



Tackling loneliness and social isolation: The Chatty Café Scheme Interim Report May 2022



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1. Introduction

1.1 Purpose of this report

The Chatty Café Scheme is designed to encourage conversation, and allow people to connect to reduce the feelings of loneliness or social isolation. Evidence suggests that loneliness and social isolation affects a large proportion of the UK population, with these experiences being exacerbated by the Covid-19 pandemic.

“At the Chatty Café Scheme, we believe that simply having a chat with someone can really brighten their day. As humans, we have a need to be with other people. Research tells us that being connected to others is important for both physical and mental health. Social connectedness has proven links to lowered rates of anxiety and depression. It is also known to increase feelings of belong, purpose, happiness and wellbeing.”¹

The Chatty Café Scheme began as a way to connect people in places like cafés by having a designated area for people who were willing to talk to each other. This scheme has grown to a network of Chatter & Natter tables across the country, but has also expanded to virtual Chatty Café sessions online (via Zoom), as well as a telephone friendship service. The human-centred approach that guides these activities, facilitated largely by volunteers, is taking place to try to reduce experiences of loneliness or social isolation, improve social mobility, and support people to create connections.

In order to understand the impact of the Chatty Café Scheme on the people it provides for (beneficiaries), a research project has been established. The project is formed of two key stages. Initial surveys have been used to gain insights into views from beneficiaries of the Chatty Café Scheme services, volunteers, venues that host Chatter & Natter tables, and the wider general public. This will then be followed by more in-depth research including interviews with those involved, observations and further surveys. This report provides the findings of initial surveys from the first stage of the project.

1.2 Report overview

This document is an interim report to feedback findings from the first stage of the research based on initial surveys to provide an evaluation of the Chatty Café Scheme services.

The remainder of this report is structured as follows:

- Section 2 presents key findings of this initial stage of the research.
- Section 3 provides an overview of the evaluation.
- Section 4 provides information on the context of loneliness and social isolation in England.
- Section 5 provides an overview of the Chatty Café Scheme services.
- Section 6 explores the impact of the different Chatty Café Scheme services, including the Chatter & Natter tables, friendship telephone service and the virtual Chatty Café (Zoom) sessions.
- Section 7 explores the views from business that are venues for Chatter & Natter tables.
- Section 8 explores the views from Chatty Café Scheme volunteers.
- Section 9 explores views from the public.
- Section 10 considers the implication of these findings, recommendations made for potential ways for the Chatty Café Scheme to improve, and the next steps for this research project.

2. Key findings

The Chatty Café Scheme have rapidly expanded their services starting from just a few Chatter & Natter tables in 2019 to a network of over 750 venues by 2022 in addition to virtual chatty café sessions via Zoom, and a telephone friendship service.

The Chatty Café Scheme services are valuable to the beneficiaries, as well as the volunteers involved, and for the host venues who recognise the potential to contribute to the local community.

The Chatty Café Scheme provides different pathways for people to reduce the experience of social isolation and isolation. 100% of beneficiaries using Chatter & Natter tables, the telephone friendship service and the virtual Chatty Café sessions said that interacting with Chatty Café Scheme services reduced the experience of loneliness and isolation. This demonstrates the potential these services have to help create connections, and improve the lives of people across the country

There are broader benefits of the Chatty Café Scheme services identified by beneficiaries including making people feel happier, improving mental health, creating new connections and friendships, as well as finding out about other groups and activities. These benefits are not limited to the beneficiaries but were echoed by the volunteers too. They recognised that their interaction with the Chatty Café Scheme had personal benefits too, as well as being able to contribute to tackling the issues of social isolation and loneliness.

The Chatty Café Scheme is connecting people from different generations and communities, and now has different access channels, in-person, via telephone, and online enabling them to access different communities.

Respondents from this survey identified that the Chatty Café Scheme can improve by expanding its network of venues, and capacity for volunteers, but also in term of marketing its activities and celebrating its achievements so that there is a greater awareness of its different elements, and how people can access them.

Figure 1: Key Findings Infographic



100%

of Chatter & Natter table users said it made them feel less lonely and socially isolated



100%

of the telephone friendship services beneficiaries said it made them feel less lonely and socially isolated



100%

of Virtual Chatty Café (Zoom) session beneficiaries said it made them feel less lonely and socially isolated



97 %

of beneficiaries said the Chatty Café Scheme services helped them meet people they liked to chat to



67 %

of beneficiaries said Chatty Café Scheme services helped them make new friendships



86%

of beneficiaries said Chatty Café Scheme Services improved their confidence

99%

of beneficiaries said they would be likely or very likely to recommend the Chatty Café Scheme services



96%

of volunteers said they would be likely or very likely to recommend the Chatty Café Scheme services



91%

of venues feel that Chatter & Natter tables are an important part of their venue



97%

of venues feel that Chatter & Natter tables are encouraging community spirit

3. About the evaluation

The evaluation of the Chatty Café Scheme services that took place to inform this interim report was carried out by the Centre for Business and Society, Coventry University between February and March 2022. The full research project will last until August 2023 when the complete research findings will be published.

The research project seeks to understand how far the Chatty Café Scheme has managed to reach its objectives that were set out in a Theory of Change model that was devised for the organisation.

This theory of change model had nine outcomes:

- **Outcome 1:** Evidence that participating in our services is reducing people's social isolation and in doing so improving their social, mental and physical health.
- **Outcome 2:** Evidence that we are reaching parts of England where social isolation is prevalent.
- **Outcome 3:** Evidence that participating in our services increases the beneficiaries' social mobility by joining other community groups.
- **Outcome 4:** Evidence that people of all demographics can access the scheme.
- **Outcome 5:** Evidence of improved social confidence and interaction.
- **Outcome 6:** Evidence of improved mental health and wellbeing.
- **Outcome 7:** Evidence that having a Chatter & Natter table option in every café is becoming an expectation of the public.
- **Outcome 8:** Evidence that improving social isolation improves public health and reduces the demand and cost of public health services.
- **Outcome 9:** Evidence that the public are becoming more aware of social isolation.

The full Theory of Change model can be found in Appendix 1.

The full evaluation will employ a mixed methods approach, gathering quantitative and qualitative data to build a rich narrative on the impact of the



Chatty Café Scheme services on its beneficiaries, as well as the views of those who have not yet accessed their services. These will be used to provide recommendations of how to improve the Scheme's services and inform future activities.

The initial stage in the research that informs this report draws on data collected from surveys with Chatty Café volunteers, beneficiaries (those who access Chatter & Natter tables, the friendship telephone service, and the virtual Chatty Café Zoom sessions) as well as the public.

The next stage of the research project will gather additional data through interviews, observations and further surveys.

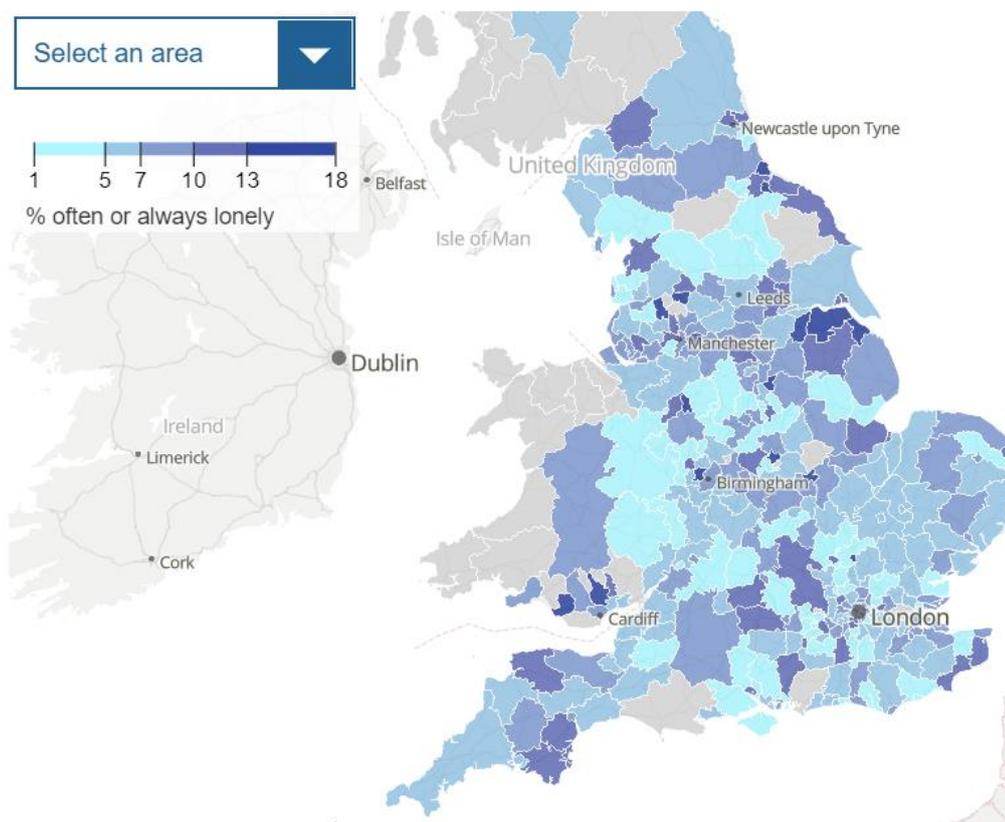
Further discussion on the evaluation approach is included in Appendix 2.

4. Context: Loneliness and social isolation in England

Loneliness is experienced in varying degrees across England, and has been exacerbated by the Covid-19 pandemic. According to the Office for National Statistics, levels of loneliness in Great Britain have increased since spring 2020. From October 2020 to February 2021, results from the Opinions and Lifestyle Survey indicated that the proportion of the adult population experiencing loneliness increased from 5% to 7.2% (around 3.7 million adults)². Other estimates suggest that the number of people who feel loneliness occasionally is closer to 45% of adults³. This equates to 25 million people.

Figure 1 provides an overview of the variation in percentage of people who report feeling lonely 'often or always' from October 2020 February 2021².

Figure 2: Experiences of loneliness in Great Britain, October 2020-February 2021



Source: Office for National Statistics - Opinions and Lifestyle Survey

There are differences in how loneliness is measured, and this is partly why there are so many different figures related to loneliness, based on the types of measures used⁴.

Loneliness is often discussed in conjunction with social isolation, and while they are often interlinked it is important to distinguish between the two. Social isolation is recognized as an objective state in terms of how much social contact an individual has, while loneliness is a subjective experience⁵.

Definitions:

Social isolation: “The inadequate quality and quantity of social relations with other people at the different levels where human interaction takes place (individual, group, community and the larger social environment)”.⁶

Loneliness: “An emotional perception that can be experienced by individuals regardless of the breadth of their social networks”.⁶

These concepts are related, and while social isolation can lead to loneliness, and loneliness can lead to social isolation, it is also possible to experience both at the same time, and the experience of them can change over time⁷.

The subjective and personal nature can make tackling social isolation and loneliness more challenging. The complexity of tackling issues of loneliness and social isolation is recognised and is demonstrated by the wide range of organization types that are trying to address this⁸.

Who does this affect?

Anyone can experience social isolation and loneliness. While social isolation is more commonly considered to affect older people, it can occur at all stages of life. Particular individuals or groups may be more vulnerable than others, depending on factors like physical and mental health, level of education, employment status, wealth, income, ethnicity, gender and age or life-stage⁹.

There is a large body of literature which explores the risk factors that tend to lead to loneliness and social isolation¹⁰. Evidence suggests that people who are more likely to experience loneliness include those who are widowed, those with poor health, long-term illness or disabilities¹¹. Other sources highlight that those in rural areas often experience loneliness, demonstrating the importance of demographics and geography in the incidence of loneliness and social isolation¹².

The Covid-19 pandemic has increased the risk of loneliness for many people. The Local Government Association summarised the range of risks factors for experiences of loneliness and social isolation, highlighting where the Covid-19 pandemic may have exacerbated existing, or created new risks, summarized in Table 1 below¹³.

Table 1: Loneliness and social isolation risk factors

Existing risk factors prior to Covid-19	Existing risk factors that might be exacerbated by covid Covid-19	New and emerging risk factors as a result of Covid-19
<ul style="list-style-type: none"> • Age • Location • Living alone 	<ul style="list-style-type: none"> • Caring responsibilities • Bereavement • Poor physical and/or mental health • Income • Pregnancy and becoming a new parent • Digital exclusion • Transport connectivity • Relationship breakdowns 	<ul style="list-style-type: none"> • Social distancing measures • Shielding for the medically vulnerable • Impact on learning for those studying • Less contact with statutory services • Potential short-, medium- and long-term effects of contracting Covid-19 • Adjusting to the 'new normal'

Source: Adapted from Local Government Association, 2020¹³

Factors that influence social isolation and loneliness operate at the individual level, the level of the community or local area and at the wider societal level⁹. Growing awareness of loneliness and social isolation also recognises the wide range of potential impacts this has on different aspects of mental and physical health. Research has shown that loneliness has the potential to increase risk of

death by 26(%)¹⁴; lead to increased blood pressure, mental and physical health; from reports that loneliness can lead to a greater risk of cognitive decline, to higher risk of disability¹⁵.

There is also an economic impact of loneliness and social isolation. This could be as much as £32 billion each year (due to costs of public service required such as health care, and loss of productivity)¹⁶.

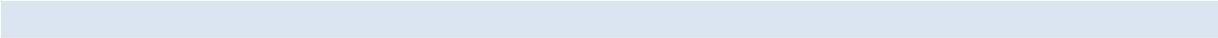
Interventions

There has been significant attention from policy makers recognising that loneliness and social isolation are key issues affecting modern society. The Tackling Loneliness Action plan, established by the UK Government, seeks to reduce stigma around loneliness, drive a lasting shift to relationships and loneliness, and to improve the evidence base on loneliness⁸. It is recognised that government cannot do this alone; loneliness is best addressed through partnerships and requires a whole-society approach requiring the support and actions from a wide range of organisations from across the country¹⁷. A range of services provided by the public sector, private sector, third sector and community and voluntary services may have the potential to impact on social isolation, even if this is not their primary aim. Successful interventions to tackle social isolation reduce the burden on health and social care services. As such they are typically cost-effective⁹.

Age UK refer a range of interventions that can help to reduce loneliness and isolation:

- Information and signposting services (such as websites, directories or helplines)
- Support for individuals (such as befriending or mentoring)
- Group social interventions (such as social groups, arts, crafts and cultural activities)
- Health promotion interventions (such as walking groups)
- Wider community engagement (such as projects that encourage people to volunteer in their local community).

Learning from specific interventions already in place in local areas can be used to inform work in other local areas to reduce social isolation. Although the



context of social isolation across local areas may differ, a recurrent theme is the importance of involving communities in the design of interventions and the way they are managed and implemented^{9,18}. This research aims to explore the impact of the Chatty Café Scheme on loneliness and social isolation.

One of the key challenges in tackling loneliness and social isolation is identifying those affected, because not everyone who is lonely is socially isolated, and loneliness is a subjective concept. There is also a strong stigma attached to loneliness which may prevent some people from asking for help ¹⁷(Age UK 2012).

5. The Chatty Café Scheme services

This section provides an overview of the Chatty Café Scheme and its services, and why they are an important component of the landscape for tackling social isolation and loneliness.

The Chatty Café Scheme was established in 2017 as a way to try and encourage conversations between people in spaces such as cafés. This involved having a sign on designated tables as Chatter & Natter tables for people to sit at if they are willing to have conversations with other people. What began as a Chatter & Natter table in Oldham in 2017 has expanded to a network of over 766 venues across the country.¹

Figure 3: Snapshot of map showing location of Chatter & Natter tables



Source: Chatty Café¹⁹

Expanding their services further, after the onset of the Covid-19 pandemic the scheme established the option to have virtual Chatty Café sessions online via Zoom, as well as a friendship telephone service, run by volunteers. In recognition of the potential benefit of having the option of talking to someone through these services, social prescribers in some areas refer people to the Chatty Café Scheme.

The Chatty Café Scheme has gained attention not only from well-known brands such as Costa Coffee and Sainsburys, but also recognition from politicians^{20,21} that the scheme has the potential to make a positive impact in different areas. It became a community interest company in 2019, and joined the UK government's Tackling Loneliness Network in 2020. This network was

established to inform government strategy to tackle loneliness and social isolation which had been exacerbated by the pandemic.

“A Chatter & Natter table brings people together and everyone is invited. If you’re on your own, in a couple, with a friend, if you’re a carer (why not sit there with the person you care for), mums and babies, dads and babies, grandparents and babies, young people, older people and anyone in between”²¹.

The Chatty Café Scheme has expanded its services since its inception to reach a wider group of people, and in different ways, such as the Chatter & Natter telephone friendship service, where volunteers make regular calls to beneficiaries. For those that have access, there are also virtual Chatty Café sessions held on Zoom, where up to 15 people can attend to chat with others.

In recognition of the efforts of the Chatty Café Scheme to tackle loneliness and social isolation, it has received several awards. In 2019 it won the Innovating for Ageing competition²². In 2020, the founder, Alexandra Hoskyn, won a Points of Light Award from the Prime Minister, as well as an OBE for services to Tackling loneliness in the 2021 Queen’s Birthday Honours list^{23,24}.

Since it was established, the Chatty Café Scheme has grown from one Chatter & Natter table to a network of 766 venues including local councils and national brands by 2022, with hundreds of these in Costa Coffee stores (Chatty Café website)¹. It has grown to includes a wide network of volunteers reaching hundreds of people (see Table 2).

Table 2: Chatty Café services 2017-2022

	2017	2018	2019	2020	2021	2022*
Chatter & Natter venues	17	90	750	1,261	950	766
Volunteers				55	179	410
Telephone befriending matches				96	221	272
Regular attendees per week at virtual chatty sessions				9	22	49

* Data only represents up to April 2022.

Source: Data provided by the Chatty Café Scheme

The number of Chatter & Natter tables grew significantly between 2019 and 2020, although experienced a decline by 2021 due to the pandemic, the and

subsequent closure of venues due to lockdowns and restrictions meant meaning there was a decline in venues available. By mid-2022 the number of Chatter & Natter Table venues had recovered and slightly exceeded pre-pandemic levels. Meanwhile, other services were established during the pandemic, and the number of beneficiaries for the services has grown significantly since they were established. The number of volunteers has grown 645% between 2020 and 2022, suggesting there are a lot of people who are eager to support others to reduce loneliness and social isolation, and to create more human connections.

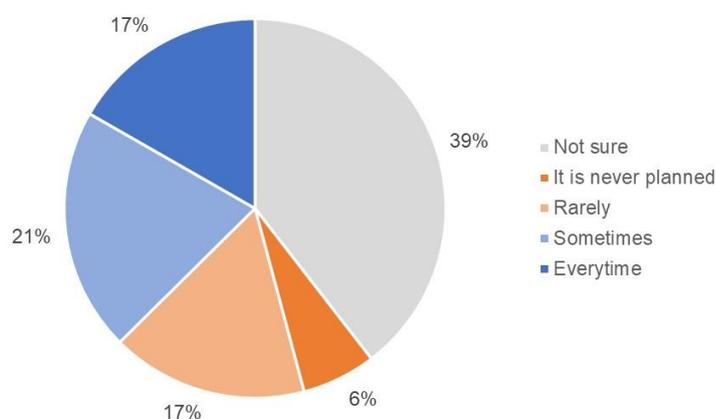
6. The impact of Chatty Café Scheme services

This section reviews the impact of the Chatter Café Scheme services. For the purposes of this evaluation we have identified impacts for three sets of stakeholders. Firstly, we assess the impacts of the Chatter & Natter tables, the friendship telephone service and the virtual Chatty Café (Zoom) sessions.

6.1 Chatter & Natter Tables

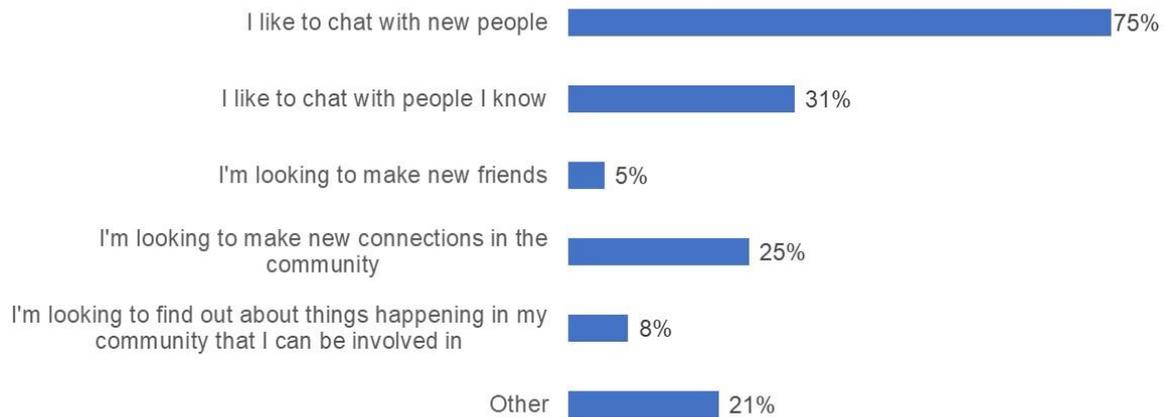
There is good evidence from the survey that people benefit from sitting at a Chatter & Natter table, explored in more detail in this section. Sitting at designated Chatter & Natter tables is a planned activity for some, whereas for others it is serendipitous. From those who sat at a Chatter & Natter Table, 17% said they did this every time they visited a café, and a further 21% said they did this sometimes (Figure 4).

Figure 4: Frequency of visits to Chatter & Natter tables



Respondents were asked to indicate reasons for sitting at a Chatter & Natter table. The most common response was that they liked to chat with new people (Figure 5).

Figure 5: Reasons for sitting at a Chatter & Natter table



Other reasons suggested by respondents included points relating to passing the time, about liking to talk in general, about having company, about having something different to do in the day.



“It’s better than sitting on my own. I just like to chat, about the news, about the weather, and so on.”

“It helps to pass the time.”



There were a range of positive benefits identified for the majority of Chatter & Natter table users:

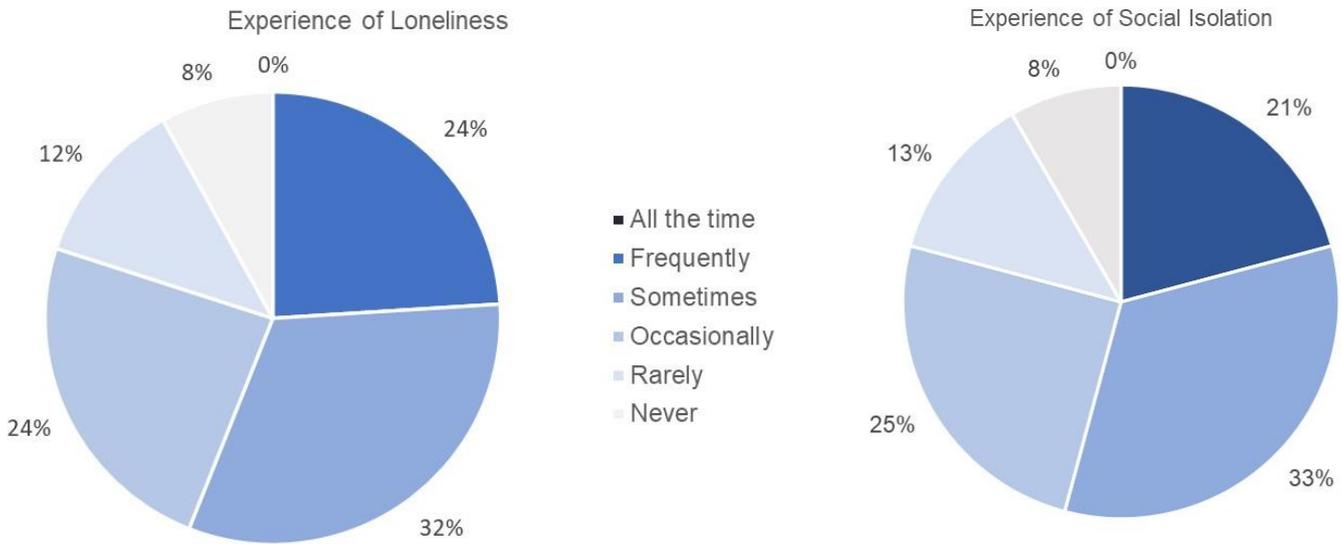
- 100% felt it helped them meet people they liked to chat to.
- 100% said it made them feel happier.
- 96% felt it brightened their day.
- 76% felt it helped them meet people with similar experiences.
- 72% of people who used Chatter & Natter tables felt it helped them make new friends.
- 68% said it made them feel more confident in talking to others.
- 52% said it made them feel more confident to join other groups in the future.

A core objective for the Chatty Café Scheme activities is to reduce loneliness and social isolation, and through Chatter & Natter tables they have demonstrated some success:

- 100% said being involved in the Chatty Café Scheme made them feel less lonely (84% selected the option to say that they felt lonely).
- 100% said being involved in the Chatty Café Scheme made them feel less isolated (76% indicated they felt isolated from their friends).

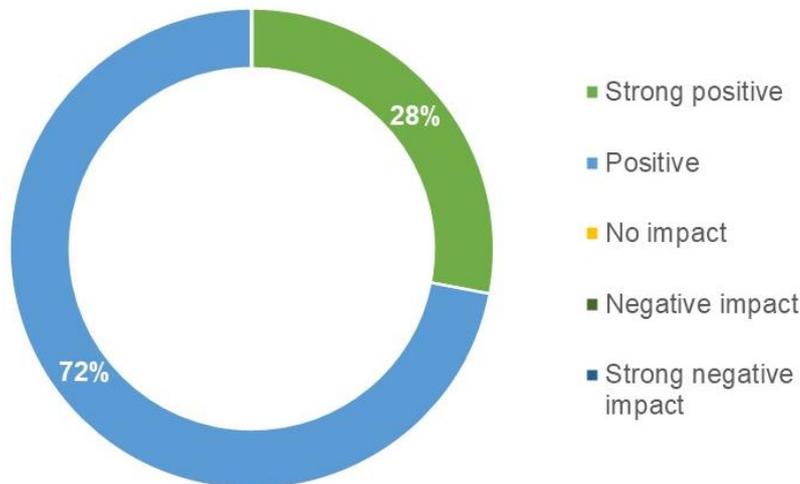
Only 8% of Chatter & Natter Table users identified that they never felt lonely or isolated, with the remaining respondents feeling lonely or isolated to varying degrees. A significant majority of respondents felt lonely or isolated to some degree, with 24% and 21% suggesting they felt lonely and isolated frequently. (Figure 6).

Figure 6: Experience of loneliness and social isolation for Chatter & Natter table users



Only 44% of Chatter & Natter users felt they were in good mental health. When asked about the impact of interacting with the Chatty Café Scheme on their mental health, 100% of respondents felt it had a positive impact (Figure 7).

Figure 7: Impact of Chatter & Natter tables on mental health



76% of respondents said that being involved in the Chatty Café Scheme improved their social, physical and mental health, and therefore were less likely to go to the doctors or access mental health services.

The majority of Chatter & Natter users suggested that they were likely to interact with the Chatty Café Scheme again:

- 48% said they were very likely to interact with Chatty Café Scheme services in the future.
- 52% said they were likely to interact with the Chatty Café Scheme services in the future.

100% of Chatter & Natter table users suggested they would recommend the Chatty Café Scheme:

- 76% of Chatter & Natter table users said they very likely to recommend Chatty Café Scheme.
- 24% of Chatter & Natter table users said they were likely to recommend the Chatty Café Scheme.

Chatter & Natter table users made a range of suggestions about how the Chatty Café services could be improved. Comments tended to focus on:

- Having more Chatter & Natter tables (both in terms of national coverage and in some cases more than one Chatter & Natter table in a venue).
- Ensuring tables are clearly designated.
- Chatter & Natter tables in more types of locations (including some outdoor spaces if possible).
- Having some reading material available for times when there is no one else at the table.
- Increased advertising.
- Information at the table about other local activities to meet people.

“Make a bit more noise about it so there are likely to be more people who sit at the table with me.”



6.2 Friendship Telephone Service

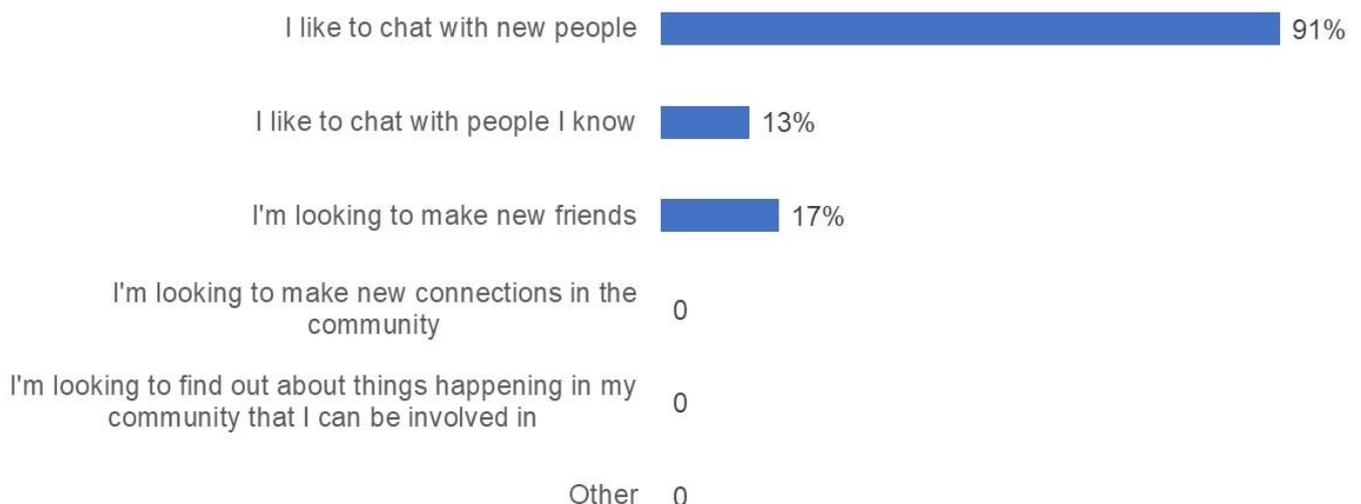
The Covid-19 pandemic meant that in 2020 due to a series of lockdowns, venues such as cafés became closed, removing the possibility for people to use Chatter & Natter tables. Recognising that many people, and potentially more people, were going to experience loneliness and social isolation at home, the Chatty Café Scheme expanded their services to offer a weekly friendship telephone service with volunteers, and virtual Chatty Café sessions via Zoom (explored in section 6.3).

Despite the lifting of lockdowns, the friendship calls have continued, as limitations in getting out of the home mean that these services were more practical.

Of the survey respondents who took part in friendship telephone service, 79% were aware of Chatter & Natter tables, and 52% were aware of the Chatty Café Zoom sessions.

The most prominent reason for needing the phone calls was that respondents liked to chat to new people, with 91% indicating this was the case (Figure 8).

Figure 8: Reasons for needing weekly friendship calls



There were a range of positive benefits identified for the majority of telephone service beneficiaries:

- 90% felt it helped them meet people they likes to chat to.
- 55% of respondents felt it had helped them make new friendships.
- 68% felt it helped them meet people with similar experiences.
- 100% felt it brightened their day.
- 100% felt it made them feel happier
- 46% agreed that it made them feel happier, while 55% strongly agreed.

Respondents identified that the telephone calls have provided some inspiration to connect with other communities and groups too.



“I found out about ways to look for local groups. I ended up going to a local colouring in for adults session in the library which I wouldn't have ever thought of before. “

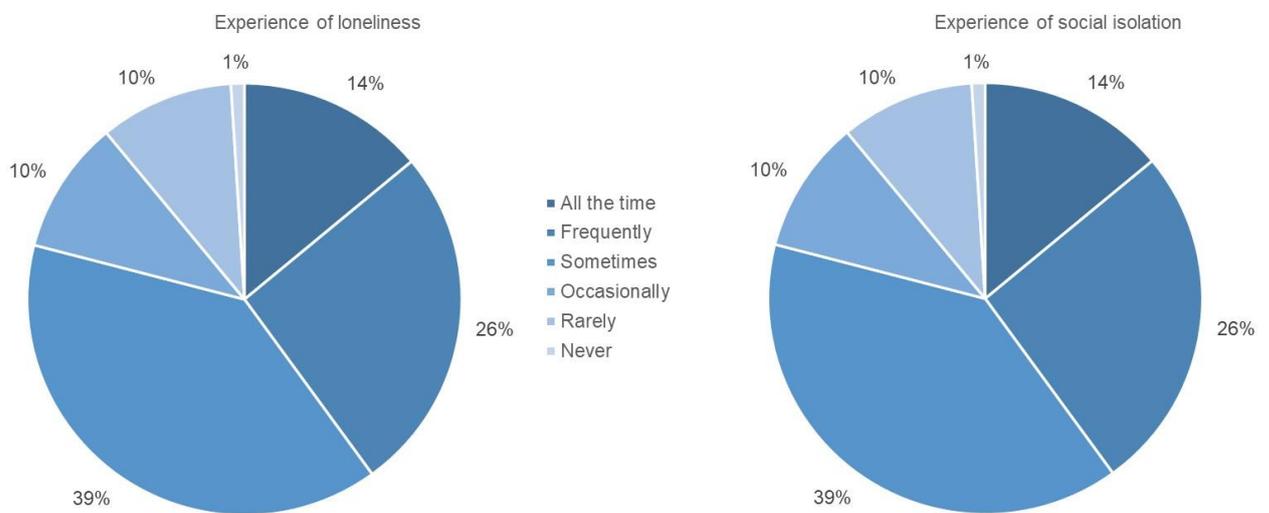
As seen with the Chatter & Natter tables the impact on experiences of loneliness and social isolation was positive for telephone service beneficiaries too:

- 100% said being involved in the Chatty Café Scheme made them feel less lonely (70% selected the option to say that they felt lonely).
- 100% said being involved in the Chatty Café Scheme made them feel less isolated (78% selected the option to say that they felt isolated from their friends).

There was a clear response from beneficiaries of the telephone service that there was a positive impact on how it made them feel in terms of being lonely and isolated.

Respondents were asked how often they felt lonely. Compared to the Chatter & Natter Tables, there was a higher proportion who felt lonely all the time and on a more regular basis, with 14% of respondents identifying they felt like this all the time (Figure 8).

Figure 8: Experience of loneliness and social isolation for telephone friendship service beneficiaries

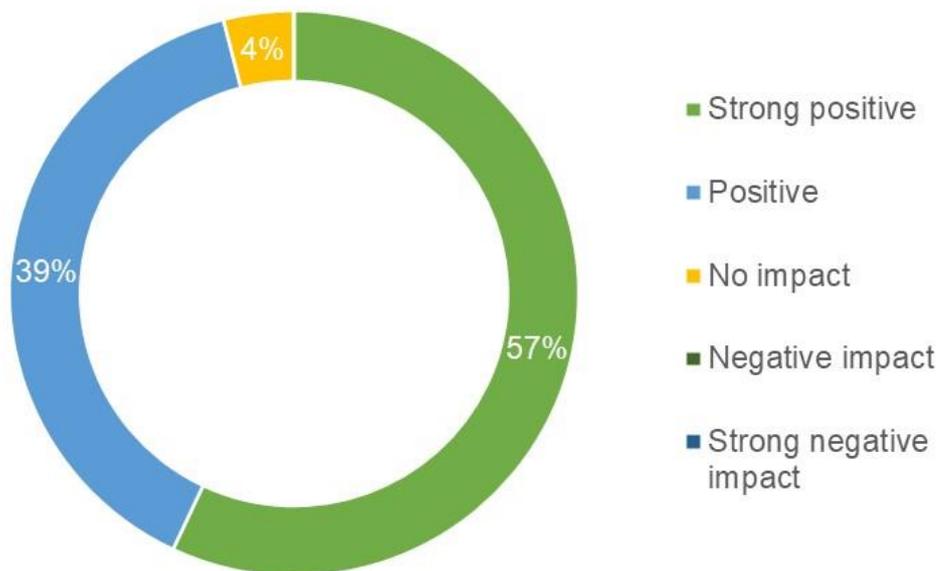


In terms of how this activity affected their confidence in engaging with others:

- 90.9% felt it made them more confident in talking to others.
- 72.7% felt it made them more confident to join other groups in the future.

Only 34% of telephone friendship service beneficiaries felt they were in good mental health. When asked about the impact of interacting with the Chatty Café Scheme on their mental health, 96% of respondents felt it had a positive impact (Figure 9):

Figure 9: Impact of telephone friendship service on beneficiaries



87% felt that being involved in the Chatty Café Scheme has improved their social, physical and mental health, and therefore were less likely to go to the doctor's or access other mental health services.

The majority of beneficiaries from the telephone service were likely to interact with Chatty Café services in the future:

- 74% said they were very likely to interact with the Chatty Café Scheme services in the future.
- 22% said they were likely to interact with the Chatty Café Scheme services in the future.
- 4% they were very unlikely to interact with the Chatty Café Scheme services in the future.

The majority (96%) of telephone beneficiaries were likely to recommend Chatty Café Scheme services:

- 70% said they very likely to recommend the Chatty Café Scheme services.
- 26% said they were likely, with only 4% saying they were very unlikely to recommend the Chatty Café services.

The participant who said they were unlikely to recommend the Chatty Café Scheme services made the following comment: “I found the call being anonymous very uncomfortable as one way. Also be better for someone more suited to my age group”.

Fewer comments were made by telephone service beneficiaries about how the Chatty Café Scheme could improve their services, although the following suggestions were made:

- Offer more advice on where to look for help.
- More availability for telephone call time slots.
- More resources for local activities to complement the phone calls.
- Advertise more to generate awareness.

6.3 Virtual Chatty Café (Zoom) sessions

Of the survey respondents who took part in friendship telephone service calls, 90% were aware of Chatter & Natter tables, and 71% were aware of the telephone friendship service.

The most prominent reason for needing the virtual Chatty Cafe sessions was that respondents liked to chat to new people, with 61% indicating this was the case. There were also some who suggested they liked to chat with people they knew (24%), while others were looking to make new friends (29%) or new connections in the community (19%) or find out about new things they could be involved in (10%).



“It gives me someone to talk to during the day. Knowing I have that session is something to look forward to’.

“To have someone to talk to. Not bothered about the topic”.



Some respondents highlighted they had joined other communities as a result of attending virtual Chatty Café sessions, demonstrating the potential for Chatty Café to facilitate wider connections for its beneficiaries. Some of the groups joined by participants included other online groups such as Facebook groups, WhatsApp groups or forums.

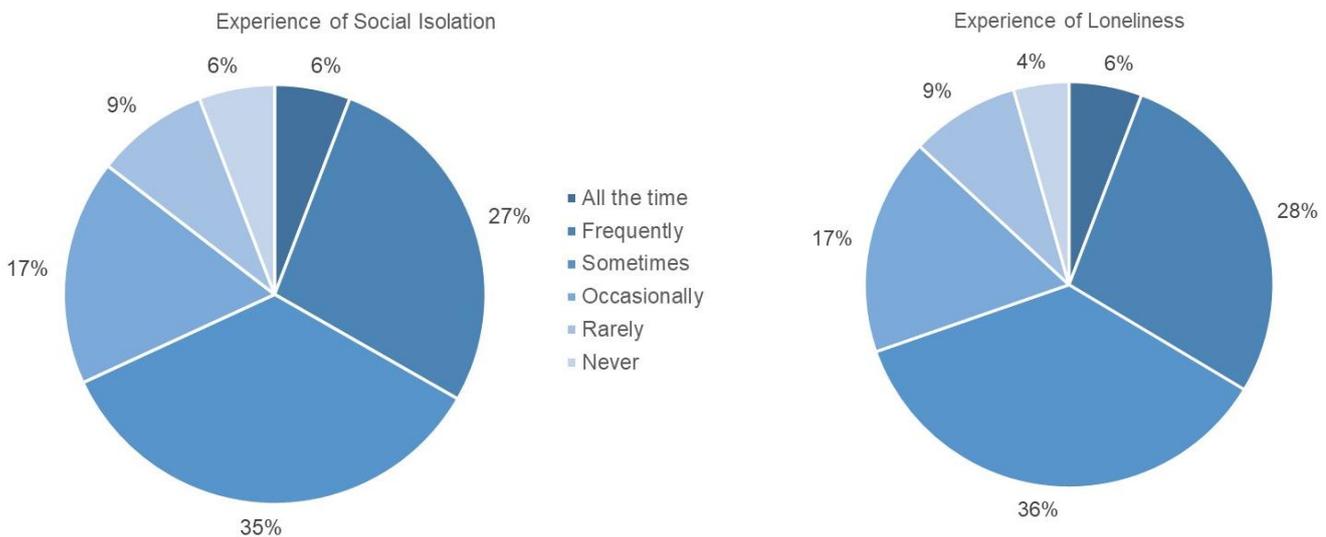
- 76% felt that it helped them make new friendships.
- 100% agreed it helped them meet people they liked to chat to.
- 90% felt it helped them meet people with similar experiences
- 100% felt it had brightened their day
- 100% felt it made them feel happier
- 81% felt it made them more confident in talking to others
- 62% felt it made them more confident to join other groups in the future

As seen with the Chatter & Natter tables, and weekly telephone friendship calls, the impact on experiences of loneliness and social isolation was positive for the virtual Chatty Café sessions too:

- 100% said being involved in the Chatty Café Scheme made them feel less isolated (67% selected the option to say that they felt lonely).
- 100% said being involved in the Chatty Café Scheme made them feel less isolated (76% selected the option to say that they felt isolated from their friends).

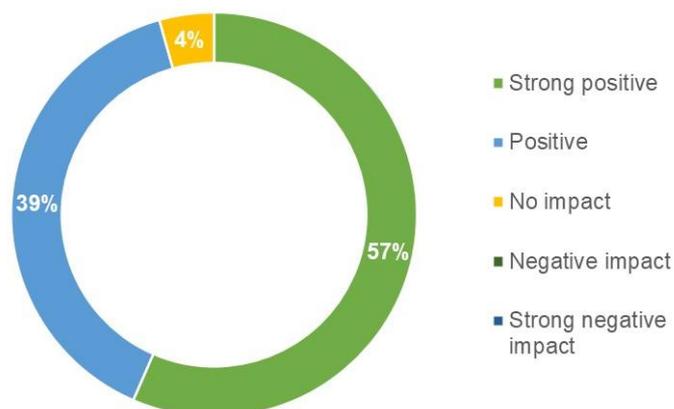
Respondents were asked how often they felt lonely. Compared to the Chatter & Natter tables, there was a higher proportion who felt lonely all the time and on a more regular basis (Figure 10).

Figure 10: Experience of loneliness and social isolation for virtual Chatty Café beneficiaries



Only 39% of Chatty Café (Zoom session) beneficiaries felt they were in good mental health. When asked about the impact of interacting with the Chatty Café Scheme on their mental health, 96% of respondents felt it had a positive impact (Figure 11):

Figure 11: Impact of Chatty Café zoom sessions on the mental health of beneficiaries



77% felt that being involved in the Chatty Café Scheme has improved their social, physical and mental health and therefore were less likely to go to the doctors' or access other mental health services.

The majority of beneficiaries (99%) from the virtual Chatty Café (Zoom) sessions were likely to interact with Chatty Café services in the future.

- 63% said they were very likely to interact with the Chatty Café Scheme in the future.
- 36% said they were likely to interact with the Chatty Café Scheme in the future.
- 1% said they were very unlikely to interact with the Chatty Café Scheme in the future.

100% of virtual Chatty Café beneficiaries would recommend Chatty Café Scheme services.

- 62% said they would be very likely to recommend Chatty Café services in the future.
- 38% said they would be likely to recommend Chatty Café services in the future.

There were some additional suggestions for improving the Chatty Café Scheme services, including:

- Providing details at Chatty Café [Chatter & Natter tables] of their other services.
- Offer more time slots or potential for an all-day drop-in service.
- An online discussion board for those that are involved in the Zoom sessions to connect when not in the session.
- There was also a suggestion around the framing of the Chatty Café Scheme services to be focused around belonging rather than loneliness.



“Well this sounds nitpicky after praising the scheme to the skies, but for the purposes of potential service users I would use language that stresses fun and belonging, rather than the notion of interacting with other lonely people which might not sound so fun. I appreciate for funding purposes there has to be a strong focus on reducing loneliness and psychosomatic illness though. But thanks for creating a great resource perfect for people like myself living with a mental health diagnosis and also social anxiety.”

7. Views from Chatter & Natter Table venues

Venues that host the Chatter & Natter tables are a vital part of the Chatty Café Scheme to operate. While this research aims to understand the impact of the services on the beneficiaries, it was felt to be important to understand how the venues view their participation and any suggestions they may have for improvements in the future.

The patterns for the number of people who sit at the Chatter & Natter table share some similarities between weekdays and the weekend (Figures 12 and 13).

Figure 12: The estimated number of people sitting at a Chatter & Natter table during a weekday

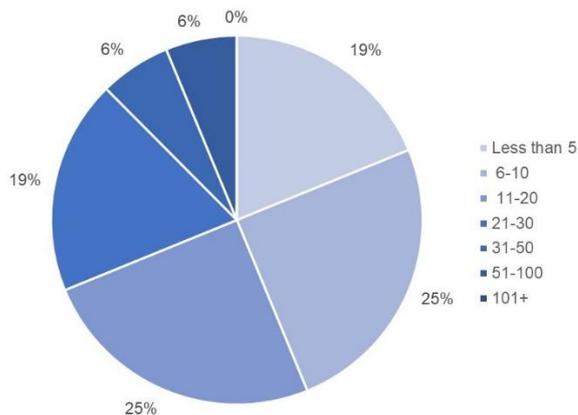
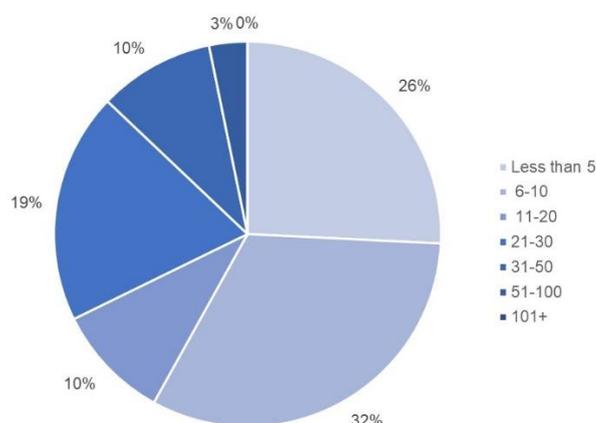


Figure 13: The estimated number of people sitting at a Chatter & Natter table on a weekend day



There is some variation in the use of Chatter & Natter tables between the weekend and during the week, although the capacity for the number of people to sit at these tables depends on their size, the overall size of the venue and the footfall of the venue more generally. While these are broad generalisations, it is useful to note that for most venues there are a significant amount of people using the Chatter & Natter tables. These are however, based on estimates and it is likely there are significant fluctuations across the days of the week, but also times of day. This will be explored further in the main stage of the research.

Venues were also asked about how often they allocated a Chatter & Natter table, recognising that it might not be feasible for all venues to allocate a table at all times.

- 75% of venues said they allocated a Chatter & Natter table every day.

Reasons for this centred around people knowing that this was always an option and that they wanted to always allow space for chatting. Those venues that didn't allocate it every day provided reasons such as not being open every day, and others that they only provided the table during working hours.

For 40% of the venues, the Chatty Café Scheme is the only community group that takes place in the venue. Other common community activities included: creative community groups, health community groups, music community groups and social community groups. Many of the venues advertised different community activities. Furthermore, 40% of venues identified that they regularly saw customers from the Chatter & Natter tables at other community groups.

Nearly 80% of all venues thought all cafés/coffee shops should have a Chatter & Natter table. This was felt to be important to **'encourage people to talk to each other'** and to ensure that **'people know there is an option anywhere they go'** as well as issues related to raising visibility of the scheme: **'so it makes it more widely available and more known for others to be comfortable to actually go and sit at one'**.

There were respondents that recognised not all venues would be suitable, but also that the customer base of the venue would also be an important factor on how whether a venue should host a Chatter & Natter table:



“I think it depends on the environment and atmosphere. Also it works better when you have a few core customers who are happy to chat. We run coffee morning and friendship cafés so Chatter & Natter signs help visitors feel welcome to join and chat”.

The overwhelming majority of venues felt that Chatter & Natter tables were important and were having an important impact on the people in their local community:

- 91% of venues feel that Chatter & Natter tables are an important part of their venue.
- 97% of venues feel that Chatter & Natter tables are encouraging community spirit.
- 97% of venues feel that Chatter & Natter tables are reducing loneliness and social isolation.

Venues were asked if the public expect to be able to find a Chatty Café venue in every large town or village across England. The response was quite mixed. 56% of venues felt that this was an expectation while around 16% did not, and nearly 30% weren't sure. More research is needed to understand why this might be, and if respondents' views echo what has been said by others in this survey that not all venues are suitable, or if there are other considerations which need to be made, and how this expectation might be changed.

Businesses were asked if there was anything else the Chatty Café Scheme could do to support their business in relation to the Chatter & Natter tables. While the majority of responses did not feel there was anything else needed some businesses made suggestions relating to resources for advertising and access to information about the scheme:

- Provision of additional information/content that could be used on social media, and additional advertising material more generally. This linked to one response which highlighted there needed to be more public awareness of the scheme as it 'seems a bit in the shadows'.
- Provision of more resources for ideas to engage people with the table and scheme in different ways.
- A more customer-friendly website.
- Links to community support groups on the website.
- Additional advertising material.
- One venue suggested that it could be useful to 'encourage businesses to see how other places are doing it successful invite them to see it in action'.

These views from business venues are important, although the length of time these venues have been with the scheme varies significantly and this may impact their views. While around one third of venues have been with the scheme for over 2 years, just over a one third have only been with the scheme for six months which may mean they have not had time to focus specifically on monitoring the Chatty Café Scheme activities.

8. Views from volunteers

Volunteers are a fundamental part of the Chatty Café Scheme, either sitting at a Chatter & Natter tables to help kick-start conversations, or as a telephone volunteer to call people for weekly chats. Volunteers are usually asked to commit to 60 minutes a week for 1 year.

There are a variety of ways people found out about the Chatty Café Scheme including advertising, in particular through social media, as well as through friends and through TV coverage on Good Morning Britain. There were also some volunteers who reported they were previously beneficiaries (Chatter & Natter tables, Zoom sessions and friendship calls) of the Chatty Café Scheme and felt they could become volunteers.

The majority of volunteers had been involved in the Chatty Café Scheme for between 1-6 months (39%) and many (24%) less than one month. It will be important to consider the longer term impact on volunteers once the services have been running for a longer period of time.

There were some respondents who had previously been beneficiaries of Chatty Café services before coming a volunteer, although the majority had not. Those that engaged with the Chatty Café Scheme services before volunteering did so because they liked to chat with new people, and were looking to make new connections (66% of respondents identifying that it had helped them make new friends prior to volunteering). All volunteers who engaged with Chatty Café Scheme services prior to volunteering agreed that being involved in Chatty Café services brightened their day, made them feel happier and less isolated.

Motivations for becoming a volunteer with the Chatty Café scheme included:

- Enjoying talking with people
- Enjoying helping people
- Wanting to feel more connected with the local community.

Others were motivated because they felt they wanted to use their time to do something positive, while another ended up volunteering after trying to persuade a relative to join as a volunteer.

When asked how volunteering makes them feel, some responses included:



'It's lovely to know that I am helping someone who is struggling with loneliness and gives me a sense of place!

"It's very rewarding, I enjoy the phone calls and it feels nice to give back".



"It makes me feel like I'm helping someone even for a friendly chat".

Reflecting on their experiences with the Chatty Café Scheme:

- 46% felt it helped them make new friendships.
- 60% felt it helped them meet people they like to chat to.
- 24% felt it helped them meet people with similar experiences
- 85% felt it brightened their day.
- 89% felt it made them happier.
- 42% felt it made them more confident.

The Chatty Café Scheme volunteers are an important part of how the scheme operates and while it is good that the scheme has attracted new volunteers over recent years, it is important that some volunteers remain with the scheme over time, in order to keep their skills within the scheme. The majority of volunteers were keen to continue their activities and would recommend the scheme to others.

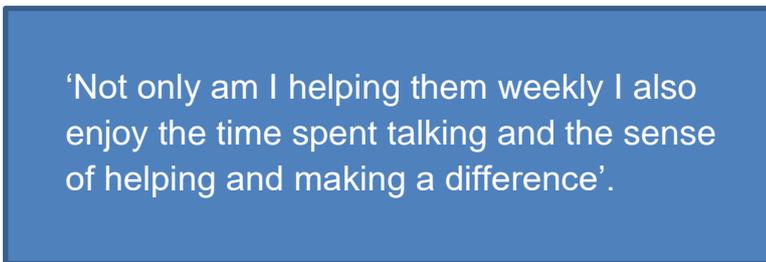
- 96% of volunteers said they were likely to very likely to continue as a Chatty Café Scheme volunteer.

- 96% of volunteers said they would be likely or very likely to recommend the Chatty Café Scheme services.

When asked why they were likely to continue volunteering, responses focused on the potential to support people, to contribute to local communities, and society more generally.



'I think it's nice to give back to society a bit of friendship and support'.



'Not only am I helping them weekly I also enjoy the time spent talking and the sense of helping and making a difference'.



I feel like it a really beneficial scheme, for both users and volunteers. It's a simple way to give back to the community'.

Suggestions from volunteers about actions the Chatty Café Scheme could make to improve its services for beneficiaries included:

- Having links with services to target those in need and link them up with a café.
- Extend the 12 weeks limit as they felt it was restrictive.



'Whilst I understand why it's in place, there are people I've spoken to who have really struggled to come to terms with the 12 weeks coming to an end and being uncertain if they'll be able to continue. Removing something that has helped them doesn't always feel appropriate'.

In terms of actions the Chatty Café Scheme could do take to improve things for volunteers there were a couple of suggestions related to additional people to talk to and additional guidance:

- One respondent suggested that it would be good for them to have had 'more people to chat with'.
- One respondent suggested more guidance might be helpful:
"I would have liked more initial guidance during my first few months – more check ins, and guidance on procedures for ending the phone calls after 12 weeks".

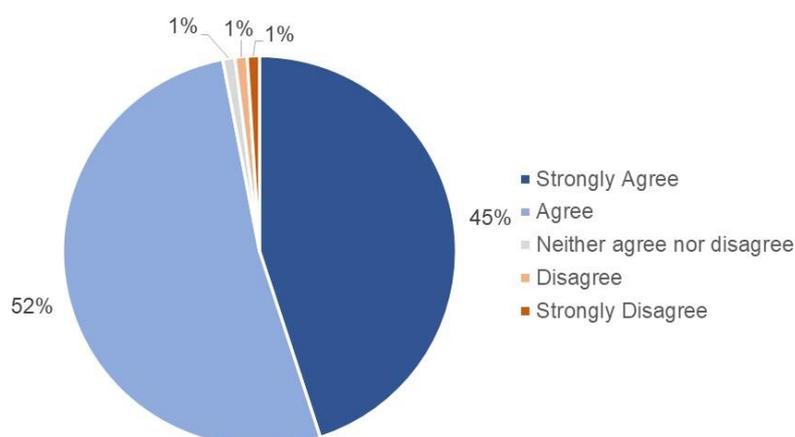
9. Views from the public

While this research sought to gain insights into the impact of the Chatty Café Scheme services on those already involved, it was felt important to gauge the views from the wider public. In particular, it was thought to be useful to understand views from people who were perhaps not aware of the scheme, or those who felt they didn't want to use such services.

From the respondents who had previously had no contact with the Chatty Café Scheme services, 72% had heard of it while 28% had not.

97% of respondents felt that the Chatty Café Scheme was a good idea to help people feel less lonely.

Figure 14: Public views on if the Chatty Café Scheme was a good idea to help people feel less lonely

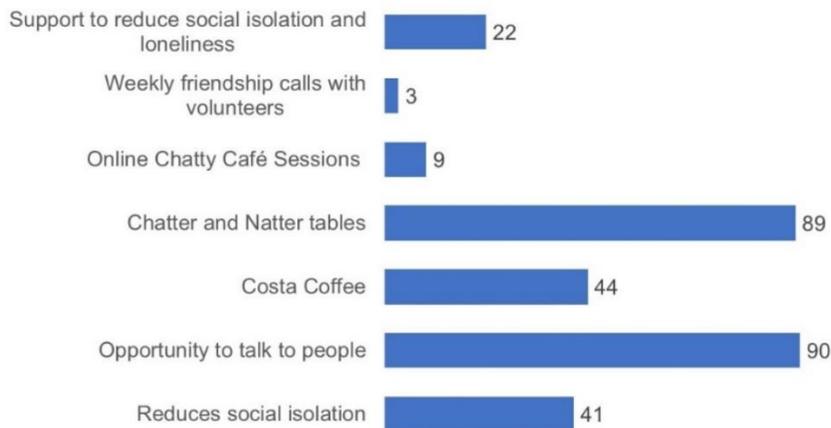


The main method people found out about the Chatty Café Scheme was from signs in a café/coffee shop (48%) although wider advertising reached some people (20%), and others were made aware through friends (13%). Social media was also another channel where people had heard of the scheme. Several respondents mentioned seeing references on Twitter.

Respondents were asked what they associated with the Chatty Café Scheme (see Figure 15). While the majority of respondents associated it with the opportunity to talk to people (71%) and Chatter & Natter Tables (70%), very few associated it with some of the other services such as the virtual sessions online

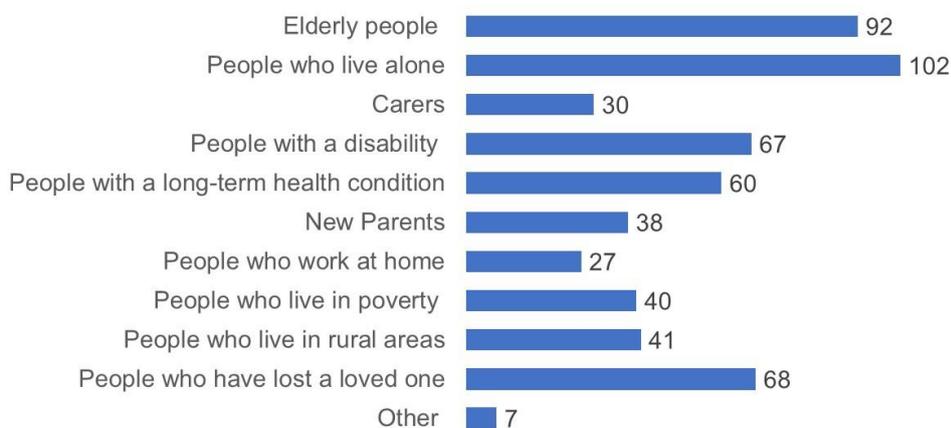
and the telephone friendship service. But given nearly a third of these respondents had not heard of the scheme prior to the survey, this is not surprising.

Figure 15: Features associated with the Chatty Café Scheme according to the public



Respondents were asked to identify which groups of people would be most likely to feel lonely/socially isolated (see Figure 16). There was a general consensus that a variety of groups of people are likely to be affected, but some groups were identified more frequently than others, including those that live alone (chosen by 80% of respondents) and elderly people (chosen by 72% of respondents).

Figure 16: Public views on who is likely to experience loneliness/social isolation



Respondents also highlighted that people who had just moved to a new location may feel lonely or socially isolated, as well as refugees¹.

Most respondents significantly underestimated the extent of loneliness in the UK. Earlier in this report it was highlighted how there are distinctions between loneliness and social isolation. 74% of respondents felt they would not be able to distinguish between social isolation and loneliness.

Table 3 presents findings of when respondents were asked which features were associated loneliness and social isolation.

Table 3: Groups associated with loneliness and social isolation

	Loneliness (%)	Social Isolation (%)
Elderly people	75	52
People who live alone	78	52
Carers	68	49
People with a disability	74	47
People with a long-term health condition	73	50
New parents	66	54
People who work at home	63	55
People in poverty	72	49
People who live in rural areas	66	54
People who have lost a loved one	82	40

- 96% of respondents felt that a table to chat at in a café would help them to feel less lonely, with 46% indicating that this would help a lot.
- 70% of respondents felt that all cafés/coffee shops should have a Chatter & Natter table.

Reasons for this focused on allowing more people to access them and not having to worry about the location, leading to wider reach. Others provided more simple reasons that it was simply ‘good to talk’.

¹ The survey was conducted during the Ukraine war in which there was much media coverage of the amount of refugees originating from Ukraine.

'It would encourage more social cohesion. A wider choice would lessen anxiety. Different facilities would ensure wider audience'



From those who selected no (30%), reasons tended to focus on the type and size of venue, and that not all places might be suitable:



'In very busy cafes, it would block a table for this purpose which a) café owners might want to free up for other people and b) which somebody else might want to use without the associated 'chatting' element.

'One table of people talking loudly in a quiet café can ruin the ambience. While I support the idea of Chatter & Natter, having one in every café is a one-size-fits-all that ignores those who go to cafes for quiet and seclusion.



There was an overall consistent positive response from those who had been involved with the Chatty Café Scheme services. It was recognised that these individuals, particularly those who continue to use the services for longer periods of time, are more likely to recognise the benefits, which is why a broader approach to include a survey to the wider public was created. There was overall agreement from the public that such a scheme was a good idea, although there was evidence that awareness of the extent of, and distinction between, social isolation and loneliness was not widespread recognized.

The table below highlights the key findings from this stage of the research in relation to the theory of change model outcomes that were introduced earlier in this report.

Table 4: Survey Results and Theory of Change Outcomes

Outcome	Relevant Findings
Outcome 1: Evidence that participating in our services is reducing people’s social isolation and in doing so improving their social, mental and physical health.	<ul style="list-style-type: none"> 100% of beneficiaries identified that participating in Chatty Café Scheme services reduced experiences of loneliness and social isolation.
Outcome 2: Evidence that we are reaching parts of England where social isolation is prevalent.	<ul style="list-style-type: none"> There is a network of Chatter & Natter tables across the country. The sample size of the initial stage of the survey does not provide enough data on this outcome yet.
Outcome 3: Evidence that attending participant in our services increases the beneficiaries’ social mobility by joining other community groups?	<ul style="list-style-type: none"> There was evidence that participating in Chatty Café service did provide the opportunity for some beneficiaries to join other community groups. The impact of the pandemic has meant that these groups/communities may also be virtual.
Outcome 4: Evidence that people of all demographics can access the scheme.	<ul style="list-style-type: none"> The sample size of the initial stage of the survey does not provide enough data on this outcome yet.

<p>Outcome 5: Evidence of improved social confidence and interaction.</p>	<ul style="list-style-type: none"> • 85% of beneficiaries identified that engaging with Chatty Café Scheme services has improved their confidence.
<p>Outcome 6: Evidence of improved mental health and wellbeing.</p>	<ul style="list-style-type: none"> • Beneficiaries identified that involvement in the Chatty Café Scheme had a positive impact on their mental health: <ul style="list-style-type: none"> • 100% of Chatter & Natter table users • 96% of friendship telephone call beneficiaries • 96% of virtual Chatty Café beneficiaries.
<p>Outcome 7: Evidence that having a Chatter & Natter table option in every café is becoming an expectation of the public</p>	<ul style="list-style-type: none"> • While the majority of the public felt the Chatty Café Scheme was a good idea it was identified that not all cafes are suitable venues for Chatter & Natter tables, if the venue is not large enough.
<p>Outcome 8: Evidence that improving social isolation improves public health and reduces the demand and cost of public health services.</p>	<ul style="list-style-type: none"> • Respondents said that being involved in the Chatty Café Scheme improved their social, physical and mental health and therefore were less likely to go to the doctors' or access mental health services. This was 76% for Chatter & Natter table users, 87% for friendship telephone service beneficiaries, and 77% of virtual Chatty café beneficiaries.
<p>Outcome 9: Evidence that the public are becoming more aware of social isolation.</p>	<ul style="list-style-type: none"> • Findings suggested that the public were aware of the issue of social isolation, but underestimated its extent, and could not distinguish between the experiences of loneliness and social isolation.

Recommendations from survey respondents

Respondents also identified some potential areas where Chatty Café Scheme services could be improved:

- Coverage: There were beneficiaries from each of the Chatty Café Scheme services who highlighted that greater availability or coverage of services would be beneficial in order to reach more people.
 - The broad network of Chatter & Natter tables was acknowledged, but it was suggested there could be more, and in different types of locations rather than just cafés.
 - Increased availability for telephone calls and for a longer duration of time were both suggested by beneficiaries.
 - Similarly, increased availability for Zoom sessions was suggested, with one suggestion for having a day of the week where there was a possibility to drop in at any time.
- Communication and information: Beneficiaries, volunteers and the public highlighted that there could be improvements around the level, frequency and focus of communications from the Chatty Café Scheme, mainly in terms of marketing their services. This could include:
 - Greater use of marketing materials, in venues, virtual, and in particular on different social media platforms.
 - Guidance material provided to volunteers and provision of opportunities to discuss their activities and address queries more frequently.
- A related suggestion from beneficiaries was around how they connect with other beneficiaries outside of the time they are in the Chatty Café sessions/phone calls/tables. There was a suggestion that it might be useful to have some kind of discussion forum where those who meet through the services could then communicate on related issues, or at least connect with each other so the conversation could then carry on.

Implications for the next stage of this research

- This report presents the findings from the initial stage of this research project which sought to understand some of the experiences of Chatty Café Scheme beneficiaries, volunteers, venues as well as the views from the public. This has identified that the Chatty Café Scheme has a positive impact on the majority of its beneficiaries, but it did not explore this in detail which will be the focus of the next stage of the research. The next stage will focus on trying to understand the reasons behind some of the responses presented in this research, focusing on how and why does involvement in the Chatty Café Scheme affect experiences of loneliness and social isolation, how it creates human connections, and what impact this has. It will also explore in more detail the coverage of Chatty Café Scheme services, in order to evaluate if it is reaching all demographics and people in areas where social isolation is prevalent (to address Outcomes 2 and 4). This will allow the final report to provide detailed analysis to demonstrate how the Chatty Café Scheme has progressed towards the Theory of Change outcomes. It will also explore in more detail potential ways in which the Chatty Café Scheme may be able to improve its services, and will make a series of recommendations.
- The survey responses generated predominantly quantitative data with limited qualitative data, to provide an overview of the different experiences. The next stage of the research will continue to collect quantitative data with a broader set of respondents, but crucially it will move into collecting extensive qualitative data in order to be able to understand the reasons behind some of these responses. This will be done through a series of interviews and observations across the Chatty Café Scheme services, as well as with venues and the public.
- An issue that is already should be considered is the longer-term impact of Chatty Café Services. The Chatty Café Scheme is still relatively new, with some of its services only emerging in 2020. This research project will provide an evaluation through data collected over 2022 and 2023 but the Chatty Café Scheme may wish to consider

undertaking additional evaluation work in the future, to help identify the longer-term benefits of the Chatty Café services and try to explore the impacts of their services against communities which do not have access to them.

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Appendix 1: Theory of Change Model

Please find below full details of our theory of change model which demonstrates how our services directly contribute to the following funding priorities:

- Improve the places and spaces that matter to communities.
- Bring people together & build strong relationships in and across communities.
- Enable more people to fulfil their potential by working to address issues at the earliest possible stage.

Activities	Assumptions	Outcomes	Impact
<p>Continue to sign up new venues to the Chatty Café Scheme using the internet and Chatty Café website, including parts of England where social isolation is prevalent.</p> <p>Continue to receive referrals for one-to-one weekly calls for beneficiaries in Oldham, Wolverhampton, Maidstone and Norfolk.</p> <p>Conduct research to analyse the impact of attending Chatter & Natter tables/receiving a weekly call/joining virtual Chatty Cafés, on the beneficiaries' feelings of social isolation and their social, mental and physical health.</p> <p>Set up a monthly snapshot data collection to measure the impact of the scheme going forward year on year. A set day each month (15th) to collect research data across users and a sample of beneficiaries that participate in our</p>	<p>Improve the places and spaces that matter to communities</p> <p>Assumption 1: Participating in our services reduces the beneficiaries feeling of social isolation/loneliness and improves their health.</p> <p>Assumption 2: That an area with a chatty café improves social isolation in that area.</p> <p>Assumption 3: That joining other community groups is linked to building confidence, self-esteem and social skills gained by participating in our services.</p>	<p>Outcome 1: Evidence that participating in our services is reducing people's social isolation and in doing so improving their social, mental and physical health.</p> <p>Outcome 2: Evidence that we are reaching parts of England where social isolation is prevalent.</p> <p>Outcome 3: Evidence that participating in our services increases the beneficiaries' social mobility by joining other community groups.</p> <p>Outcome 4: Evidence that people of all demographics can access the scheme.</p>	<p>To reduce social isolation in England.</p>

<p>services that day. Use of technology to collect research data and analysis. e.g. google form survey with links easily accessible on our webpage and social media platforms followed by analysis using excel. Survey links on website. Beneficiaries can complete form phones, iPads, laptops.</p> <p>Use of the Chatty Café Scheme volunteers to organise other community group outings or signpost to other community groups.</p> <p>Evidence key outcomes using the monthly snapshot surveys to ensure that we continue to have a human centred approach, continued scheme improvement and develop the use of technology to enhance the scheme delivery.</p>			
<p>Continue to develop the use of social media and the website to encourage regular participation in our services.</p> <p>Strengthen and further develop the use of Chatty Café Scheme volunteers to encourage regular participation and improve the beneficiaries' social skills.</p>	<p>Bring people together & build strong relationships in and across communities</p> <p>Assumption 5: Regularly participating in our services improves social confidence.</p> <p>Assumption 6: Improved social confidence and interactions improves mental health and wellbeing.</p>	<p>Outcome 5: Evidence improved social confidence and self-esteem.</p> <p>Outcome 6: Evidence improved mental health and wellbeing.</p>	
	<p>Enable more people to fulfil their potential by working</p>		

<p>Continue to sign up new venues to the Chatty Café Scheme using the new and improved website.</p> <p>Continue to use technology to promote the Chatty Café Scheme across the nation. e.g., social media platforms such as Facebook, twitter, Instagram and the radio.</p> <p>Conduct a pilot study into the impact of improving social isolation on public health in two communities (Oldham and Wolverhampton) that have fully endorsed the Chatty Café Scheme.</p> <p>Introduce the Chatty Café Scheme into school canteens to educate the youth about social isolation and hope to reduce social isolation in schools and create awareness at an earlier age.</p> <p>Continue to develop the social media pages and website to encourage daily interaction and increase the number of followers and frequency and length of the interaction to improve public awareness of social isolation.</p>	to address issues at the earliest possible stage		
	<p>Assumption 7: That if the number of cafes joining the Chatty Café Scheme is increasing that it is due to public demand and expectation to have Chatter & Natter tables in their community venues.</p>	<p>Outcome 7: Evidence that having a Chatter & Natter table option in every café is becoming the expectation of the public.</p>	
	<p>Assumption 8: Participating in our services improves social isolation and improved social isolation improves the social, mental and physical health of the beneficiaries. This reduces the cost to the NHS and improves public health.</p>	<p>Outcome 8: Evidence that improving social isolation improves public health and reduces the demand and cost of public health services.</p>	
	<p>Assumption 9: The use of our services and the interaction with the Chatty Café Scheme website, Facebook, twitter and Instagram accounts means the public are becoming more aware of social isolation.</p>	<p>Outcome 9: Evidence that the public are becoming more aware of social isolation.</p>	

The impact we expect to create:

OUTCOMES	OUTCOME INDICATORS What outcome indicators / data will you use to see if your activities have an impact?	METHODS - what method will you use to collect data? (e.g. survey, interview, focus group, analytics, etc.)	WHO - which stakeholders will you collect this data from? (e.g. end-users, service providers, etc.)	WHEN - at which point will you be collecting this data	HOW will this information / data help you and your solution?	TARGETS IN AUGUST 2022 - What targets are you aiming for?	TARGETS IN AUGUST 2023- What targets are you aiming for?
Outcome 1: Evidence that participating in our services is reducing people's social isolation and in doing so improving their social, mental and physical health.	<p>% of beneficiaries who report an improvement in isolation.</p> <p>% of beneficiaries who report an improvement in social, mental and physical health.</p>	<p>- analytics/survey</p> <p>- focus groups</p>	<p>- beneficiaries (attendants at the Chatter & Natter table/attendants on virtual Chatty Café sessions/those receiving a weekly call)</p>	<p>- monthly snapshot 15th day of each month</p>	<p>- beneficiaries' opinions and feedback on the scheme will enable chatty café staff and volunteers to further develop and improve the scheme to encourage regular participation and engagement. This should hopefully improve social isolation and improve the health of the beneficiaries.</p>	<p>50% of beneficiaries report an improvement in social isolation.</p> <p>50% of beneficiaries report an improvement in social, mental and physical health.</p>	<p>80% of beneficiaries report an improvement in social isolation.</p> <p>80% of beneficiaries report an improvement in social, mental and physical health.</p>
Outcome 2: Evidence that	# of venues in socially	- identify areas in England where	-users (venue owner/manager)	- monthly snapshot 15th day of	-data will help us to see if our current	75 venues	150 venues

<p>we are reaching parts of England where social isolation is prevalent.</p>	<p>isolated places.</p>	<p>social isolation is prevalent .</p> <p>-rural communities</p> <p>(where poverty exists)</p> <p>-use sign up data to identify the number of venues in areas where social isolation is prevalent.</p>		<p>each month</p>	<p>system in place to encourage cafés to sign up is working in areas of England where social isolation is prevalent and if improvements are needed to encourage venues in these areas. E.g. Chatty Café staff/volunteers visiting areas in person or emailing/telephoning directly those cafés/venues in these areas of social isolation.</p>		<p>or 10% of venues</p>
<p>Outcome 3: Evidence that attending participating in our services increases the beneficiaries' social mobility by joining other community groups.</p>	<p>If beneficiaries have joined other community groups after having participated in our services.</p>	<p>- analytics/survey</p> <p>- focus groups</p>	<p>- beneficiaries (attendants at the Chatter & Natter table/attendants on virtual Chatty Café sessions/those receiving a weekly call)</p>	<p>- monthly snapshot 15th day of each month</p>	<p>-Joining more community groups should improve social isolation.</p> <p>-Identifying which community groups will help to establish the impact on personal social, mental and physical health as well as the impact the</p>	<p>25% of beneficiaries have joined at least one other community group.</p>	<p>50% of beneficiaries have joined at least one other community group.</p>

					Chatty Café Scheme is having on public health England. (PHE)		
Outcome 4: Evidence that people of all demographics can access the scheme	If a representative demographic of England is able to access the Chatty Café Scheme using technology.	- analytics/survey - focus groups	Beneficiaries (attendants at the Chatter & Natter table/attendants on virtual Chatty Café sessions/those receiving a weekly call)	- monthly snapshot 15th day of each month	This will help us to ensure that the technology used to access the Chatty Café Scheme is suitable for all demographics.	The demographic population identified as being more likely to become socially isolated are represented in the beneficiaries of the Chatty Café Scheme.	The demographic population identified as being more likely to become socially isolated are represented in the beneficiaries of the Chatty Café Scheme.
Outcome 5: Evidence improved social confidence and interaction.	% of beneficiaries who report an improvement in social confidence and interaction.	- analytics/survey - focus groups	- beneficiaries (attendants at the Chatter & Natter table/attendants on virtual Chatty Café sessions/those receiving a weekly call)	- monthly snapshot 15th day of each month	This data will identify if the Chatter & Natter tables/calls/virtual sessions, do improve social confidence and interaction and therefore improve social isolation. If beneficiaries become more confident socially as individuals	75% of beneficiaries who regularly attend Chatter & Natter tables/attendants on virtual Chatty Café sessions/those receiving a weekly call) report an improvement in social confidence and	100% of beneficiaries who regularly attend Chatter & Natter tables/attendants on virtual Chatty Café sessions/those receiving a weekly call) report an improvement in social confidence and

					this should spread throughout all aspects of their life to reduce social isolation.	interaction .	interactio n.
Outcome 6: Evidence improved mental health and wellbeing.	% of beneficiaries who report an improvement in mental health and wellbeing.	- analytics/survey - focus groups	- beneficiaries (attendants at the Chatter & Natter table/attendants on virtual Chatty Café sessions/those receiving a weekly call)	- monthly snapshot 15th day of each month	This data will identify if the Chatter & Natter tables/calls/virtual sessions do improve mental health and wellbeing. This should improve the quality of life and contribute to reducing social isolation. There are also implications for reducing the demand for mental health services which would be beneficial to Public Health England (PHE).	75% of beneficiaries report an improvement in social confidence and interaction .	100% of beneficiaries report an improvement in social confidence and interaction.

<p>Outcome 7: Evidence that having a Chatter & Natter table option in every café is becoming the expectation of the public.</p>	<p>Sample the public in an area of England every 6 months that has been randomly selected to ascertain if they know about the Chatty Café Scheme and if they expect to see a Chatter & Natter table in cafés/venues they visit.</p>	<p>- analytics/survey</p>	<p>-the general public</p>	<p>-biannual survey (June/November) of a randomly selected town in England.</p> <p>- Face to face survey collected on the street to engage with the general public.</p>	<p>The data will allow us to understand if the Chatty Café Scheme is having an impact on the general public. It will allow us to determine if the public is aware of social isolation and if Chatter & Natter tables are becoming the expected norm to tackle social isolation across England.</p>	<p>15% of the general public have heard of social isolation, the Chatty Café Scheme and expect Chatter & Natter tables to be available within a community to tackle social isolation.</p>	<p>40% of the general public have heard of social isolation, the Chatty Café Scheme and expect Chatter & Natter tables to be available within a community to tackle social isolation.</p>

<p>Outcome 8: Evidence that improving social isolation improves public health and reduces the demand and cost of public health services.</p>	<p>Secondary research which identifies the links between social isolation and its impact on both personal and public health.</p> <p>Possible pilot study in two areas in Birmingham where the Chatty Café Scheme has been rolled out across both areas by the Mayor to tackle social isolation. The study could measure the impact of the Chatty Café Scheme on beneficiaries accessing</p>	<ul style="list-style-type: none"> - secondary research - survey/analytics 	<ul style="list-style-type: none"> - beneficiaries -GPs -Mental health professionals/services -social prescribing services 	<p>-Contact services in April 2022 to start collecting self or GP referral data for social isolation.</p> <p>Survey October 2022 to see if the Chatty Café Scheme has had any impact in the area.</p> <p>Also questions on the monthly snapshot about reducing GP visits and accessing mental health services.</p> <p>Monthly snapshot survey 15th of the month</p>	<p>To analyse if the Chatty Café Scheme has decreased social isolation and as a result has reduced the number of people being referred to mental health and social prescribing services.</p>	<p>Pilot study data will not be available at this time.</p> <p>Secondary research should demonstrate links between social isolation and its impact on public health services.</p> <p>25% of beneficiaries report that attending the Chatter&Natter tables/virtual group sessions/receiving weekly calls has prevented them from accessing public health services since their health has improved.</p>	<p>A reduction in the demand to access public health services as a result of social isolation.</p> <p>50% of beneficiaries report that participating in our services has prevented them from accessing public health services since their health has improved.</p>
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	public health services.						
Outcome 9: Evidence that the public are becoming more aware of social isolation.	<p># followers on twitter, Facebook and Instagram.</p> <p>#interactions on the Chatty Café website.</p> <p># new sign ups to the scheme.</p> <p>Compare year on year.</p> <p># of referrals for one-to-one calls</p> <p>The yearly income from Chatty Café Membership.</p>	<p>-Social media platforms Facebook, Instagram and twitter.</p> <p>- Website number of hits data.</p> <p>-New sign-up data</p> <p>-Sales data</p> <p>- Survey/analytics</p> <p>-Referrals from social prescribers</p>	<p>-the general public</p> <p>-social media users</p> <p>-users (café/venue however & managers)</p> <p>- beneficiaries</p> <p>-social prescribers</p>	<p>End of each calendar month and calculate year totals from the data.</p> <p>Retail chains provide impact reports annually.</p> <p>Biannual Awareness survey (June/November)</p> <p>General public survey to research awareness of social isolations.</p>	<p>This will help us to know if the technological approaches and social platforms we are currently using are appropriate for our beneficiaries, users and the general public to access.</p> <p>The data will also indicate if we need to promote and advertise the scheme more.</p> <p>Sales of merchandise and income streams from the cafe membership will enable the Chatty Café Scheme to employ staff to continue</p>	<p>5,000 followers on social media platforms</p> <p>80 new cafe sign ups per month</p> <p>33% costa stores to have a Chatter & Natter table</p> <p>10% Sainsbury's stores with cafes signed up</p> <p>5 Waterstones bookstores to have a Chatter & Natter table</p> <p>Sign up Waitrose for a full roll out.</p> <p>Sales of merchandise have begun.</p>	<p>50,000 followers on social media</p> <p>150 sign ups/month</p> <p>50% costa stores signed up</p> <p>25% Sainsbury's stores with cafes signed up.</p> <p>10 Waterstones bookstores to have a Chatter & Natter table</p> <p>50% Waitrose store to have a Chatter & Natter table.</p> <p>Regular sales</p> <p>40% of the general public</p>

	<p># sales of Chatty Café merchandise.</p> <p>% public aware of social isolation from the biannual survey.</p>				<p>to run the scheme.</p> <p>This data indicates if awareness of social isolation is increasing and hopefully with education and awareness social isolation will reduce in England.</p>	<p>15% of the general public have heard of social isolation, the Chatty Café Scheme and expect Chatter & Natter tables to be available within a community to tackle social isolation.</p>	<p>have heard of social isolation, the Chatty Café Scheme and expect Chatter & Natter tables to be available within a community to tackle social isolation.</p>
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Appendix 2: Evaluation Methods

This initial evaluation was carried out by the Centre for Business in Society at Coventry University between February and March 2022. It included a survey of beneficiaries of the Chatty Café Scheme services (Chatter & Natter tables, friendship telephone service and virtual sessions (via Zoom), volunteers, businesses that host Chatter & Natter tables as well as the public.

The questions were targeted to each group. Questions for beneficiaries and volunteer explored their motivations for, and experiences of, interacting with Chatty Café Scheme services as well as the impact of this interaction. For venues questions focused on the impact of hosting a Chatter & Natter table in their venue. All respondents were asked about ways the Chatty Café Scheme could improve their services.

The surveys were open for 5 weeks from the February to March 2022. A number of email reminders were sent out during this period to boost responses and for beneficiaries who would have otherwise been unable to complete a survey online permission was sought to carry out the survey via telephone. Public participants were recruited through social media.

There were 274 responses to the survey in total. This was comprised of:

- Chatter & Natter table users: 25
- Weekly friendship call beneficiaries: 23
- Virtual Chatty Café beneficiaries: 21
- Volunteers: 46
- Public: 127
- Venues: 32

The next stage of the research will involve in-depth interviews with individuals in the categories identified previously, observations in Chatty Café venues as well as another round of surveys with a large sample size to capture a wider picture, but also to gauge any developments since the initial survey was launched.

The Centre for Business in Society

Our research

The behaviours of organisations and policy makers impact on individuals, groups and communities, businesses and organisations, nations and global relations. These effects and consequences can be beneficial and enable enhanced social, economic and environmental well-being. However, negative consequences can also arise from business practices and policy makers paying insufficient attention to their corporate responsibilities or their impact on society. Our research aims to understand the role of business in society, to share these emerging insights and to seek a fairer outcome for all. CBiS's team of researchers has long-established multiple industry and institutional collaborations on a global scale, sharing the benefits of impact-led research. We embrace research methods that are considerate and sensitive to the constantly changing business environment, behaviours, practices and society.

Our core funding stems from EU and government bodies, charities, research councils and local businesses. CBiS has a clearly defined focus within each research cluster as detailed in our Research Brochure.

Core themes

Our mission is to deliver effective solutions to policy makers, businesses and industries that reflect responsible practice. Through understanding the impact of organisations' activities, behaviours and policies, our research seeks to promote responsibility and to change behaviours so as to achieve better outcomes for economies and societies.

CBiS's research themes have now formed the basis of our four research teams which are centred around the following themes:
Sustainable Production and Consumption
Economic Development and Inclusive Economies
Sector, Economic and Financial Studies
Data, Organisations and Society



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