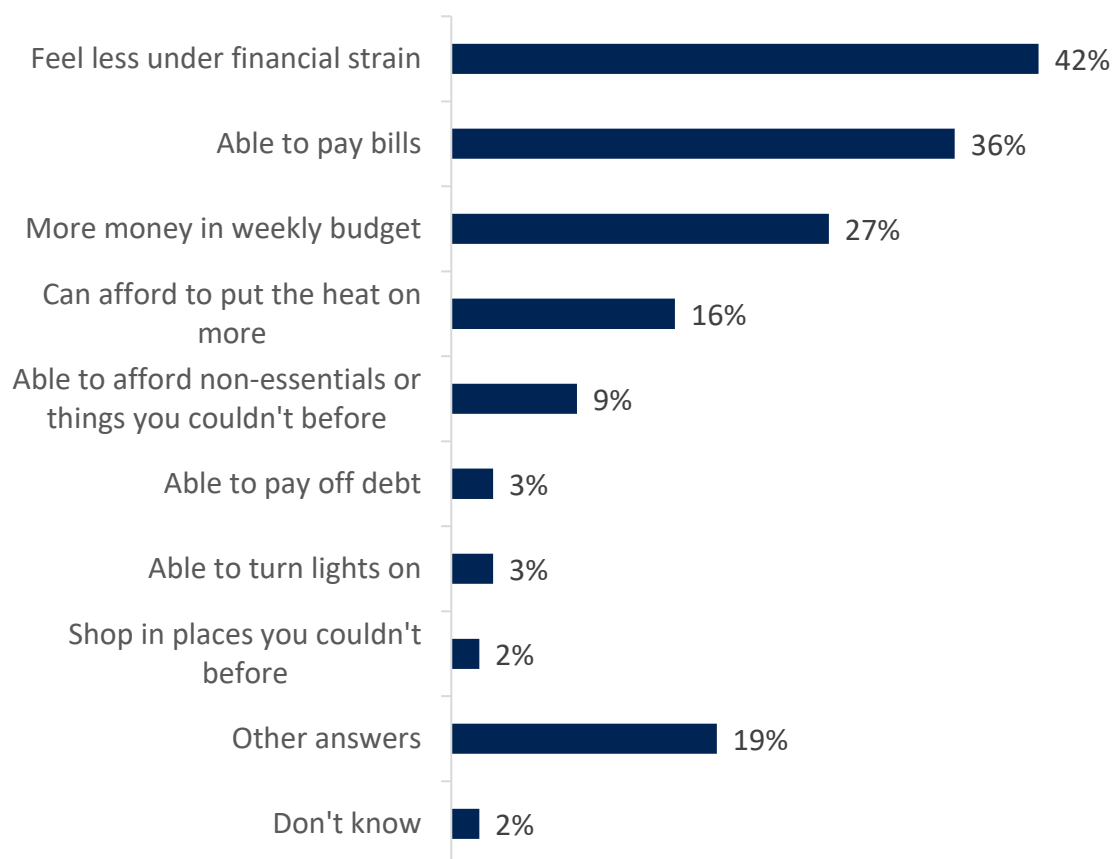
"It keeps me more cheerful and hopeful."

"Knowing I have that little bit of extra support."

"It helps me to not feel isolated."

Financial impacts

As mentioned previously, improvements to participant's finances was the more frequently cited positive impact (62%) of receiving a benefit or service as a result of their contact with Make the Call. Participants who identified finances as a positive impact specifically reported that they felt under less financial strain (42%), were now able to pay their bills (36%), and that they had more money in their weekly budget (27%).

Figure 16: Positive financial impacts

Base = all responding on positive financial impact (547)

Participants who identified financial impacts were subsequently asked to provide specific examples of what the additional money has enabled them to do. Again, a wide variety of responses were noted, however, there were common themes with many participants referring to household bills such as heating or electricity and being able to buy other essentials such as food and clothing. Many reported that the additional money has given them more *“breathing space”* or increased their *“peace of mind”* financially. For participants, not having to be frugal and *“watch every penny”* had meant that they are able to worry less about financial pressures and thus reduce their stress levels.

The most frequently mentioned area that the extra finances has impacted on participants lives is being able to afford their utilities. In particular, many participants highlighted that they are now able to heat their homes to a better standard. Additionally, participants note that they can use more electricity and are not as worried about being able to cover their utility bills. In addition to bills, many participants noted that the finances helped to cover the cost of their mortgage. For many, it allowed them to *“live a more comfortable life.”*

“It’s not as big a dread when you go to put the heating on.”

“I’m able to buy oil and coal for my fire. I was able to get heating in my room and an under blanket for my bed. I suffer greatly from cold and suffer greatly from pains.”

Another frequently cited impact was on participants' current medical situations. As a result of receiving financial benefits, participants are now able to afford essential medical and healthcare items. Additionally, participants now have better access to transportation, including taxis and finances to properly run their cars, to get to medical appointments. These benefits have further impacted participants' lives by enhancing other aspects such as their mobility, mental health and physical health. For example, one participant highlighted how they could now afford necessary medical aids which has meant that they can now get out of the house to enjoy life.

"Now I am able to pay for injections and medication I couldn't previously afford."

"I can afford to now travel to attend my hospital appointments."

Another common impact to finances as a result of the additional benefits received after being in contact with Make the Call was being able to afford more shopping. For most this included being able to purchase more food for themselves and their families. Others also noted that they were now able to purchase other essential items such as clothes and household goods.

"I am able to buy clothes and general shopping."

"I can afford more food."

"Now I can put food on table."

"I can get what I need to get and have a bit of money left over for things like last week my kettle stopped working and I was able to buy one."

Another common theme throughout the responses was participants being able to provide more for their children and families. This had a big impact on participants and was also linked to their mental health, as they felt good being able to further support their families. Some participants noted simple things, such as, "now I can buy things for my kids" and "I can care for family members," where others were able to note specific things that they could now afford to do for their families.

"Just having a wee treat for my child at the end of the week, having to pay mortgage and the bills, and now it means I can do it and not have to say no to everything my son asks for."

"It has allowed me to ensure that my daughter has everything that she needs, like all essential lady things and toiletries. It might not be much, but it really means a lot."

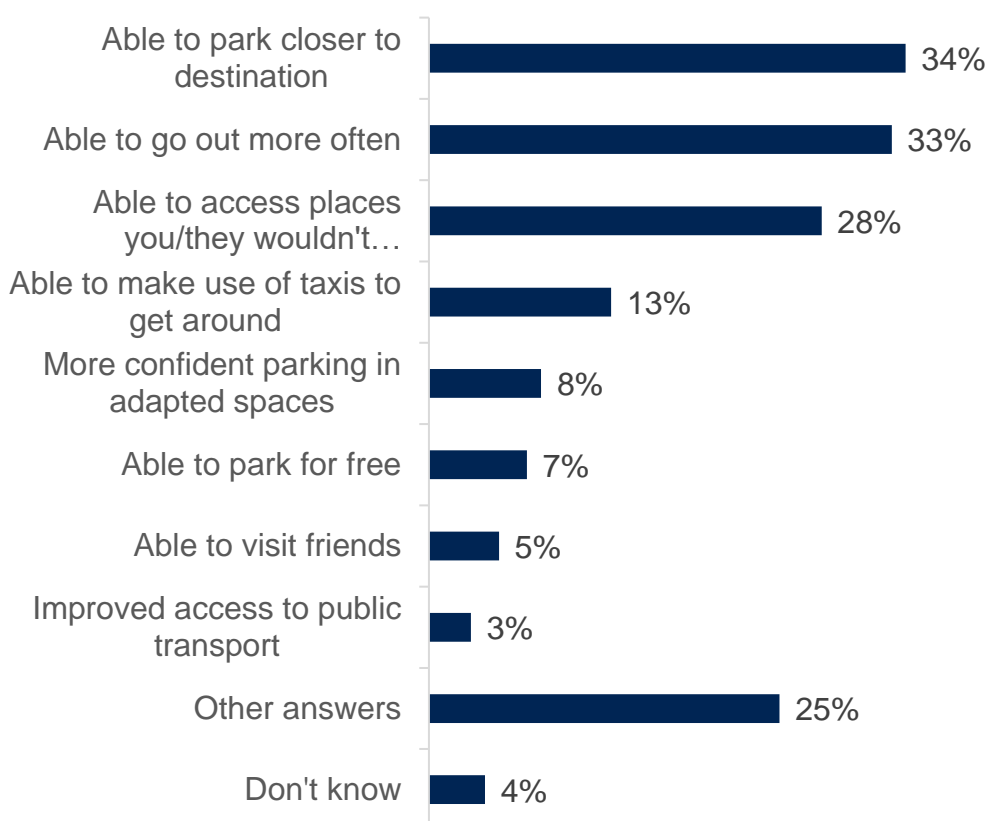
"I have been able to clear debts and help my kids out financially through COVID. They've been struggling, but now I have been able to be more of a dad."

Mobility and socialisation impacts

As mentioned previously, just under one quarter of all participants (23%) reported that their mobility and ability to socialise had been positively impacted by receiving a benefit and/or service as a result of their contact with Make the Call. Blue Badge recipients reported the highest proportion of positive

impacts to their mobility and ability to socialise, with nearly three quarters (74%) of participants identifying this impact. The most significant mobility impact was being able to park closer to the destination (34%). This was closely followed by being able to go out more often (33%) being able to now access places that they otherwise would not be able to (28%). When compared to the previous Social Impact Evaluation of Make the Call report, there was more than a two-fold increase on the proportion of participants who could now access the places that they otherwise would not have been able to, increasing from 11% to 28% in the current report.

Figure 17: Mobility and socialisation impacts



Base = all responding on mobility and socialisation impacts (200)

As demonstrated above, participants reported a wide range of positive impacts associated with mobility. A quarter (25%) of participants also cited 'other answers' which tended to focus around increased ability to get out and walk, home improvements, and being able to get out in their car more often. Some examples include:

"I have been able to put facilities in the house to help me get around, there is now a bar in the bottom of stairs and rail up the stairs, these things mean a lot to me."

"Able to access walking group now."

"Able to pay for car and keep on the road."

“Extra petrol money and taxi money to bring me to the hospital.”

Due to the small number of participants in some of the sub-categories no significant differences were noted across the various benefits and services received. However, those who received a Blue Badge, Personal Independent Payment, and Attendance Allowance most frequently reported positive mobility impacts.

Specifically, nearly half of those who received Personal Independent Payment were more likely to report being able to go out more often (44%) and being able to access places they otherwise would not have been able to (48%). It also allowed one in five participants to make use of taxis to get around (21%). Similarly, those who received Attendance Allowance were also most likely to be impacted by being able to go out more often (40%), being able to make use of taxis to get around (24%) and being able to access places they wouldn't otherwise be able to (19%). For participants who had received their Blue Badge, their most cited impact was being able to park closer to the destination which encouraged them to go out more often, with more than four in five reporting this impact (82%).

Physical/home environment impacts

Some participants (18%) indicated that receiving benefits and/or services through Make the Call had a positive impact on their physical or home environment, an increase from 14% in the previous Social Impact Evaluation Report (2019)⁵. For those who indicated that there had been a positive impact on their physical and home environment, more than half (52%) reported that they were now able to put their heat on in their home or were now able to put their heating on more often. This figure also saw an increase from the previous Social Impacts Evaluation Report (2019)⁵, where 40% of participants saw this impact.

Figure 18: Positive physical/ home environments impacts

Base = all responding on positive physical/home environment impacts (157)

Just under two fifths (39%) of participants provided 'other' answers, which were highly varied and often related to the individual's personal circumstances. However, a few participants noted that receiving new equipment or personal care items had a positive impact on their home environment. Additionally, some participants reported that they could now afford to hire additional help which positively impacted on their home environment. Participants once again highlighted that they could now do more to support their family members, as well as be able to have a more comfortable home environment. Some of the verbatim responses are noted below:

"I now have help with running the house and the cleaning."

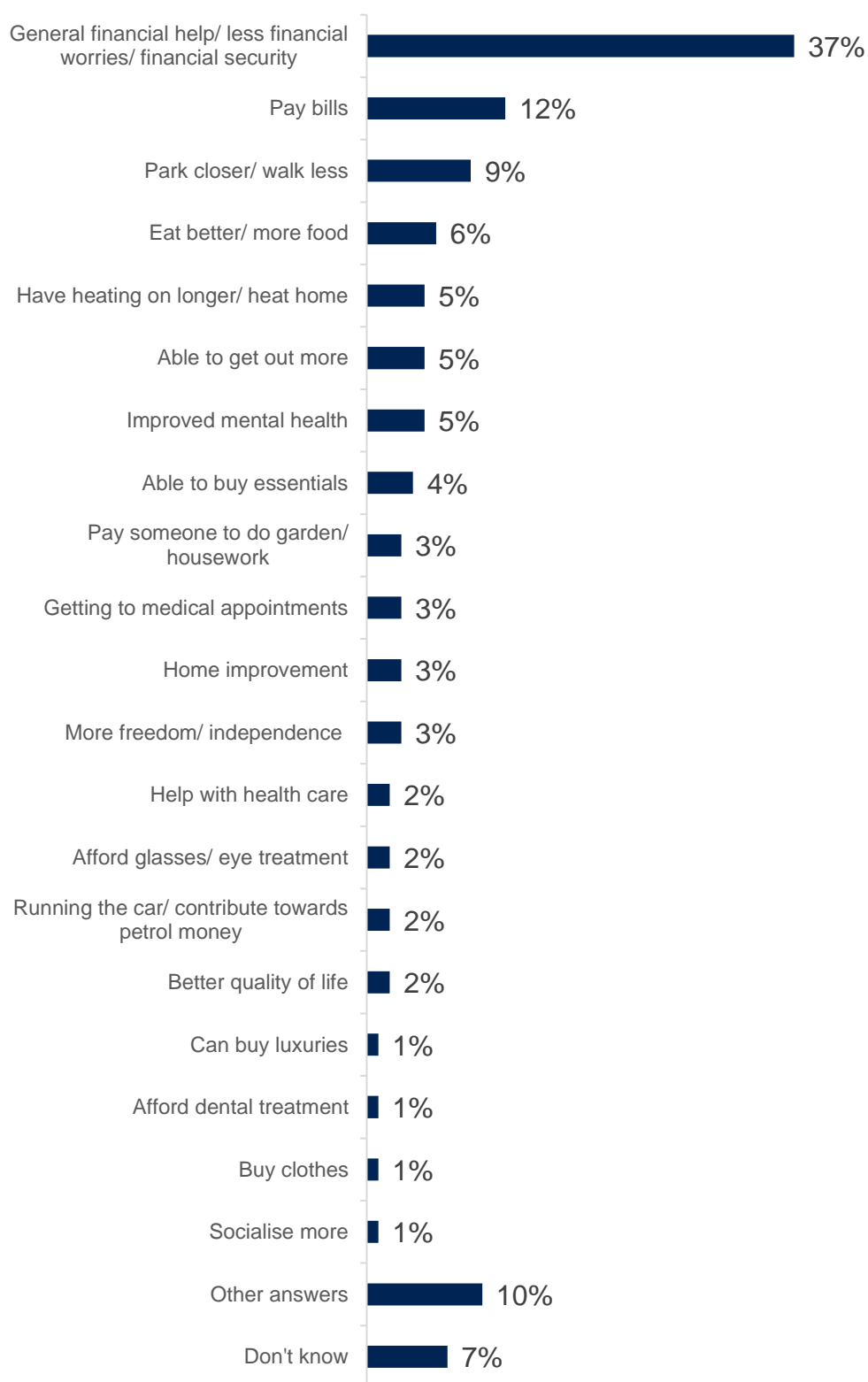
"My wife does a lot more for me, and I do not do as much as I used to, I do not get around as well."

"I can now provide food, electric and warmth, and stability in the home."

"I have been able to put a handle on the outside door, a rail up the stairs, rail out the back. I used to find it hard to get around, glad I got it all done."

Main way that the benefit/service impacted the participant's life

Following the questions around the nature of impact, participants were then asked to describe what they believed to be the main way that receiving the specific benefit or service had impacted their life for the better. As described in Figure 19a, financial impact was cited 'main' impact by half of participants (49%), including general financial help/ less financial worries/ financial security (37%) and paying bills (12%). This was then followed by one in ten people stating that the main impact for them has been being able to park closer and walk less (9%). There were some variations of 'main' impact based on the type of benefit or service received, as outlined below in Figures 19b to 19e.

Figure 19a: Main impact

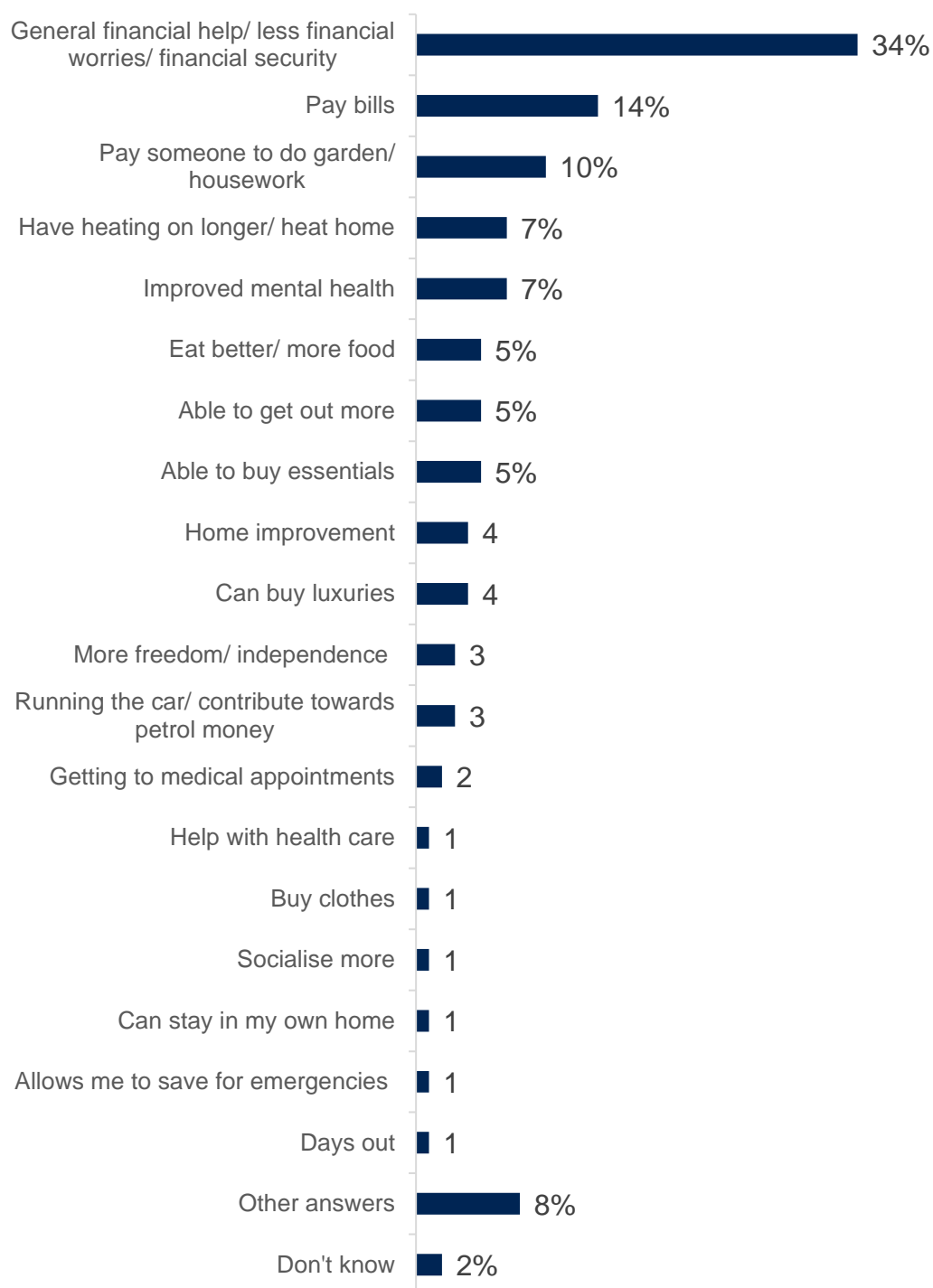
Base = all responding on main impact (877)

For those receiving attendance allowance, a third (34%) felt that their main benefit was general financial help/less financial worries/financial security, followed by 14% identifying their main benefit as being able to pay bills, and a further one in ten (10%) identifying being able to pay someone to do house and garden work as their main benefit. Some verbatim responses for those in receipt of Attendance Allowance include:

"We can now experience life not worrying about using money to either buy food or fuel. We don't have to make that choice between heating oil or electricity for cooking."

"Before I got Attendance Allowance I couldn't afford the oil to run the heat, so this is excellent."

"The main thing is I have someone who comes and do the everyday chores and also having contact with someone."

Figure 19b: Main impact – Attendance Allowance

Base = all those mentioning main impact for this benefit/service (166)

Similar to Attendance Allowance, the main benefit for nearly half (46%) of participants who were recipients of Personal Independent Payment was general help financial help/less financial worries/financial security. This was followed by similar rates of around one in ten participants citing that paying bills (9%), having the heating on longer/heating their home (8%), being able to get out more (8%) and having improved mental health (8%) as being the main benefit of receiving

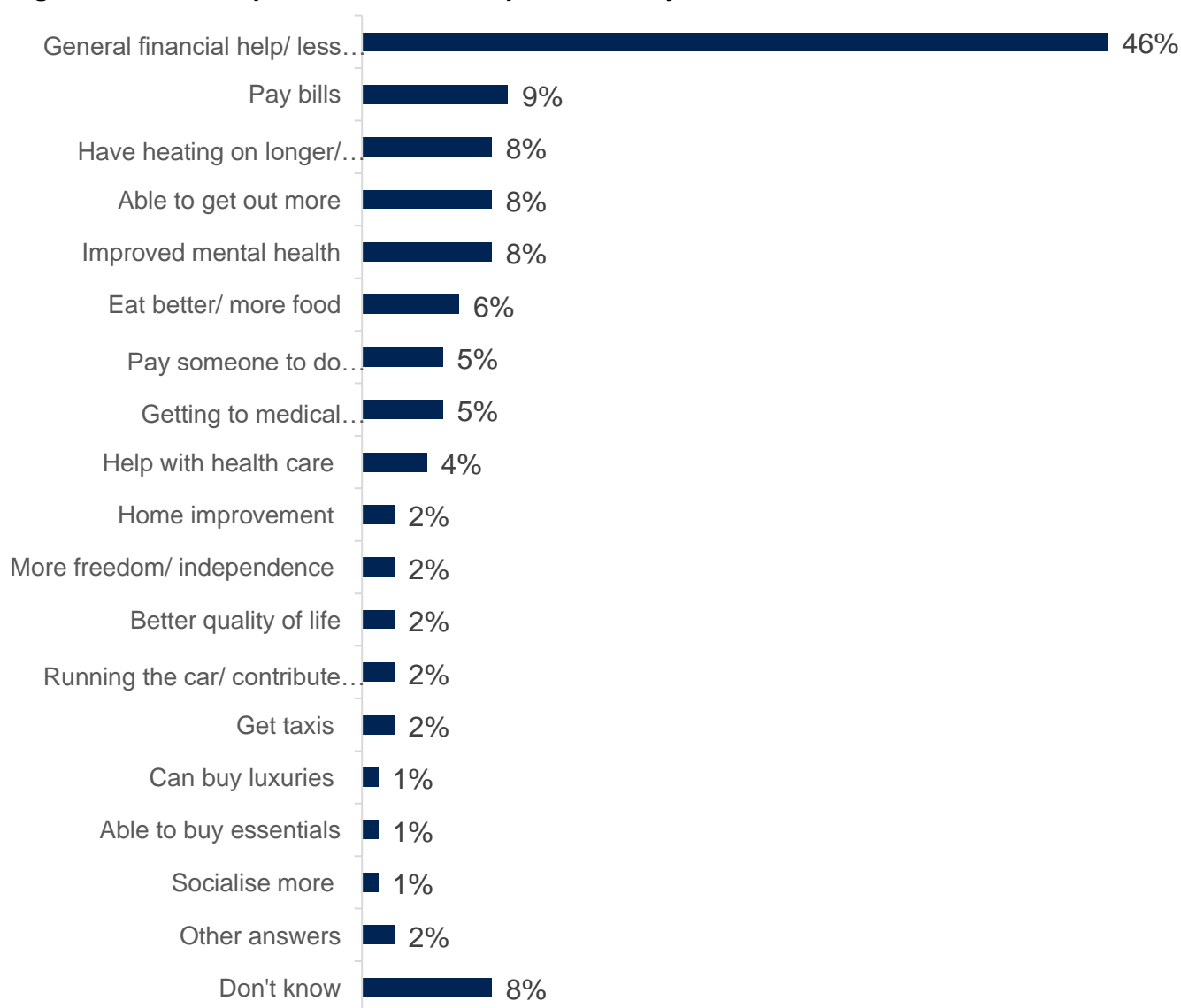
Personal Independence Payment. Some verbatim responses for those in receipt of Personal Independence Payment include:

"The bills come first. If you can't pay household bills you have debt collectors at the door."

"Without PIPs I couldn't afford the taxis so I would be struggling to make the hospital appointments."

"Live - this word covers it. It enables me to live."

Figure 19c: Main impact – Personal Independence Payment



Base = all those mentioning main impact for this benefit/service (133)

The main impacts of Blue Badge recipients focused more on mobility improvements, rather than financial. Nearly three fourths (72%) of participants who received a Blue Badge as a result of their interactions with Make the Call reported that the main impact for them was being able to park

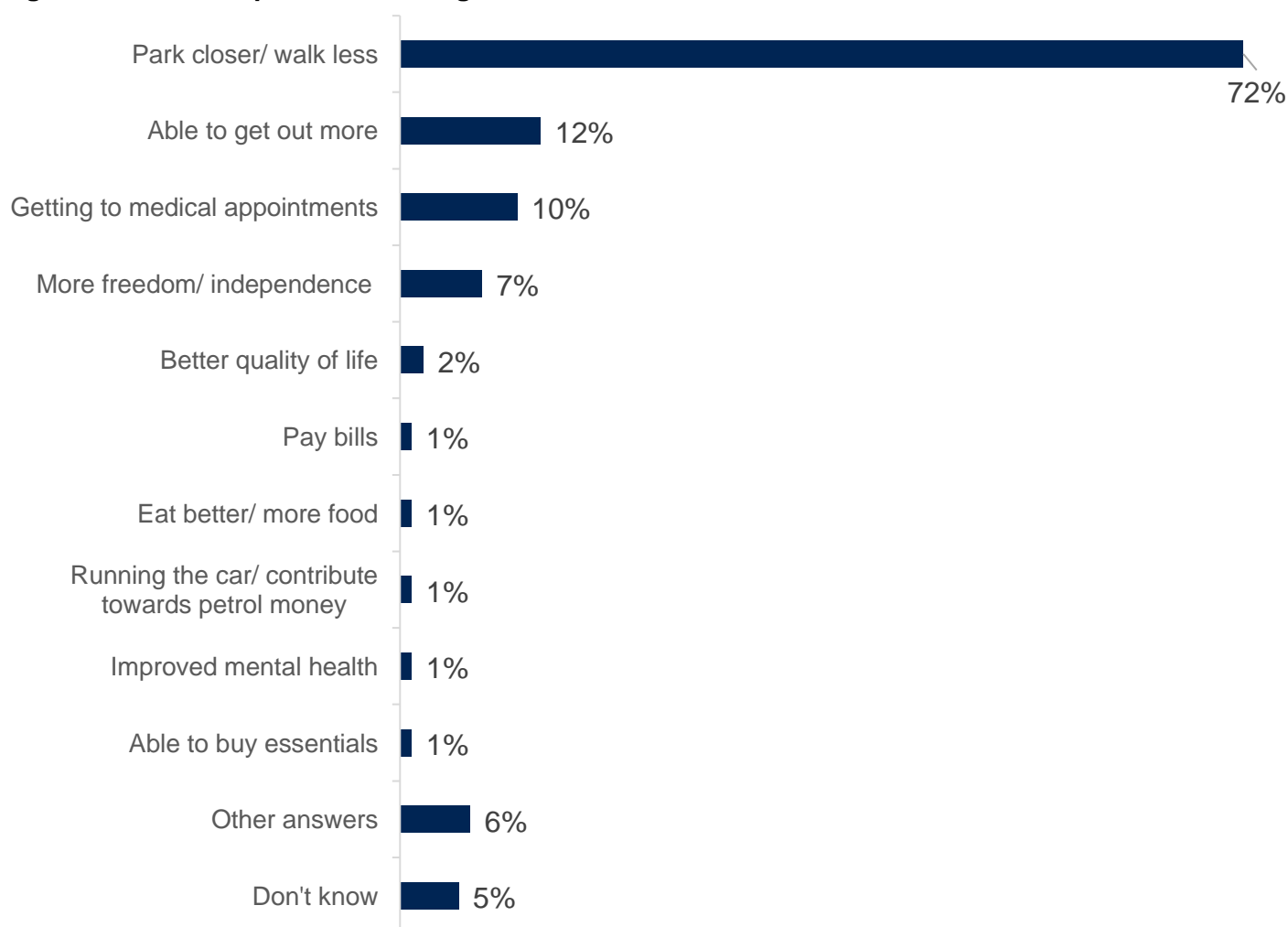
closer or walk less. A further 12% felt that the main impact was that they were able to get out more, and an additional 10% felt that getting to medical appointments was the main impact of receiving a Blue Badge. Some examples of verbatim responses from those in receipt of Blue Badge include:

"Knowing that I can park closer to where I have to go to and not having to walk long distances."

"The most important thing it has done for me is that it has enabled me to do the errands I need to do, as a lone pensioner, without having to rely on others, giving me independence."

"Getting to places I wouldn't be able to normally because I'm not good at the walking. It has helped me access places easier."

Figure 19d: Main impact – Blue Badge Scheme



Base = all those mentioning main impact for this benefit/service (97)

Help with health care costs also identified specific main impacts that were unique to this support. More than half (52%) of participants who received help with health care costs felt that being able to

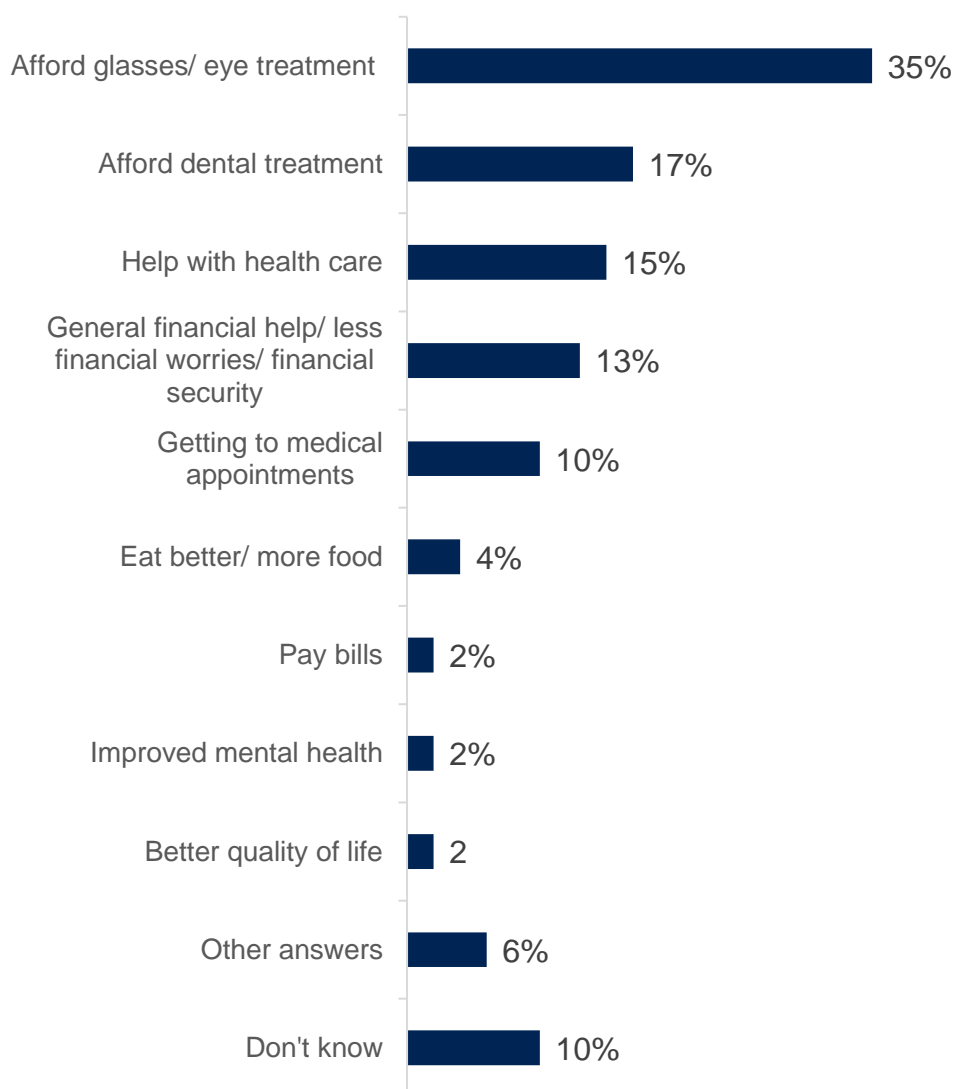
afford eye and dental treatment were the main impacts for them. For more than a third (35%) of participants, the main impact of receiving this support was that they could now afford eye treatment or glasses. Similarly, nearly a fifth (17%) identified the main impact of receiving help with health care costs as being able to afford dental treatment. Participants in receipt of help with health care costs provided various verbatim responses, including:

"I am now able to receive treatment as would not have been able to attend otherwise."

"I can see better and I'm not in pain with my teeth."

"Being able to afford new glasses was a huge help, as eyesight had gotten extremely bad. Wouldn't have been able to afford them without the scheme."

Figure 19e: Main impact – Help with health care costs



Base = all those mentioning main impact for this benefit/service (48)

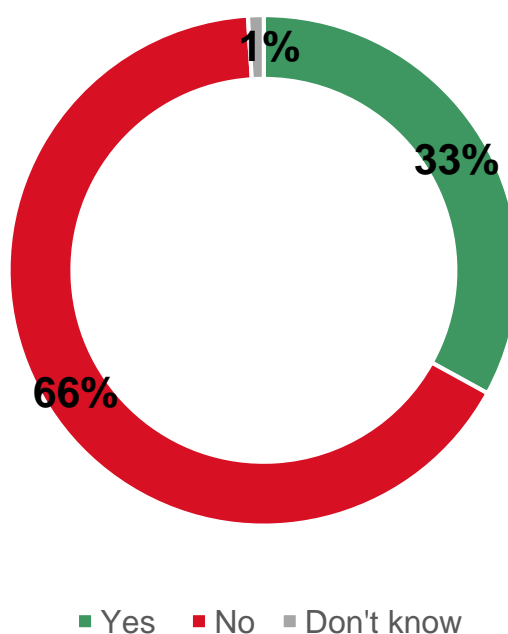
Smartpass

One third of participants (33%) who had received a Smartpass as a result of using the Make the Call service agree that it has improved their access to public transport. More than half (56%) of participants did not provide an answer and another one in ten (11%) stated that they didn't know. Of those participants who reported using their Smartpass, the most frequent level of use was less than once a month at 22%. One in ten reported using their smart pass multiple times a week, and a further 11% reported using their Smartpass once a week. For participants who had received a Smartpass as a result of their contact with Make the Call, the most frequent activity they used their Smartpass for was shopping (22%) and social visits (22%), followed by hospital appointments (11%), recreation (11%) and day trips (11%).

Debt

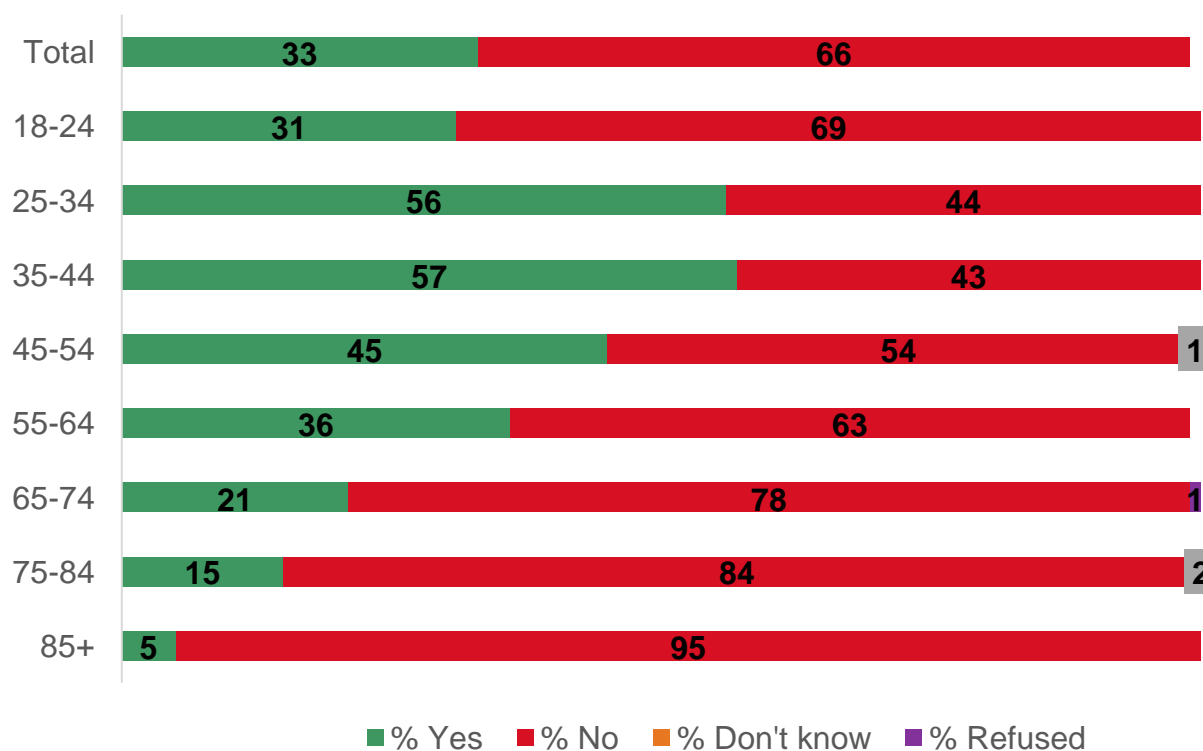
As demonstrated below in Figure 20, one third (33%) of participants reported that they had some level of debt, an increase from one quarter of participants (25%) in the previous Social Impact Evaluation Report (2019)⁵. The majority of participants (66%) reported that they were currently not in debt.

Figure 20: Do you have any debt?



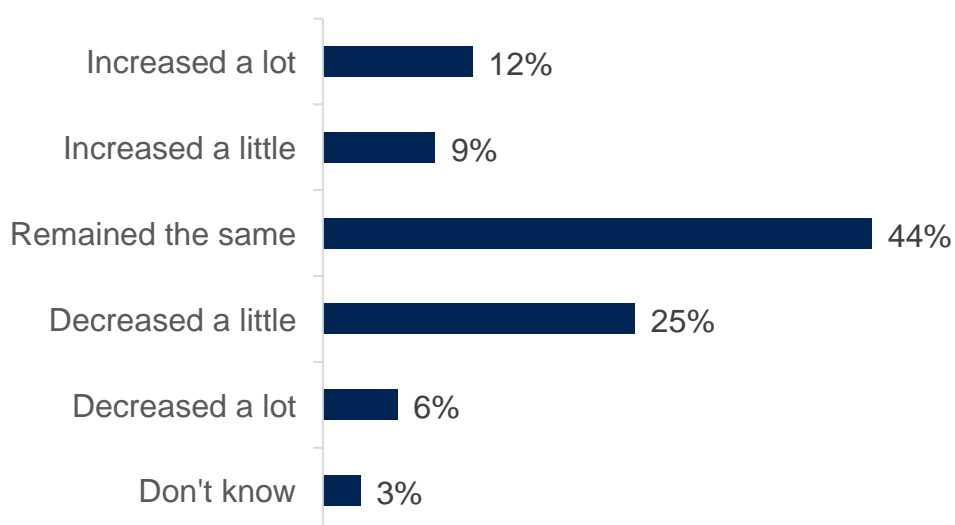
Base = all those answering on debt (933)

For those who reported that they currently had some level of debt, this was more prevalent among those aged 25 to 44, where more than half (56%) of those aged 25 to 34 and upwards of half (57%) of those age 35 to 44 reported being in debt.

Figure 21: Age group of participants who noted they had debt

Base = all those answering on debt (933)

As demonstrated below, of those participants who described themselves as having debt, just under half (44%) reported that their level of debt had remain unchanged since receiving any of the benefits or services as a result of contact with Make the Call. Around a third (31%) of participants noted that their level of debt had decreased a little or a lot because of the benefits and services received as a result of making contact with Make the Call, compared to 21% who said their debt had increased a little or a lot.

Figure 22: Change in debt levels

Base = all currently in debt (305)

Summary of key findings

As outlined in the preceding paragraphs, a total of 933 people completed the telephone survey, covering a total of 1,298 benefits and services. Some of the key findings included:

- The majority (93%) of participants received a social security benefit as a result of contacting Make the Call;
- Over half (57%) of those who successfully applied for benefits through the Make the Call service had not previously received any benefits;
- Just over half (51%) of the participants had subsequently applied for services/supports that the Make the Call team had advised them they could eligible for;
- The majority (81%) of those applied for supports and services were successful in their application;
- The majority of participants (87%) reported that their life was positively impacted by the benefit and/or service they received as a result of their contact with Make the call;
- Of those who reported they had experienced positive impact, the majority (86%) had experienced a great deal or, fair amount of positive impact; and a smaller proportion (13%) stated they experienced just a little impact;
- Participants reported a wide range of positive impacts. The most frequently cited impact was on their finances (62%), followed by their mental health (33%), their general well-being (29%), by their mobility or ability to socialise (23%), their physical health (21%), their physical/home environment (18%), and their emotions (17%).

Table 9 provides a summary of key findings across 2019 and 2021.

Table 9: Summary of findings 2019 and 2021

	2019	2020
No. Interviews with service users	1254	1298
Received Social Security Benefits through MTC	76%	93%
Successful applications for supports/services	79%	81%
Those claiming who had not previously received benefits	52%	57%
Those who applied for additional benefits/services after advised by MTC team	51%	51%
Those who report a positive impact as a result of receiving the benefit/ service	87%	87%
Positive financial impact	60%	62%
Positive mental health impact	24%	33%
Positive mobility impact	28%	23%

04

Qualitative research with service users

Qualitative research with service users

In order to provide understanding on the wider impact of the Make the Call service on participant's lives and delve deeper into their personal experiences, ten depth interviews were completed with individuals who had claimed various benefits and/or services through the Make the Call service. These benefits and services were:

- Social Supermarket
- Occupational Therapist Referral
- NI Fire service – H&S check
- JAM Card
- Direct Payment for Carers
- Free car tax
- Affordable Warmth
- Assisted bin collection
- Boiler Replacement
- Bryson energy advice/Bryson home
- Bus Pass
- Sure Start Maternity Payment
- Mitigation
- JSA
- Income Support
- Budgeting Loan
- Disability Living Allowance
- Attendance Allowance
- Bereavement Benefit
- Employment Support
- Housing Benefit
- Housing rights
- Personal Independence Payment
- Rate Relief
- Carer's Allowance
- HMRC Marriage Allowance
- St Vincent De Paul
- School Uniform
- Rate relief
- Mid Ulster Agewell – Home Maintenance
- Labour relations
- District Nurse
- Free School Meals
- Carers Credit
- Carers NI
- Debt Advice NI
- Dementia NI
- Winter Fuel Allowance
- Universal Credit
- State Pension
- Maternity Allowance
- Industrial Injuries
- Funeral Payment
- Discretionary Payments
- Budgeting Loan
- Child Benefit
- State Pension Credit
- Blue Badge
- Home safety check, Ards & North Down
- Smart pass
- Radar key
- Rural support/transportation
- TV license
- Health Care costs
- Free school meals/ school uniform

The interviews were conducted over the phone and lasted around forty minutes. The interviews followed the structure of a discussion guide (see Appendix 2), designed to cover all of the key lines of enquiry. The discussion guide was designed to be loose in structure to allow the interview to be tailored around the specific experiences of each participant. Prior to the interview, a profile was developed for each participant based on the responses they had provided in the telephone survey.

Research Findings

The qualitative responses to the interviews were analysed thematically using a three-stage process established by Clark and Braun (2006)³, which involves, coding, sorting, and analysing qualitative responses. The following paragraphs summarise the key findings from the interviews.

Initial contact with Make the Call

Around half of those interviewed reported that they were made aware of the Make the Call as a result of seeing an advert on television or in the newspaper, a third were contacted in response from the Make the Call Team and another, and the remaining participants were told about Make the Call from friends and family. As a result of seeing the adverts on television most felt that they would make contact to see if they were in fact entitled to any additional benefits, services or support. Most felt it was worth ringing ‘*just to see what would happen*’ or because ‘*they really needed the help*’. Most felt that they needed additional support and felt that Make the Call could greatly benefit them.

“My wife rang because it felt like life was deteriorating. It was time to try and get some more money to make a difference in our lives”

“I rang them because I needed their help. We have never received any help in all our lives, but I found myself struggling with osteoarthritis and osteoporosis. I just thought, we do need help because we are only on basic pensions at just about £100 and something a month and that’s just not enough to keep us going.”

Those who had asked to be called by the Make the Call team noted that they were very grateful to receive the call. They stated that the Make the Call team were very helpful, easy to talk to, were good at explaining what they might be entitled to and the call was very welcomed. The Make the Call team made individuals feel at ease during the initial contact.

“It couldn’t have come at a better time that they rang me!”

“They explained everything to me very well. They told me all about the different benefits.”

Following the call, participants felt that the Make the Call team provided an excellent service and made filling out the application forms very easy and worry-free. Participants were very grateful for the Make the Call team and the assistance they provided.

³ Braun, V. and Clarke, V. (2006) Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3 (2). pp. 77-101. |

"A girl came out and talked to us and she said we were well entitled to care benefit because [husband] does a lot for you and you might be entitled to some pension credits too. So, bless her she sorted it all for us and was able to get it for us. Now we find life really more manageable and peace of mind because of that."

"Make the Call came out to my house which was great because I didn't want to go to a building, as I am not very good when I am outside the house."

Physical wellbeing

As a result of receiving additional benefits or services/supports through contact with the Make the Call service, the majority of participants had felt that there had been some improvements in their physical well-being. For some, this improvement was now being able to afford things that they otherwise would not have been able to. Participants reported that they had been able to buy equipment that they would have never been able to afford before they received the money, such as being able to now afford proper footwear to use with a brace. Other participants commented on how the impacts of Make the Call allowed them to live a healthier lifestyle such as the ability to purchase healthier food options, more fresh fruit and vegetables.

"It gave me a change to eat better, have a better diet. I can now get more fruit and vegetables."

Other participants commented on how it has increased their ability to exercise a bit more with now having access to particular services or the finances to seek private care. For example, these included having access to transportation to get to the park for a walk and also being able to start with a Physiotherapist to get back onto her feet and walk more which has helped their physical health.

"Now I know I can get transport to go to the park and have a walk. I can get exercise; it's helped to get exercising and get fresh air."

"It's a lot better because now you're not worried about walking. Its brilliant and now I have a physiotherapist and if I didn't have the PIP, I wouldn't have been able to pay for that."

More than half of the participants had a physical illness and they all noticed positive physical well-being impacts as a result of Make the Call. For many, the ability to have the heating on for longer periods during the day and evening was extremely beneficial to their physical health, as well as their loved ones. Many had stated that they previously needed to reduce the amount of heating they used because they simply couldn't afford it but with the additional support received as a result of Make the Call they were now much more comfortable and could use the heating for longer periods without being worried about the bill. Having additional heating has made a significant impact for users of Make the Call.

"My husband had a heart attack and he's just so cold and I feel so good that I can just put the heat on for an extra hour at night, it makes such a difference just knowing I can pay for that."

"I can be a wee bit less careful with the oil, I can keep it on a bit longer. It makes you more comfortable and relaxed and know you're not going to run out of oil. I am able to burn it now where there was a stage where I needed to do it, but I couldn't because I just couldn't afford it."

The additional assistance has had a very positive impact on those who have received benefits or services as a result of their contact with the Make the Call Service. It is evident that the improvements to participant's physical health has helped to enhance their independence and quality of life.

Mental health

All participants stated that the additional benefits and services they have received as a result of using the Make the Call service have had a positive impact on their mental health. Most participants now have additional income or have access to a service which has significantly reduced their stress or anxiety levels in relation to finances. This extra money makes life a lot easier and reduces stresses and worries about budgeting, with many of them stating that *"it was a weight off of my shoulders"*. Prior to receiving the benefit or service, many participants reported that they were counting every penny and struggling to get by which added significant stress to their lives. However, many participants reported that now that they have some extra money, they feel calmer and have enhanced peace of mind. Now that participants have additional support and finances as a result of their interactions with Make the Call, they have significantly less stress and anxiety.

"It has taken away a lot of worry and a lot of stress."

"It has given me the breathing space to focus on my own health and mental health by taking away the financial worries."

"Gave me a sense of freedom that I wasn't having to keep up my work then and have all that extra stress and I didn't have to ask for handouts."

One third of participants reported having a mental health illness or were struggling generally with their mental health. All of these participants experienced improvements to their mental health as a result of Make the Call. They felt that the additional finances and support allowed them to worry less and focus on other areas of their life that enhanced their psychological well-being.

"There is a lot of weight off my shoulders because I do have mental problems myself. I was really struggling to support my children and make sure they had everything they needed."

"It has greatly helped my mental health. It has really lifted my stress levels and because my illness is stress-activated it impacted greatly that I didn't have to stress about going back to work."

Some participants also mentioned that they were isolating themselves as a result of not being able to afford going out, either due to the cost of transport or not being able to pay their way with friends and family. This isolation had a significant negative impact on their mental health but with the additional support and benefits that they receive they are now able to engage more outside of their home, leading to improvements in their mental health. Additionally, one participant noted that they had a mental disability that restricted their communication abilities and made it very hard for them to leave the house. However, they received a JAM Card with the assistance of Make the Call, and this has given them much more confidence to go out, as they previously would rarely leave their home. It gave them peace of mind that if they were out and were having difficulties that others would be more understanding of their situation.

"Before I was very isolated, I wouldn't have left the house and I wouldn't ever buy anything for myself. I didn't want to bother with anyone, I felt useless. Not being able to get out and see my family and do things had led to anxiety and depression."

"If I do run into difficulty, I can just show them the [JAM] card. It makes a big difference and people will be more patient."

General wellbeing

Participants also described a wide range of positive impacts on their general well-being that they experienced as a result of their contact with Make the Call. Participants recounted that for them positive general well-being impacts included being much more content with life and being able to afford things that they wouldn't have been able to before, giving them a sense of freedom and joy. Receiving the extra benefits, services and support as a result of their interaction with Make the Call has provided a lot of benefits to participants' well-being and allowed them to live a happier, more content life. Participants have described receiving these benefits, services and support as being really essential to their wellbeing. One major theme that came across from all participants is the sense of freedom that the additional support gave them.

"Having access to these [benefits] has been such a help, it's a lifeline."

"It makes me feel really good – it's really helpful. I would be lost without it."

"It really helps, I am just so thankful for it. It really was a big help and makes you feel that much better."

Participants discussed how their well-being has improved as a result of being able to do more with their family and even able to do a little bit more for their family. Being able to be more active with family has made a large impact on these participants who previously restricted the amount of time spent with loved ones due to a lack of finances. Participants identified that they are now able to pay for some small things for family without worrying and that being able to afford small things for loved ones makes them feel good and has greatly impacted on their well-being.

"I can now have a family life and I am able to pay my way. I can take part in more things."

"Now I can plan more thing [with family]. I'm able to help pay for a taxi home for my niece or nephews. Give them a tenner, which I couldn't have done before. It just makes me feel good."

Similarly, some participants were relying on additional support from others in order to make ends meet and having availed of the additional benefits, supports and services has meant they can now support themselves. This has given participants much more independence and many of these participants described this as a sense of freedom.

"Before I was depending on other people really, and I was also had to take care of my mother, so I was at a financial loss. Now I have a feeling of independence and freedom. It gives me back the feeling of being in charge of my own life."

"It's a big relief because I don't like to be a burden to anybody and the more independent I can be the better. I love it."

One participant had to leave work due to illness and after several months of no income, which was very hard on her well-being, was extremely relieved to receive financial support. The results of Make the Call led to a huge reduction in stress and increase in overall well-being when she knew she wouldn't have to return to a job that she could no longer physically do.

"[These benefits] gave me a sense of freedom that I wasn't having to keep up my work then and have all that extra stress and I didn't have to ask for handouts."

Finances

All of those who participated in the interviews commented on the positive financial impacts they have experienced from contacting Make the Call. Although participants do not consider themselves to have a lot of money, they do find that life is much more manageable now. The financial benefits that participants can now avail of has in many ways made a significant difference in their lives. Most now don't have to worry about paying upcoming bills and can afford to live at a better standard. Some had commented on using savings or having to borrow money from others which was very worrying but now they can cover these costs on their own, as also outlined in the comments in the previous section on general well-being.

"It's meant I can keep up with my mortgage, I am able to get oil and access services that maybe I wouldn't have got before so that's fantastic. Before I was using savings and it was very worrying but now, I don't have to worry."

“The financial stress has been eased a lot. I can plan ahead to have a better life.”

Some participants commented that with the extra finances they can afford things they previously had to live without or can actually treat themselves to something they want the odd time, where before they would have had to save up or would not even consider buying certain things.

“Most of my life, anything I had wanted to buy I couldn’t, or I had to save up for it. Getting this extra money has put me in a position that I could get it. I have always had to be pennywise.”

“It has left us free to go do things, I can actually go and buy the things we need now. It just leaves us a bit freer with money. Before we couldn’t have done certain things and that was getting me really down.”

Various participants also noted that their finances had improved the lives of their children and other family members. One individual, who had recently lost their partner and was now caring for their four children on their own, had said that the extra income had dramatically improved all of their lives. They were now able to afford basic things for the children, such as food and clothes, and this was a huge relief. For the other participants, it was also evident that the financial benefits not only impacted on their well-being, but on the entire family.

“It helps me financially with the kids. It means I can get them stuff when they need it. I don’t have to worry about having money for the children.”

“We were counting every penny before. It was worrying and we couldn’t have as much freedom. It has definitely enlightened our [families] lives.”

“I can now put petrol in the car to go 10 miles up the road to help look after my mother and I don’t have anything to hold me back.”

Mobility

Many participants had seen a positive impact on their mobility and ability to socialise as a result of the benefits, support and services received. Participants who had received a ‘Blue Badge’ described how they could now be more confident going out and be more involved in daily outings which they previously would not have done. For those who had physical disabilities, being able to park at the front of a shop and not worry about finding a large enough space or have to walk too far, came as a huge relief. This had led to increased feelings of independence and confidence to get out more.

“If I go to the hospital it’s much easier for me because I can park in a space that allows me to open the door all the way, which I need to do to get out. It gives me independence and makes me happier to go places because I know I have a space to go to - for me it’s much better.”

“Before, I would just sit in the car and let the wife go into the shop because I knew it would be too far to walk and would be sore on me. But now I can go in and it feels good.”

In addition to those who received a Blue Badge, around half the participants who received other benefits or services also reported that they could now get out more and enjoy life. The additional benefits, services and support allowed participants to pay for petrol, to access transportation and to enjoy getting out of the house and into the community more. This made a particular contribution to the well-being of a participant who is registered blind and had no access to public transportation and no finance to use private transportation, to get out of the house even for a walk who stated, *“before this I had no access to transport whatsoever. Without these supports I wouldn’t be able to get out and about.”* For some this increased mobility meant they could now enjoy a short drive, or they could now afford to visit friends and family more often, as described above in the General Well-being section.

“Most days I can now just put some petrol in the car and go for short journeys.”

“I would have had to get two buses to go to a friend’s house but now I can get a taxi. Where before it couldn’t have even been a consideration - its wee things like that that mean a lot to me that I am able to do. It’s a good feeling but I’m still getting used to it.”

Home environment

Nearly all participants identified some sort of home environment improvement. Being able to improve their home environment was an important outcome for most participants that resulted from receiving a benefit, support or service through the Make the Call service. More than half of the participants identified that fuel poverty was a particularly challenging aspect of their home environment and that they now no longer had to worry as much and could afford to use more fuel. One couple both struggled with health problems, the husband had a recent heart attack and the wife has arthritis and osteoporosis. As for many of the participants, the additional heat has made a huge difference to their home environment, as well as their overall well-being.

“We used to say ok, its warm enough let’s turn the heat off. But really, it definitely wasn’t warm enough. Now we can have the heat on to stay warm until we are actually warm. I don’t like a shower with the water over my face, and now I can have a bath more often without worrying about how much hot water we have used. Having a bath without worrying about how much the water is going to cost - it gives me complete peace of mind and I’m much happier.”

“I can be a wee bit less careful with the oil, I can keep it on a bit longer. It makes you more comfortable and relaxed knowing you’re not going to run out of oil. I am able to burn it now where there was a stage where I needed to do it, but I couldn’t because I just couldn’t afford it.”

A third of participants noted that they were now able to make changes or adjustments to their house as a result of the benefits or services received. One participant who is registered blind can now afford to have a weekly cleaner come to her home and feels, particularly with COVID-19, that her home is a much safer

and more comfortable place. For another participant they were able to receive a new boiler, and without the support received as a result of Make the Call would have either had to take out a loan or gone without heat until they saved enough money to purchase a new one. In another example, a participant was able to build a downstairs washroom with the additional money coming in, which benefitted him greatly due to a physical disability that limited his ability to go up and down the stairs.

"It's just great to know the house is clean. Clean in a way that I couldn't have done myself."

"I was able to get a wet room downstairs. It's brilliant, I'm really glad we got it done. Going up and down the stairs all the time for me was something you didn't want to do because you knew it was going to be sore. We couldn't have gotten the wet room without the extra help."

Wider impacts

More than a third of participants recounted that the impacts of the benefits, services and support received as a result of Make the Call had reached beyond them as an individual and had a positive impact on their families as well. Some participants noted that not only could they spend more quality time with family and friends, but that family was also less worried about the participant. Almost all participants noted at some point that they felt an increased sense of freedom and independence as a result of the benefits, support and services they now received. One participant even identified that they could now actually consider taking a summer holiday, something that they haven't been able to do for many, many years.

"We can now think about a summer holiday now which we never would have before."

The depth interviews revealed that what was most meaningful to many participants is the little things that they could now do for themselves and for others. The impacts of Make the Call reached far beyond just finances and truly allowed for participants, as well as their families, to live a more comfortable and fulfilled life.

General feedback on the Make the Call service

All who participated in the depth interviews gave feedback about their general experience with Make the Call. Every participant spoke highly about Make the Call and felt that they were doing a great job. Mainly, participants spoke about how helpful and kind the Make the Call team were throughout all of their experiences.

"It's been absolutely brilliant. Everybody has been so nice. When I did ring, they were so helpful, and I really do appreciate that too. They were so nice to me."

"It's been a very, very good experience. Excellent."

Overall, Make the Call has made a major impact on participants' lives. Participants felt it was well worth it to 'make the call' and just see what they could do to help and would encourage others to do the same.

“Before I got a phone call that I had requested, I had seen adverts on TV about it, but I honestly hadn’t thought it would have applied to me at all. I would never have called because I didn’t think I was entitled but it opened my eyes when I found out I was entitled to something. So far it’s all been a big bonus!”

“It has impacted my life a lot and made me feel comforted. And long may it continue as long as I continue!”

Case studies

The following anonymised case studies provide illustrative examples of the impact of the social security benefits, supports, and/or services participants received as a result of their contact with the Make the Call service.

Case study one:

Participant A had reached out to Make the Call after her daughter had told her about it and she also saw an advertisement on the television. Participant A’s daughter rang Make the Call on her behalf because she was unwell at the time due to an ongoing illness. Prior to her engagement with Make the Call, Participant A was not receiving any other support or benefits but had left her job a few months prior as she was unable to continue working as a result of her health.

“I had to give up my job because of my illness and there was a gap then of two or three months before I decided to try and get any benefits.”

Receiving the benefits from Make the Call meant that Participant A could now focus on her health without worrying about having to work, while maintaining a good standard of living. Being able to have income without the stress and pressure of needing to go back to work made a significant impact on Participant A’s life, particularly as her condition is stress-induced.

“It meant that I could carry on doing things that I could normally do like the shopping and planning ahead for paying bills. It gave me a sense of freedom that I wasn’t having to carry on my work then and I didn’t have to put myself under extra stress or look for handouts. My health has been greatly impacted with not having to go back to work, it has eased the whole thing.”

Participant A noted that receiving these benefits has changed her whole life. It has changed her physical health, mental health, emotions, general well-being, finances, and her home environment. She described the impact of receiving these benefits as being truly ‘holistic,’ stating it’s effected every part of her life. Additionally, the benefits have allowed her to have a better family life and improved her mental health.

“Now I can do family things and have a better life. I can pay my own way and I can take part in more things. I wasn’t taking part in things and chose to just stay in the house. That had to stop when I stopped working and it led to anxiety and depression.”

Participant A reflected on how positive her experience was with the Make the Call service

“It has had a very positive impact. In helping me it has improved everything in my life. All I can say is it’s definitely worth making the call.”

Case study two:

Participant B had recently become a widower and was having a difficult time adjusting to life as a single parent of four children. Make the Call reached out to him and he was quite happy to hear about what they had to tell him because he was only receiving a small income from benefits of less than £300 per month, which was not enough to support himself and his four children. As a result of his interactions with Make the Call he felt the additional benefits that he received has made a huge benefit to himself and his family.

“It helps me with finances with the kids. It means that you can get them stuff when they need stuff, that you have money there for them. It helps me get food. It is really helpful; it makes me feel really good and I would be lost without it.”

Participant B had noted that he also struggles with mental health problems and that these additional benefits have greatly helped ease his worries and positively impacted on him mental health.

“I don’t have to worry about having money for the children when I need it. Knowing I have money there for the children is a lot of weight off of my shoulders.”

As a result of the extra support and benefits, Participant B felt that it has made a significant positive impact on his life, both financially and in terms of his mental health. The additional benefits have helped to contribute to food, clothes, and utilities. It has allowed him to look after his family in a better capacity and provide the essential things that he and his children need. The impacts have been so extensive that he felt life would not be the same without these benefits and support.

“It was hard before I got the benefits all sorted out with the children and all. I wouldn’t be able to live without it, especially the child benefit.”

Participant B reflected on how good the service is:

“They [Make the Call] are very helpful and easy to understand when letting you know what you’re entitled to. They are very good.”

Summary

All the participants who participated in the depth interviews disclosed a range of positive benefits associated with the benefits, supports, and/or services they received after using the make the call service. Key findings include:

- Around half of those interviewed noted that they made the call as a result of seeing an advertisement in a newspaper or, on the television. While others were referred by friends or family to get in contact with the Make the Call Team or had asked to be called by the Make the Call team.
- Participants reported that the Make the Call staff were kind and helpful.
- Almost all of those interviewed noted that having additional income (via benefits) and access to other supports or services (such as Blue Badge Scheme or, JAM Card), has improved their mental health as it reduced stress and anxiety associated with finances and enabled recipients to live a better quality of life.
- Around half of those interviewed noted that because of the Make the Call service they have been able to improve their home environment. For most people, this included being able to use

adequate heating, particularly being able to run the heat for longer than they were able to previously afford. Three participants with disabilities were also able to make arrangements and adjustments to their homes that made life more comfortable.

- Improved finances provided a major positive impact in the lives of all participants. Participants who received additional benefits stated that the extra household income allowed them to buy essential items like, food and clothing and pay their household bills.
- The positive impacts of the benefits, supports, and services received as a result of Make the Call not only improved the quality of life for the individual in direct receipt, but also their households and extended families.
- All participants felt that Make the Call provided an important and beneficial service and felt very positive about their experience.

Qualitative research with partner organisations

Depth interviews were conducted with partners of Make the Call to gain insight and better understand their experiences of their working with Make the Call. Three organisations participated in the interviews, including the Northern Ireland Prison Service (Resettlement Branch), Spring Social Prescribing, and Vineyard Compassion. Each of these organisations gave feedback about their partnership with Make the Call, their experience in partnering with Make the Call, the impact of this partnership and gave an overall evaluation of the service provided by Make the Call. While each of these organisations is unique, there were various commonalities across their experiences. Overall, the feedback was highly positive, and these organisations felt that the Make the Call Wraparound service provided a significant benefit to their clients. The interviews were conducted over the phone and lasted around 30 minutes. The interviews followed the structure of a discussion guide (see Appendix 3), designed to cover all of the key lines of enquiry.

Research Findings

The qualitative responses to the interviews were analysed thematically using a three-stage process established by Clark and Braun (2006)⁴, which involves, coding, sorting and analysing qualitative responses. The following paragraphs summarise the key findings from the interviews.

Background on Organisations

Northern Ireland Prison Service, Resettlement Branch

The role of the Northern Ireland Prison Service's Resettlement Branch is to ensure that when individuals are released from custody back into the community that their needs are met and their resettlement back into the community is as straightforward as possible. This covers a range of needs, including financial. To further facilitate this, the Northern Ireland Prison Service often has meetings with a range of government departments, including the Department for Communities. As a result of these meetings, the Northern Ireland Prison Service reached out to build a partnership with Make the Call to ensure that there was a resource to provide factual, up to date information to prisoners. The partnership with Make the Call was established three years prior to this interview whereby staff from Make the Call come in once a week (pre-COVID was in person but now over the telephone) to pick up referrals and then make appointments with the prisoners. Since the partnership began, the Northern Ireland Prison Service's Resettlement Branch has referred approximately 1,500 individuals to Make the Call.

Spring Social Prescribing

Spring Social Prescribing is a charity organisation, funded by the Department of Agriculture, Environment and Rural Affairs and the National Lottery Community Fund that delivers social prescribing services across Northern Ireland, as well as Scotland. Their clients are sourced from General Practitioners, health professionals and pharmacists who pass on the referral to Spring Social Prescribing. The organisation is set up to assist people who are living with needs that are nonmedical such as being bereaved, lonely, or isolated. Often, these individuals may also have issues with finances

⁴ Braun, V. and Clarke, V. (2006) Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3 (2). pp. 77-101. |

and housing and Spring Social Prescribing supports them to access community services and supports to meet their needs. The mission statement is *'Spring acts as a link between the health service and the community. We help people address their wellbeing through sources of support within their community.'*

The partnership manager at Make the Call had initiated contact with Spring Social Prescribing, giving them extensive information about what Make the Call does, and resulting in the development of a partnership. The partnership manager from Make the Call worked with the local social prescribing teams within Spring Social Prescribing to establish referral pathways to best suit each local team and their client needs. This partnership has now been in place for over a year and a half, with around 75 referrals made to Make the Call.

Vineyard Compassion

The role of Vineyard Compassion, a charity based on the North Coast, is to tackle poverty in the local community through a range of projects. Their mission is *'to see a community where poverty is unacceptable, and people can thrive.'* They run eighteen individual projects including a food bank, clothing bank, housing projects, social enterprising, cooking courses, counselling, and budget and Departmental assistance. They are also involved in being one of five pilot social supermarkets in Northern Ireland, which has been funded by the Department for Communities. As a result of the pilot study for social supermarkets, a partnership with Make the Call was established in order to give direct access to their services. Access to a Make the Call outreach officer was available for an hour and a half every fortnight at the Vineyard Compassion centre, where clients were referred from Vineyard Compassion. However, since COVID-19 information from their clients is now passed onto the Make the Call and they ring the client to discuss the benefits and services they may be entitled to. This partnership has now been in place for nearly three and a half years with approximately 300 people being referred to the Make the Call service.

Experience with Make the Call

Each organisation described their experience in partnering with the Make the Call service as very positive. There was no mention of any negative experiences or issues that these partner organisations had with the service. Comments were all positive and the partner organisations expressed that they were very happy with the service due to a number of factors. The partner organisations were particularly impressed with the communication from Make the Call and how helpful all of the staff have been.

"The Make the Call team are very professional; they keep in constant contact."

"The experience has been positive. I think the outreach worker, because she was coming on site, we were able to build a really good connection with her and she was also accessible to ourselves outside of the fortnightly drop in. She gave us her contact details which meant that we could link in if there was any additional information that was required with particular inquiries."

"From my point of view and the team's point of view it was accessible – definitely. Even outside of the working hours. They've been very accommodating."

Partner organisations highlighted that they felt the feedback and reports provided by Make the Call were extremely beneficial. These reports made a significant difference to the organisations and helped to inform them of the impact that their partnership with Make the Call had on their clients. One partner

explained that they would like even more feedback in the reports, as they had found the reports very helpful to the organisation.

“They can give me in pounds and pence how much money has been generated from people accessing benefits that they have given advice to – that’s been helpful.”

“It [the experience] has all been very positive I have to say. I was very impressed that they were able to report back about what benefits they were able to generate for the people the people that we had referred.”

“One thing that would be good is to just get a little bit more feedback from Make the Call. Just to know whether or not, with the numbers we were putting through, how many of those were able to find something that they were missing.”

Impact on Clients

There was consensus across the partner organisations that partnering with Make the Call had a positive impact on their clients’ lives. The partner organisations recognise that the relationship with Make the Call has led to an increase in the amount of benefits and support that their clients receive. Not only was it highlighted that there the direct impact of maximising the benefits and supports that people receive, but the Make the Call service also empowers and educates clients to ensure they are receiving the proper benefits and supports that they are entitled to.

“Previously people would have left custody and they wouldn’t have known what they were entitled to where they are now actually able to find that out in custody, everything they are entitled to claim for. It means that whenever a person is leaving custody they can go to their local jobs and benefits office on that day and are guaranteed to receive an advance of 50% of what they would be entitled to on the universal credit. So, by actually going out and getting access to money on their first day it is a big help for most people.”

“I think it’s a fantastic service. So, if you look at the client journey from going to a GP but their situation is more related to social and financial needs, from our clients’ perspective, its meeting their needs that are non-medical, so it’s really been of huge benefit to the clients.”

“We do know of individuals who have been able to access benefits and supports that they were entitled to that they were not otherwise aware of. Likewise, certain supports like eye care, dentistry, and blue badges and different things.”

One example was given of a man who had been a service user of one of the partner organisations and came back to tell the organisation how much Make the Call had helped him. As a result of the referral with Make the Call, this individual was able to access additional finances that greatly impacted his life.

“One chap who, I’m not sure if it was disability benefit, I think it was, found out that he should have been getting £60 more a week than what he was getting. So, he went and got that rectified and they gave him a £3,500 back payment which allowed him to pay off his debts and fix his car. That’s the kind of stuff we have been hearing back.”

It was discussed that Make the Call truly went above and beyond for their clients to ensure that they were able to access all the benefits and supports that they were entitled to. Therefore, not only did Make the Call assist clients of these partner organisations, but they worked in a very proactive manner to engage with clients. Two examples of the proactive efforts of the Make the Call team include reaching out directly to client referrals to schedule appointments to review their benefits and support entitlements, as well as re-contacting client referrals when they potentially qualified for additional benefits and supports.

“Reaching out to the jobs and benefits office can be really daunting for people. So, by having Make the Call initiate contact, and the client not having to make an appointment themselves, has been really good. Because not everyone wants to take that initial step, it makes it less nerve-wracking.”

“If there as additional information they got back in contact with them, so it wasn’t necessarily a one-off contact or a one-off phone call. If there were any sorts of follow that was required that was something that was available as well.”

While all partner organisations stated that they felt there had been a positive impact on their clients’ lives, they also noted that it was difficult to know exactly what, and how significant, that impact was. Each of the organisations stated that they had little knowledge of what the outcomes were for clients once they left their organisation, with the exception of the reports generated by Make the Call. This is likely due to the nature of the organisations where once individuals are no longer in the service, that the organisations lose touch with them.

Impact on the Organisation

The Make the Call service not only had a positive impact on the clients of the partner organisations, but also on the organisations themselves. All organisations highlighted that Make the Call improved their organisation. Specifically, Make the Call was able to provide insightful and essential up to date information to their clients, thereby reducing the workload for organisations. The partner organisations disclosed that they struggled to keep up with the ever-changing benefits and support system. Partnering with Make the Call has allowed the organisations to signpost their clients to their service to accent the most current advice around benefits.

“We’ve had a large reduction in calls regarding accessing benefits. For example, less calls form the jobs and benefits office around questioning an individual’s custody status before they can access benefits – that has drastically reduced.”

“The benefits system is an absolute minefield so to have someone at the end of a call, someone to signpost the families that come through the door to an expert in one of these areas has been really beneficial. To be able to recognise the limits of knowledge that we have in this area but having someone we can forward them onto somebody who will make contact.”

“We see it as a go to service for us now and it’s something that we are always aware is available to us.”

In addition to providing crucial information about benefits and services to the clients of the partner organisations, Make the Call also helped to equip the individual organisations with information on benefits and support. This was done directly through advising the organisations as well as forging relationships with the local jobs and benefits office.

“If we had a general query outside of the individuals themselves, like if someone wasn’t referred to make the call but had a question, they would have been open to offer some sort of advice to ourselves.”

“We have now built a relationship with our local benefits office and we have better working knowledge through trainings and information sharing around their systems, how they work and how we can best help them.”

“It’s been a two-way thing, where we help them reach people who need help and they have helped educate and equip us with knowledge of how the system works.”

Overall, each of the organisations found their partnership with Make the Call to be very beneficial to the organisation. All of the feedback was very positive, stating that the impacts of partnering with Make the Call greatly improved the organisations.

“Make the Call has had a very positive impact, the people that I would deal with in their headquarters I just find them to be very professional they are open for discussion and even with the likes of COVID coming in, they were so adaptable. Now they can give advice over the telephone. It’s a good working relationship this partnership.”

“I find that the Make the Call team have been so helpful.”

For one of the partner organisations, the working relationship with Make the Call has been so impactful that they are currently working to further develop their partnership to be a two-way referral system.

“We are now working with Make the Call to develop a new aspect to our partnership whereby Make the Call will be able to refer their clients over to our organisation.”

Evaluation of Make the Call

The evaluations of the Make the Call service were highly positive from all of the partner organisations. Each of the organisations felt that Make the Call provided an important service that was efficient and reliable. Through their referral to Make the Call clients were able to access benefits, services, and supports that made a positive impact on their lives.

“I think it’s a fantastic service. It’s very well organised, very efficient. I think it’s very professional. We have no issues with referring people to the service. We trust the service and I think as well it’s good in that it’s not just a benefits check that they can provide but it’s also the Blue Badge and the JAM Cards and the different aspects to it which is another positive.”

Organisations also provided information about what they felt was the main benefit from partnering with Make the Call. This included the service being of no cost to organisations and the simple fact that they are helping so many of their clients access additional resources that they truly need. Additionally, partner organisations noted that the service was trustworthy and reliable.

“To be able to get a service through that doesn’t actually cost us anything is perfect. The staff aren’t getting any negative feedback, there have been no complaints so as far as we are concerned we are very happy with it.”

“Having that trusted, honoured referral option for our clients who are presenting with financial or benefits needs.”

“It has helped our clients and the guests that come through our door that this can be a one stop place. I think overall, where the outreach officer is based in the jobs and benefits office is not always a pleasant experience so to be able to access them on neutral ground is really good just that the help is there for people and to get them the benefits they’re entitled to is just incredible. It’s an honour to work with people and get them the help that they need.”

Participants were also asked about any improvements that could be made to their partnership from Make the Call. The improvements suggested by partners focused on increasing knowledge and gaining more feedback from Make the Call about the outcomes of clients to help further improve their service. Additionally, the organisations felt that they would benefit from an increased presence from Make the Call so that they could increase the number of referrals.

“It would be brilliant to know when people who leave custody, how long do they remain on benefits. We would be very interested to know how many of those people do move into, and how quickly, they move into employment; because we do know that employment reduces recidivism rates.”

“I would like to just promote the service more within our own team and establish a more formal referral. I just want to give it an extra push so our organisation can increase referrals.”

“We would like more feedback from Make the Call to know how many people they’ve made contact with and been able to help. This would allow up to tailor and offer opportunities for our services. Being able to see first-hand what people have received would further support our argument for increasing the number of times an advisor is coming in. We would really benefit from having the outreach officer more often too.”

Recommendations to Other Organisations

All organisations stated that they would recommend Make the Call to other organisations. One of the organisations that were interviewed disclosed that they already had and are continuing to recommend Make the Call. When asked why the organisations would recommend Make the Call they gave a range of positive responses about their experience. Not only did the current partner organisations feel that Make the Call provided an excellent and essential service to their clients, but the team at Make the Call were great to work with and made the partnership a very pleasant experience.

“The reality is that the majority of people who access our service and similar services will likely be on the benefits system, so a large number of people who might not be receiving what they should be receiving.”

“I just found them to be so helpful, so friendly. You can literally just pick up the phone, email them, they get back to you so quickly. The staff on the front line are well trained and they are professional and are used to dealing with clients that have a lot of issues or difficulties and they take it in their stride.”

“They are very efficient. You can tell from the management that they are passionate about what they do which is always a great sign. The feedback as well, the two-way communication is very good.”

With regards to recommending Make the Call, partner organisations were also asked about how they best thought that Make the Call could promote their services to other potential partner organisations. Each of the partner organisations that were interviewed stated that explaining and highlighting the benefits of the Make the Call service should be a priority. It was suggested that sharing the experiences

of the current partner organisations, as well as the service users, may help to encourage future organisations to become partners.

A range of approaches were described as to how Make the Call could reach out to potential new partners. For each of these approaches the organisations were happy to be directly involved with promoting Make the Call, showing how beneficial they have found the service themselves. One organisation suggested making direct contact with organisations and even suggested that she would be happy to reach out to other organisations that she works with to have conversations about Make the Call. A second organisation also felt that having current partners share their feedback with new potential partners would be very beneficial. Finally, one of the partners felt that joining up with Make the Call and sharing a practical experience of a client journey would help not only Make the Call with promoting their service to other organisations but also to users.

"I would have no problem to even have conversations with other government services, like the probation service, about Make the Call and the benefits."

"It would be good if we could, I've thought about it myself, if we could partner up on social media and do something that shows the outcomes of our partnership in a joint up way. Just a bit more promotion around it. So maybe if at some point we could identify a client who we did refer over and they were happy to speak about their journey from the doctor or the pharmacist to then social prescribing and how that's led them to Make the Call and how its led them to accessing different benefits and supports."

"Getting feedback from organisations that are already set up. So new programmes can actually get accurate information of what the benefits are in partnering. I know for us, whenever you get that kind of feedback that's what speaks the loudest. When you're able to see that from a trusted organisation."

Summary

Each of the partner organisations who participated in the depth interviews gave positive feedback about their experiences with the Make the Call service and felt that it had improved their organisations and the lives of their clients. The Key findings from the interviews include:

- The Make the Call team is highly professional, knowledgeable, and accessible.
- Make the Call provides an essential service to their clients, who have been positively impacted as a result of their contact with Make the Call.
- The reports and feedback given to the partner organisations from Make the Call is invaluable and is a huge benefit to each organisation.

- Organisations have been positively impacted by their partnership with Make the Call, particularly through information sharing and being able to signpost clients to accurate and up to date information around benefits, supports, and services.
- All evaluations of Make the Call were positive. Organisations felt that the Make the Call service was indispensable to their organisation and helped them meet their client's needs.
- All of the organisations interviewed would recommend other organisations to partner with Make the Call and felt the best way to promote these partnerships was to highlight the impact that make the call has had on both organisations and service users through real life examples.
- The only improvements that were identified were to have increased hours with a Make the Team advisor within their organisation and to gain more depth feedback in the reports.

06

Summary and conclusions

Summary and conclusions

The principal aim of this research was to understand the wider impact of the Make the Call service by investigating the extent to which receiving benefits, supports and/or services as a result of the Make the Call service has had a positive impact on the lives of customers. In order to meet the objectives of the research, Ipsos MORI adopted a mixed methods approach which comprised both quantitative and qualitative research. Initially, 933 telephone interviews were completed (covering 1,298 benefits and services), followed by 10 depth, qualitative interviews with individuals who availed of the Make the Call service. These depth interviews were recruited from a pool of participant's who had already completed the telephone survey and consented to be rec-contacted for the purposes of completing a more depth interview. Additionally, 3 depth qualitative interviews with partner organisations of Make the Call service. The partner organisations gave consent to having their details shared for research purposes from the Department for Communities.

The vast majority (93%) of those surveyed successfully claimed a social security benefit as a result of contacting Make the Call, an increase from 76% in the previous Social Impacts Evaluation Report⁵. Of those, 57% of had not previously received any benefits. Others were informed about additional services and supports they may be eligible for; the majority (81%) of those who had applied for services and supports as a result of contact with Make the Call were successful in their claim.

Triangulation of the findings from the quantitative survey and the qualitative interviews identified common themes, each of which are set out in the following paragraphs. Additionally, there were several key themes that were identified from the partner interviews which are also discussed in the following section.

Impacts of benefits and services

Both the telephone survey and depth interviews highlighted that the majority (87%) of participants felt that their lives have been positively impacted by the social security benefit and/or service they received as a result of contact with the Make the Call service. Almost all (86%) of these participants noted that the benefit or service had a 'great deal' or 'fair amount' of positive impact on their lives. There were no significant differences across benefits or services received.

A very small proportion (4%) of participants reported that their lives had been negatively impacted. However, feedback from these participants suggests that this was due to frustration with the process, impact on other benefits, and outcome of the application rather than the Make the Call service itself.

There were several positive impacts noted by both telephone survey participants and depth interview participants. These are outlined in more detail below. Qualitative interviews with partner organisations also highlighted various impacts for their organisations as well as their clients. All of the partner organisations interviewed had a positive experience with Make the Call service and felt it was highly valuable to both their organisation and to their clients.

General wellbeing impacts

Almost one third of participants (29%) reported that their general well-being had been positively impacted as a result of the benefits and/or services received as a result of contact with Make the Call. Over a fifth (21%) of survey participants were now able to do more of the things they wanted to do. Nearly two thirds (63%) reported on 'other' impacts to their general wellbeing which were far ranging and based on individual circumstances but generally described positive impacts to their life overall and an

improvement to their psychological state. The qualitative interviews with participants revealed that receiving the benefits and/or supports as a result of Make the Call service meant that they were much happier and more content with life. Many felt a sense of freedom and newfound independence as a result of the additional benefits and/or support. For some they were able to spend more time with loved ones and were even able to do a little more for their families, such as pay for small gifts or taxis for them.

Physical wellbeing impacts

The survey results found that 21% of participants identified that the benefits and/services received as a result of Make the Call services had made a positive impact on their physical health. The most frequently cited impacted included being under less physical strain from walking (16%), improved general health (15%), and able to travel to healthcare appointments i.e. hospital (14%). More specific qualitative answers were also given around impacts on participants' physical health. The most frequent qualitative examples focused around being able to get out and about more often, including attending medical appointments, being able to purchase aids and supports to increase mobility, and increasing the use of heating in participant's homes. Additionally, the qualitative interviews revealed that participants were able to purchase healthier food options, including more fruits and vegetables, as a result of the benefits and/or supports they were now receiving. The interviews also revealed that for many, their physical health improved as a result of being able to heat their homes more, making it a more comfortable environment for them to be in physically, especially for those who had a medical condition.

Mental health impacts

One third (33%) of survey participants noted that receiving benefits and/or services through Make the Call has had a positive impact on their mental health. Specifically, the two most frequently reported mental health impacts were suffering less stress (60%) and a reduction in anxiety levels (49%). Additionally, the most significantly impacted benefit was for Personal Independent Payment, where nearly half (48%) of recipients identified that they had a positive mental health impact. The qualitative findings supported these outcomes where participants were less worried, stressed and anxious.

All of the participants of the depth interviews felt that the benefits and/or services they received had a positive impact on their mental health. A third of interview participants stated that they had a mental health problem and they all felt that the impacts of Make the Call service helped to ease their condition by reducing stress. Interviewees also felt that they were now less isolated, and this had a significant impact on their mental health. The qualitative verbatims from both the survey and the depth interviews also further highlighted that the reduction in financial strain specifically impacted on their mental health.

Emotional impacts

Over one tenth of all participants (17%) noted that they had experienced positive emotional impacts as a result of the benefits and/or services they had received through the Make the Call service. By far, the most significant emotional impact cited by nearly half (44%) of participants was feeling happier, followed by feeling more independent (14%), feeling more content (13%), and feeling less depressed (11%). Qualitative findings also highlighted that as a result of receiving these benefits and/or supports participants felt more secure and more positive.

Financial impacts

Based on the survey results, more than three fifths (62%) of participants stated that their finances were positively impacted as a result of the benefits and/or services received. When participants were asked about the main overall impact that receiving these benefits and/or services has had on their life, help with finance and paying bills was cited by half (49%). The most common financial impacts for participants

included feeling under less financial strain (42%), now being able to pay their bills (36%) and having more money in their weekly budget (27%). Participants of the survey also provided specific examples of what the extra finances have enabled them to do. The most frequent answers provided included being able to now afford utilities, specifically having the ability to have the heat on more and being able to purchase more food for themselves and their family.

Additionally, all of those who participated in the depth interviews commented on the positive financial impacts they have experienced since contacting Make the Call. For most, the ability to pay for bills and their mortgage meant that they could live at a better standard without being under excessive financial strain. For some interviewees, they could now afford to buy things that they previously would have had to do without, save up for, or take out a loan to purchase. The financial impacts appeared to often reach beyond the individual and also helped participants family members, particularly children, reach a better quality of life. Being able to better provide for their children provided an enormous sense of relief. The findings from the depth interviews suggest that for most people the financial assistance received is the most salient as this affects all aspects of their day-to-day life.

Home environment impacts

Nearly a fifth (18%) of participants of the survey identified that their home environment had been positively impacted by the benefits and/or services received as a result of their contact with Make the Call. More than half (52%) of those who had a positive impact on their physical or home environment identified that they were now able to heat their homes to a better standard – with some not being able to use heating at all prior to receiving the additional benefits and/or support. Participants also noted in the open response ‘other’ impacts that they were able to get further support in their homes either through the installation of certain home improvements and medical aids or being able to afford additional care and cleaning support. Findings from the depth interviews echoed those of the quantitative survey where more than half of respondents identified living in fuel poverty, whereby they could not heat their homes to an adequate standard. Additionally, some participants who needed to make adjustments to their home environment, such as hiring additional help or installing a new boiler or downstairs toilet, were now able to do so as a result of the benefits and/services they received. Participants felt that their homes were safer, more comfortable places as a result of their contact with Make the Call service.

Mobility and socialisation impacts

About one quarter (23%) of survey participants reported that their mobility and ability to socialise had been positively impacted by receiving benefits and/or services as a result of their contact with Make the Call. A wide range of interview participants noted that their mobility had improved because of contacting Make the Call, which includes those who received a service such as a Blue Badge and those who received benefits. Specifically, the strongest impact on mobility was seen for those who received Blue Badge, with three quarters (74%) stating that their mobility had been positively impacted. For all participants who indicated that the benefits and/or services received made a positive impact on their lives, over a third (34%) were able to park closer to the destination (34%), a third (33%) were able to go out more often and over a quarter (28%) could now access places that they otherwise would not be able to.

Generally, the depth interviews found that as a result of receiving the various benefits and/or supports, they were now able to pay for petrol, access transportation, get into the community, and see family more frequently. More specifically, recipients of a Blue Badge were more confident in being able to get out of the house and had increased feelings of independence. Not having to worry about finding adequate

parking or having to walk too far of a distance made a significant impact on their ability to get out and about.

Debt

While the majority of participants were not currently in debt, one third of participants (33%) reported that they are currently experiencing some level of debt. Participants were asked if the level of their debt had changed in any way since receiving benefits or services because of their contact with Make the Call. For many (44%), their level debt had not changed. However, for 31% of participants who were currently experiencing debt, they felt that their level of debt had decreased a lot or a little since receiving a benefit or service through Make the Call.

Partner Organisation experiences

Partner organisations of the Make the Call service highlighted the impacts that the partnership had had for both themselves and their clients. Each partner organisations stated that their experience with the Make the Call services was very positive. Partners felt that the team were very professional, easy to contact, and that the service was trustworthy. Partnering with Make the Call was not only impacted the partner organisations clients, but the organisation itself as well. One of the most beneficial aspects for the organisation was being provided with knowledge and a go-to service that they could signpost their clients to free of cost. Each organisation highlighted that they benefited greatly from reports produced for them from Make the Call service about the impact on clients. Overall, all feedback was highly positive from the partner organisations and each would strongly recommend Make the Call to other organisations, and some, in fact, already had.

Comparisons from 2019 report

Some significant improvements have been identified when comparing the results of the impact that the benefits received from Make the Call have had on participants with the previous findings of the Social Impact Evaluation of Make the Call Report (2019)⁵. These include:

- The proportion of participants who successfully made a claim for social security benefits rose from 76% in 2019 to 93% in 2021
- Positive impact on mental health increased from 24% in 2019 to 33% in 2021
- Positive impacts on general wellbeing increase from 19% in 2019 to 29% in 2021
- Participants stating that they have less anxiety doubled from 26% in 2019 to 49% in 2021
- Participants who stated they felt happier increased from 30% in 2019 to 44% in 2021
- Participants who stated that they could now access more places than they otherwise would have been able to increase from 11% in 2019 to 28% in 2021
- Participants who were now able to heat their homes or increase the heating in their homes increased from 40% in 2019 to 52% in 2021

	2019	2020
No. Interviews with service users	1254	1298
Received Social Security Benefits through MTC	76%	93%
Successful applications for supports/services	79%	81%
Those claiming who had not previously received benefits	52%	57%
Those who applied for additional benefits/services after advised by MTC team	51%	51%
Those who report a positive impact as a result of receiving the benefit/ service	87%	87%
Positive financial impact	60%	62%
Positive mental health impact	24%	33%
Positive mobility impact	28%	23%

Conclusions

It is evident that the Make the Call is an immensely valued service by those who have used it and that it has a significant amount of wider impact on customers. The majority (87%) of participants felt that their lives have been positively impacted by the social security benefit and/or service they received as a result of their contact with the Make the Call service. Almost all (86%) of these participants noted that the benefit or service had a 'great deal' or 'fair amount' of positive impact on their lives.

Whilst participants noted a range of positive impacts associated with the benefits and services they received because of contacting the Make the Call service, the most frequently cited impact was enhanced financial capability. Survey participants and interviewees also noted that having additional income was pivotal in improving their mental health and general wellbeing as it reduced the stress and anxiety surrounding their finances, allowing them to feel a sense of freedom and independence.

Many participants highlighted that the Make the Call service has made significant improvements to their lives and some described it as a *"lifeline"* or stated that *"life without it would be unimaginable."* The impacts that the Make the Call service has had for its customers is far ranging and encompasses all areas of mental health, physical health, emotions, general wellbeing, mobility/ability to socialise, finances, and their home environment. It is evident within this report that the Make the Call service is continuing to increase its social impacts through expanding the benefits, services and supports it covers, reaching new clients, and through the expansion of new partner organisations.

In conclusion, it is clear that the Make the Call Wraparound Service continues to play a key role in the Department for Communities' policy to improve benefit uptake in Northern Ireland and that it is having a significant impact on the daily lives of its customers, as well as the organisations that they partner with.

07

Appendices

Appendix one: Telephone survey questionnaire

Good morning, afternoon, evening... my name is and I'm calling from Ipsos MORI, the independent market research agency. We are currently conducting research on behalf of the Department for Communities to assess the difference the Make the Call service has made to people's lives. You may recall having been in contact with them for an entitlement check. Make the Call have passed your details to us so that we can conduct this research. You should have received a letter from Make the Call informing you about this.

The interview will last approximately 10 minutes. Would you be interested in participating in this interview?

SINGLE CODE

Yes	1	
No	2	CLOSE

In line with GDPR, Ipsos MORI has a privacy notice and if you would like to review this you can see it online at <insert privacy policy URL>

The Department for Communities intends to use this information to evaluate the difference your contact with Make the Call has had on your life. If you agree, we will pass your responses and personal details back to Make the Call Service. This information will only be used for future research and statistical purposes.

Please be aware that:

- Your personal details will not be passed to anyone else outside the Ipsos MORI team and the Department for Communities;
- Names and addresses are never included in the results and no individual can be identified from any published reports;
- The information will not be used to work out whether anyone is claiming benefits they should not be and any current or future claims will not be affected.

Do you consent to participate in this interview and for your data to be used in the ways in which we have outlined?

SINGLE CODE.

Yes	1	
No	2	CLOSE

Make the Call has provided Ipsos MORI with information about what benefits, supports and services you were entitled to after your contact with them. We would like to ask you some questions about these.

ASK ALL

Q1. I understand you may have claimed a Social Security benefit or other services or supports within the last year, either for yourself or on behalf of someone else. Is this correct?

Yes	1	Proceed to Q2
No	2	Close interview

ASK ALL

SCRIPTER INSTRUCTION: PLEASE PULL THROUGH CLAIMED BENEFITS FROM THE SAMPLE FOR EACH PARTICIPANT (INSERT COLUMNS FOR SCRIPTER WHEN SAMPLE PROVIDED). IF NO BENEFIT IS LISTED PLEASE SKIP TO Q4.

Q2 Make the Call have told us that you successfully claimed Social Security benefits as a result of contact with them. Can I confirm that you successfully claimed <insert each benefit that is in the sample for each participant> as a result of your contact with Make the Call?
SINGLE CODE FOR EACH BENEFIT

BENEFIT	YES	NO	Don't Know	Refused
Attendance Allowance	1	2	98	99
Bereavement Benefit	1	2	98	99
Budgeting Loan	1	2	98	99
Carer's Allowance	1	2	98	99
Child benefit	1	2	98	99
Crisis Loan	1	2	98	99
Disability Living Allowance	1	2	98	99
Discretionary Payments	1	2	98	99
Employment and Support Allowance	1	2	98	99
Funeral Payment	1	2	98	99
Housing Benefit	1	2	98	99
Income Support	1	2	98	99
Industrial Injuries Disablement Benefit	1	2	98	99
Jobseeker's Allowance	1	2	98	99
Maternity Allowance	1	2	98	99
Mitigation Payment	1	2	98	99
Personal Independent Payment	1	2	98	99
Rate Relief	1	2	98	99
State Pension	1	2	98	99

State Pension Credit	1	2	98	99
Sure Start Maternity Payment	1	2	98	99
Tax Credit	1	2	98	99
Universal credit	1	2	98	99
Winter Fuel Allowance	1	2	98	99

ASK IF BENEFIT CONFIRMED AT Q2 (CODE 1)

INTERVIEWER NOTE: if participant mentions that they already receive State Pension code answer as 2

Q3 You said that you claimed <insert each confirmed benefit from Q2>. Was this:

READ OUT

SINGLE CODE

A first-time benefit: i.e. you previously had not been receiving any benefits	1
An additional benefit to the benefit/benefits you were already receiving	2
An increase of the amount of a benefit you were already receiving	3

ASK TO THOSE FOR WHOM A SERVICE OR SUPPORT IS DETAILED IN THE SAMPLE. (INSERT COLUMNS FOR SCRIPTER WHEN SAMPLE PROVIDED) IF NO SERVICE OR SUPPORT IS LISTED PLEASE SKIP TO Q6.

SCRIPTER INSTRUCTION: PLEASE PULL THROUGH SERVICES/SUPPORTS FROM THE SAMPLE FOR EACH PARTICIPANT

Q4. In addition to Social Security benefits, there are also a number of supports and services that you may have been entitled to and told about by the Make the Call team. Can I confirm that you were made aware of <insert the services/support in sample>?

SINGLE CODE FOR EACH SERVICE

SUPPORTS/SERVICES	YES	NO	Don't know	Refused
Affordable Warmth Scheme	1	2	98	99
Assisted bin collection	1	2	98	99
Blue Badge Scheme	1	2	98	99
Boiler replacement	1	2	98	99

Bryson energy advice/Bryson home safety check	1	2	98	99
Carers credit	1	2	98	99
Carers NI	1	2	98	99
Debt Advice NI	1	2	98	99
Dementia NI	1	2	98	99
Direct Payment for Carers	1	2	98	99
District Nurse	1	2	98	99
Free car tax	1	2	98	99
Free School Meals	1	2	98	99
Help with health care costs (help with glasses or contact lenses, dental treatment, wigs, eye tests, or travel to hospital for treatment)	1	2	98	99
HMRC Marriage Allowance	1	2	98	99
Home safety check, Ards & North Down	1	2	98	99
Housing rights	1	2	98	99
JAM card	1	2	98	99
Labour relations	1	2	98	99
Mid Ulster Age well - Home Maintenance	1	2	98	99
NI fire service H&S check	1	2	98	99
Occupational Therapist Referral	1	2	98	99
Free passport	1	2	98	99
Radar key	1	2	98	99
Rate relief	1	2	98	99
Rural support/ rural transport	1	2	98	99
School Uniform Grants	1	2	98	99
Social supermarket	1	2	98	99
Smart Pass for public transport/ Bus Pass	1	2	98	99

St Vincent De Paul	1	2	98	99
TV License	1	2	98	99
Other (please specify)	1	2	98	99
None	1	2	98	99
Don't know	1	2	98	99
Refused	1	2	98	99

LOOP Q5a TO Q5D FOR THOSE WHO WERE MADE AWARE OF A SUPPORT OR SERVICE (code 1 at Q4. LOOP FOR EACH SUPPORT OR SERVICE RECEIVED.

Q5a After you became aware that you were entitled to <insert each support/service> did you apply for this?
SINGLE CODE

Yes	1
No	2
Don't know/can't remember	99

ASK TO ALL WHO DID NOT APPLY FOR A SUPPORT/SERVICE (code 2 at Q5a)

Q5b Why did you not proceed to claim <insert support/service>?
DO NOT PROMPT
MULTICODE OK

I didn't feel it was necessary	1
I didn't feel it was right for me	2
I didn't feel it would make an impact financially	3
I didn't feel it would be helpful for me/my family	4
I felt the application process was too long	5
I felt the application was too intrusive	6
I didn't get around to it/didn't have time	7
Forgot to apply	8
Other (please specify)	97
Don't know	98
Refused	99

ASK TO ALL WHO APPLIED for INDIVIDUAL SUPPORTS/SERVICES (code 1 at Q5a)

Q5c Was your application successful for <insert each support/service>?
SINGLE CODE

Yes	1
-----	---

No	2
Application still being processed	3
Don't know/Can't remember	99

ASK TO THOSE WHOSE CLAIM WAS NOT SUCCESSFUL (code 2 at Q5C)

Q5d. Were you given any reasons why your claim for <insert benefit> was not successful?
RECORD VERBATIM

	1
No	2
Don't know	98
Refused	99

LOOP Q7
TO Q13
FOR
EVERY

CONFIRMED BENEFIT AND EVERY SUCCESSFULLY CLAIMED SERVICE (code 1 at Q2 for benefits and code 1 at Q5C for each service/support)

For Q7-Q14b WHERE YOU/THE RECIPIENT IS NOTED USE 'YOU' UNLESS THE SAMPLE INDICATES THAT THE PARTICIPANT IS AN APPOINTEE. IF THE PARTICIPANT IS AN APPOINTEE USE 'THE RECIPIENT.'

Q7. You said you successfully claimed <insert each benefit/service selected>. Has this had a positive or negative impact on you/ the recipient's life in any way?

READ OUT

SINGLE CODE ONLY

Yes – positive impact	1	Go to Q8a
Yes – negative impact	2	Go to Q8b
No Impact at all	3	Go to Q8d
Don't know	98	Go to Q14
Refused	99	Go to Q14

ASK THOSE WHO HAVE EXPERIENCED A POSITIVE IMPACT (code 1 Q7)

Q8a To what extent has receiving <insert each benefit/service> had a positive impact on your/the recipient's life?

READ OUT

SINGLE CODE

A great deal	1
A fair amount	2
Just a little	3
Not at all	4
Don't know	98
Refused	99

ASK THOSE WHO
NEGATIVE IMPACT

HAVE EXPERIENCED A
(code 2 at Q7)

Q8b

Could you please describe the negative impact you/the recipient experienced after receiving <insert benefit>?
RECORD VERBATIM

	1	ASK TO
Don't know	98	
Refused	99	

THOSE WHO HAVE HAD A NEGATIVE EXPERIENCE (code 2 at Q7)

Q8c Based on the negative experience you described, would you like someone from Make the Call to contact you directly about this?

Yes	1
No	2

ASK TO THOSE WHO HAVE EXPERIENCED NO IMPACT (code 3 at Q7)

Q8d Could you please tell me why you feel you experienced no impact at all?
RECORD VERBATIM

	1	ASK
Don't know	98	
Refused	99	

THOSE WHO HAVE EXPERIENCED A POSITIVE IMPACT (code 1 at Q7)

USE 'THEIR' WHEN THE SAMPLE INDICATES THE PARTICIPANT IS AN APPOINTEE

Q9. In which of the following ways has receiving <insert each benefit/service/support> impacted you/the recipient?

READ OUT

MULTICODE OK

Your/their physical health	1	Go to Q10
Your/their mental health	2	Go to Q10
Your/their emotions	3	Go to Q10
Your/their general wellbeing	4	Go to Q10
Your/their finances	5	Go to Q10
Your/their mobility or ability to socialise	6	Go to Q10
Your/their physical or home environment	7	Go to Q10
Other (please specify)	97	Go to Q10
Don't know	98	Skip to Q11
Refused	99	Skip to Q11

ASK ALL WHO HAVE MENTIONED AN IMPACT AT Q9 (codes 1-9)

Q10. You said that receiving <insert each benefit/service> has impacted your/ the recipient's <insert impact from Q9>. Can you tell us how the <benefit/service> has specifically impacted your/the recipient's <insert impact from Q9>?

ASK IF CODE 1 SELECTED AT Q9. ONLY SHOW TABLE ON PHYSICAL HEALTH.
PROBE TO PRECODES

MULTICODE OK FOR TABLES A-G

A) Physical Health

Able to afford a gym membership	1
Able to purchase more or better quality food	2
Able to travel to healthcare appointments i.e. hospital appointments	3
Can afford dental treatment	4
Can afford glasses	5
Can now attend an optician's appointment	6
Improved general health	7
Now attend dental check-ups	8
Now attend GP appointments	9
Under less physical strain from walking	10
Other (please specify)	97
Don't know	98
Refused	99

ASK IF CODES 6 or 8 selected at Q10 A) Physical Health

Q10A (i) How likely or unlikely would it have been for you/the recipient to attend <insert response from physical health table>, if you/the recipient had not received <insert benefit/service>?

Very likely	1
Fairly likely	2
Neither likely nor unlikely	3
Fairly unlikely	4
Very unlikely	5
Don't know	98
Refused	99

ASK IF CODE 2 AT Q9.

MENTAL HEALTH.

PROBE TO PRECODES

B) Mental Health

Able to attend counselling services	1
Able to attend other support services	2
Feel Less lonely	3
Reduced social isolation	4
Suffer less anxiety	5
Suffer less stress	6
Other (please specify)	97
Don't know	98
Refused	99

ONLY SHOW TABLE ON

ASK IF CODE 3 AT Q9. ONLY SHOW TABLE ON EMOTIONS.

PROBE TO PRECODES

C) Emotions

Able to enjoy day-to-day activities	1
Feel happier	2
Feel less depressed	3
Feel more confident	4
Feel more content	5
Feel more independent	6
Feel more useful/able to contribute to society	7

Other (please specify)	97
Don't Know	98
Refused	99

ASK IF CODE 4 AT Q9. ONLY SHOW TABLE ON GENERAL WELLBEING.
PROBE TO PRECODES

D) General wellbeing

Able to give my time to things I want to do	1
Able to meet up with people more often	2
Able to participate in more leisure activities	3
Able to volunteer	4
Other (please specify)	97
Don't know	98
Refused	99

ASK IF CODE 5 AT Q9. ONLY SHOW TABLE ON FINANCES
PROBE TO PRECODES

E) Finances

Able to afford non-essentials or things you couldn't before	1
Able to pay bills	2
Able to pay off debt	3
Feel under less financial strain	4
More money in weekly budget	5
Can afford to put the heat on more	6
Shop in places you couldn't before	7
Able to turn lights on	8
Other (please specify)	97
Don't know	98
Refused	99

ASK TO THOSE WHO MENTION FINANCE AS AN IMPACT (code 5 at Q9) Q10E

(i) What has this additional money enabled you/the recipient to do?

FULLY PROBE E.g. 'Could you tell me a bit more about that/could you provide a specific example'

Don't know	98
Refused	99
	1

ASK IF

CODE 6 AT Q9

F) Mobility and socialisation

Able to access places you/they wouldn't otherwise get to	1
Able to go out more often	2
Able to make use of taxis to get around	3
Able to park closer to destination	4
Able to park for free	5
Able to visit friends	6
Improved access to public transport	7
More confident parking in adapted spaces	8
Other (please specify)	97
Don't know	98
Refused	99

ASK IF CODE 7 AT Q9

G) Your physical/home environment

Able to heat home	1
Able to put on heat more	2
Able to decorate home	3
Able to do DIY	4
Able to buy new furniture	5
Able clean home better	6
Able to employ tradesmen	7
Able to better maintain garden/outside areas	8
Improve safety and security	9
Other (please specify)	97
Don't know	98
Refused	99

ASK ALL WHO ANSWERED OTHER AT Q9 (code 97)

Q12 Could you tell me specifically how receiving this benefit/service has impacted the your/ the recipient's life?
RECORD VERBATIM

	1
Don't know/ Refused	99

ASK ALL WHO MENTION AN IMPACT AT Q9

Q13 Could you please tell me the main way that receiving <insert each benefit/service> has impacted your/ the recipient's life for the better?

RECORD VERBATIM
PROBE FULLY

	1
Don't know/ Refused	99

ASK Q14 TO THOSE WHO RECEIVE A SMARTPASS (code 1 at Q4 for Smartpass/bus pass)
 USE WORDS NOTED IN RED IF SAMPLE INDICATES PARTICIPANT IS AN APPOINTEE
 You told us earlier that you/ the recipient receive(s) a Smartpass/ Bus Pass. We have a few specific questions we would like to ask you now on this.

Q14a To what extent if at all do you agree or disagree with the following statement:

READ OUT

“Having a Smartpass/ Bus Pass has improved your/ the recipient's access to public transport”

Strongly agree	1
Tend to agree	2
Neither agree nor disagree	3
Tend to disagree	4
Strongly disagree	5
Don't know	98
Refused	99

Q14b How often do you/does the recipient use your/their smart pass/bus pass?

READ OUT

SINGLE CODE

Every day	1	
Several times a week	2	
Once a week	3	
Several times a month but not once a week	4	
Once a month	5	
Less than once a month	6	
Never	7	Go to Q 14d
Don't know	98	
Refused	99	

Q14c Do you/does the recipient ever use your/their smart pass/ bus pass to travel for:

READ OUT

MULTICODE OK

Commuting/work	1
Business	2
Education	4
Shopping	5
Recreation	6
Social visits	7
Hospital appointments	8
GP services	9
Day trips	10
Other (please specify)	97
Don't know	98
Refused	99

ASK TO THOSE WHO HAVE NEVER USED THEIR SMART PASS (code 7 at Q14b)

Q14d Why have/has you/the recipient never used your/their smart pass/bus pass?

PROBE TO PRECODES

MULTICODE OK

I don't feel the need to	1
--------------------------	---

My local area does not have adequate public transport links	2
I always use my car	3
Other (please specify)	97
Don't know	98
Refused	99

I am now going to ask you a question about debt.

ASK ALL

USE WORDS NOTED IN RED IF SAMPLE INDICATES THAT PARTICIPANT IS AN APPOINTEE

Q15a Do you/does the recipient currently have any debt?

Yes	1	Go to Q15b
No	2	Skip to end
Don't know	98	
Refused	99	

ASK TO THOSE WHO HAVE DEBT (code 1 at Q14a)

Q15b Since receiving any of the benefits or services as a result of contact with Make the Call, has your/their level of debt increased a lot, increased a little, remained the same, decreased a little or decreased a lot?

Increased a lot	1
Increased a little	2
Remained the same	3
Decreased a little	4
Decreased a lot	5
Don't know	98
Refused	99

ASK ALL

Q16a. As part of this project, the research team at Ipsos MORI are conducting more depth interviews with a selection of those who have participated in this survey to try to gain more insight about their experiences with Make the Call. This would last around 40-45 minutes and would be conducted over the phone. Hearing about your experiences in more detail would be invaluable for the evaluation and improvement of the Make the Call service.

Would you be interested in participating?

Yes	1	Go to 16b
No	2	Skip to end

ASK THOSE WHO HAVE ANSWERED YES at Q16a.

Q16b. Thank you for agreeing to participate. Someone from Ipsos MORI will be in touch with you in the next couple of weeks if you are selected to participate. Is this the best number to contact you on?

Yes	1	Continue
No- please stipulate preferred contact number	2	Continue

THANK AND CLOSE.

Appendix two: service users' discussion guide

Introduction

- Introduce self/Ipsos MORI – stress role as an independent research organisation and that we are here to listen to opinions.
- Outline background and objectives of the discussion.
 - Make the Call has commissioned Ipsos MORI to gather views from customers who have used their service. They would like to find out more about how the service has impacted their lives.
- Thank participant for taking part in the telephone survey and mention that they had been selected for a more depth discussion. Explain that throughout the discussion we will be referring to some of the answers they gave in the telephone survey and will be discussing these in more detail.
- The discussion will last around 40 minutes.
- Explanation of discussion 'rules'. There are no right or wrong answers, we are just interested to hear your honest views and opinions. We are looking for our honest feedback, 'warts and all'. That said, if you would rather not answer any of the questions or would like to terminate the discussion at any stage that is not a problem, please just let me know.
- Do you have any questions at this stage?
- Mention recording of proceedings and obtain permission to record. Reinforce anonymity/confidentiality.

ONCE RECORDING ON, ASK FOLLOWING AND PROCEED ONLY WITH CONSENT TO EACH:

- That's the recording on now, please can you confirm for me again that you are happy for this discussion to be recorded?
- All the information you provide and the identity of yourself will remain confidential. Your name will not be disclosed to anyone outside of the research team and the Make the Call Team, the key findings that will be contained in the report will not reveal your individual identity.
- I'm now going to read out some statements and if you could please confirm that you're happy with these then we will be able to begin the discussion:

I have been given sufficient information about the discussion now and in previous communication.
--

I have been given the opportunity to ask questions about the discussion and my participation.

I voluntarily agree to participate in the discussion.

I understand I can withdraw at any time and without giving reasons.
The procedures regarding confidentiality have been clearly explained (anonymization of data, no personal identifying details etc.) to me.

MODERATOR NOTE: REVIEW CATI RESPONSES IN ADVANCE OF DISCUSSION AND DEVELOP A PROFILE FOR EACH PARTICIPANT.

CONVERSATION TO FOLLOW THE CUSTOMER'S JOURNEY: STARTING WITH LIFE BEFORE CONTACTING MAKE THE CALL, THEN DISCUSSING WHY THEY DECIDED TO MAKE THE CALL (IF APPLICABLE) OR WHAT LEAD TO THEIR CONTACT WITH THEM- AND THEN FOCUSING ON THEIR LIFE AFTER HAVING MADE THE CALL.

Initial trigger for contact with Make the Call

MODERATOR READ OUT: YOU RECENTLY PARTICIPATED IN A TELEPHONE SURVEY WHERE YOU TOLD US ABOUT YOUR EXPERIENCE OF THE BENEFITS, SUPPORTS OR SERVICES YOU RECEIVED. WE WOULD LIKE TO EXPLORE THE INFORMATION YOU GAVE US FURTHER TO FULLY UNDERSTAND ANY IMPACT THIS BENEFIT SUPPORT OR SERVICE HAS HAD ON YOUR LIFE. FIRSTLY, WE WOULD LIKE TO KNOW A LITTLE MORE ABOUT HOW YOU FIRST CAME INTO CONTACT WITH MAKE THE CALL.

How did you first hear about Make the Call? PROBE FULLY TO UNDERSTAND HOW THE PARTICIPANT HEARD ABOUT MAKE THE CALL. ASK FOR SPECIFIC EXAMPLES, I.E IF THEY MENTION A NEWSPAPER ASK WHICH NEWSPAPER ETC.

Can you tell me how you first came into contact with make the call? FULLY PROBE TO UNDERSTAND HOW INITIAL CONTACT WAS MADE I.E DID THEY MAKE THE CALL THEMSELVES, WERE THEY CONTACTED BY MTC DIRECTLY , DID SOMEONE ELSE MAKE THE CALL ON THEIR BEHALF or WERE THEY REFERRED BY A PARTNER ORGANISATION?

If they made the call themselves:

- **Can you tell me a little about what led you to make the call? FULLY PROBE TO UNDERSTAND REASONS FOR INITIAL CONTACT.**

If they were approached by Make the call directly:

- **How did you feel when you were contacted by a member of the make the call team?**
- **What were their reasons for making contact with you?**

If someone else made the call for them:

- **Why do you think they made the call for you?**
- **How did you feel about this?**

If referred by a partner organisation:

- **How did this come about?**
- **How did you feel about this?**
- **Could you tell me a little bit about your contact/relationship with this organisation?**

Extent of impact of make the call

From your initial survey, I understand that you received <benefit/service/support> as a result of your contact with Make the Call.

MODERATOR EXPLAIN THE BENEFITS, SUPPORTS AND/OR SERVICES THAT THEY CLAIMED AND ARE RECEIVING AND ENSURE PARTICIPANT KNOWS WE ONLY WANT TO DISCUSS THESE BENEFITS, SUPPORTS AND/OR SERVICES AND NOT ANY OTHERS THEY RECEIVED BEFORE CONTACT WITH MAKE THE CALL. HOWEVER, IF THEY RECEIVED AN INCREASE TO A PREVIOUSLY RECEIVED BENEFIT/ THEIR BENEFIT WAS 'FUTURE-PROOFED' CONTINUE WITH THIS LINE OF ENQUIRY.

I would like to understand a little more about what life was like before you received this so I will now ask you some questions around this.

Before your contact with make the call, were you already receiving any other social security benefits, supports or services?

- If so, which ones?

Thinking specifically about <insert benefit/service/support>.

MODERATOR TAKE EACH BENEFIT/SERVICE/SUPPORT AT A TIME

You told us that receiving <benefit/service/support> had a positive impact on your life in the following ways:

- Physical health
- Mental health
- Emotions
- General wellbeing
- Finances
- Mobility
- Home environment

LOOP THE FOLLOWING QUESTIONS ON IMPACT

Could you tell me a little more about how this impacted your life? FULLY PROBE TO UNDERSTAND HOW THEIR LIFE WAS IMPACTED.

- How have things changed since receiving this?
- In what ways?
- Could you provide some examples of this?
- How did this make you feel?

Could you tell me a little about what life was like before you received this? TAILOR QUESTIONING DEPENDING ON THE BENEFIT SERVICE OR SUPPORT PROBE FULLY:

- What has receiving <insert benefit/service/support> enabled you to do?
- How often are you able to do this now?
- How has this made you feel?

What do you think things would be like for you now if you did not receive <benefit/service/support>?

Summary

What one thing would you like to say about your experience of Make the Call and how it has impacted your life?

THANK AND CLOSE

Appendix three: partner organisations discussion guide

Introduction

- Introduce self/Ipsos MORI – stress role as an independent research organisation and that we are here to listen to opinions.
- Outline background and objectives of the discussion.
- Make the Call has commissioned Ipsos MORI to gather views from customers who have used their service as well as the organisations they have partnered with. We would like to find out a little but about your experience of being a partner organisation of Make the Call.
- The discussion will last around 40 minutes.
- Explanation of discussion ‘rules’. There are no right or wrong answers, we are just interested to hear your honest views and opinions. We are looking for our honest feedback, ‘warts and all’. That said, if you would rather not answer any of the questions or would like to terminate the discussion at any stage that is not a problem, please just let me know.
- Do you have any questions at this stage?
- Mention recording of proceedings and obtain permission to record. Reinforce anonymity/confidentiality.

ONCE RECORDING ON, ASK FOLLOWING AND PROCEED ONLY WITH CONSENT TO EACH:

- That’s the recording on now, please can you confirm for me again that you are happy for this discussion to be recorded?
- All the information you provide and the identity of yourself will remain confidential. Your name will not be disclosed to anyone outside of the research team and the Make the Call Team, the key findings that will be contained in the report will not reveal your individual identity.
- I’m now going to read out some statements and if you could please confirm that you’re happy with these then we will be able to begin the discussion:

I have been given sufficient information about the discussion now and in previous communication.
--

I have been given the opportunity to ask questions about the discussion and my participation.

I voluntarily agree to participate in the discussion.

I understand I can withdraw at any time and without giving reasons.

The procedures regarding confidentiality have been clearly explained (anonymization of data, no personal identifying details etc.) to me.

Background

Could you tell me a little bit about what your organisation does?

- What kind of activities are you involved in?
- What particular groups of people do you work with?
- If you had to sum up your organisation's mission in one line what would it be?

I understand that your organisation has developed a partnership with the Make the Call to help your clients claim social security benefits or other services or supports. Could you tell me a little bit about how this partnership came about?

- How long has the partnership been in place?
- Who initiated the partnership?

And could you tell me a little but about how the partnership works on a daily basis?

- What does this require of your organisation?
- What interaction do you have with the Make the Call service, if any?
- How many people would you say that your organisation has referred to the Make the Call service?
- How have you found this experience? (*positives/negatives*)

From your experience, what impact, if any has the Make the Call service had on the clients you have referred to them?

- How, if at all, has this made a difference to their lives?
- Do you have any specific examples you could share?

From your experience, what impact, if any, has working in partnership with the Make the Call service had on your organisation?

- Would you describe the impact as positive or negative?
- How specifically has this had an impact on your daily operation?
- Could you provide a specific example?

Reflecting on your experience of working in partnership with the Make the Call Wraparound service, how would you evaluate this overall?

- What has been the main benefit, if any?
- Have there been any issues/struggles?
- Can you think of anything which could be done to improve the partnership?
- What impact do you think this improvement could have?

Finally, based on your experience, would you recommend that other organisations should consider developing a partnership with Make the Call?

- Why/why not?
- How do you think Make the Call could best promote their partnerships/ try to secure new partner organisations?

Is there anything else you would like to add about your experience of working in partnership with the Make the Call Wraparound service?

THANK AND CLOSE.

Our standards and accreditations

Ipsos MORI's standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a "right first time" approach throughout our organisation.



ISO 20252

This is the international market research specific standard that supersedes BS 7911/MRQSA and incorporates IQCS (Interviewer Quality Control Scheme). It covers the five stages of a Market Research project. Ipsos MORI was the first company in the world to gain this accreditation.



Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos MORI endorses and supports the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation. We were the first company to sign up to the requirements and self-regulation of the MRS Code. More than 350 companies have followed our lead.



ISO 9001

This is the international general company standard with a focus on continual improvement through quality management systems. In 1994, we became one of the early adopters of the ISO 9001 business standard.



ISO 27001

This is the international standard for information security, designed to ensure the selection of adequate and proportionate security controls. Ipsos MORI was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (GDPR) and the UK Data Protection Act (DPA) 2018

Ipsos MORI is required to comply with the UK GDPR and the UK DPA. It covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials

This is a government-backed scheme and a key deliverable of the UK's National Cyber Security Programme. Ipsos MORI was assessment-validated for Cyber Essentials certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair Data

Ipsos MORI is signed up as a "Fair Data" company, agreeing to adhere to 10 core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

For more information

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About Ipsos MORI Public Affairs

Ipsos MORI Public Affairs works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. Combined with our methods and communications expertise, this helps ensure that our research makes a difference for decision makers and communities.

Ipsos MORI

