



Impact Report Q3 2015

Oomph! Wellness is a social enterprise that aims to transform day-to-day quality of life of older adults. We primarily train care home staff to deliver fun & effective exercise classes, with a focus on creating a positive culture.

Welcome to our Q3 2015 Impact Report that provides a summary of our impact activity during the quarter. We are delighted to share with you some of the wonderful stories from the quarter.

Oomph! Outputs – July to September 2015

We survey our care homes to collect information on number of classes delivered and residents who took part each month.

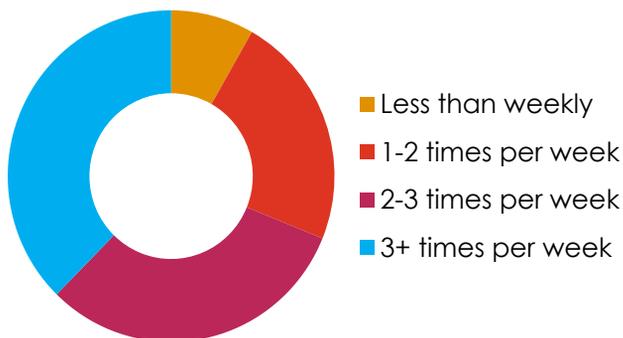
Oomph! Classes¹

9,500

Oomph! Attendees¹

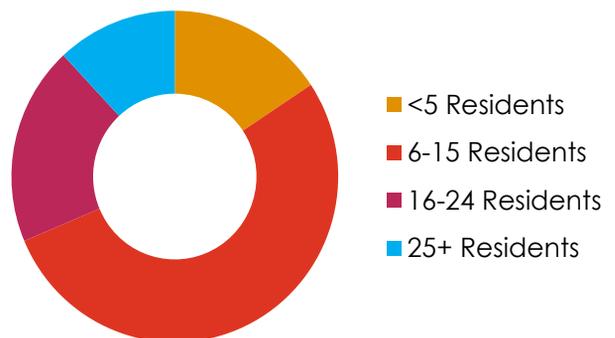
131,600

Frequency of classes per home, (% of homes)²



- **9.6 classes per month** delivered on average per home
- **38%** of homes are delivering our target of at least **3 classes per week**

Number of residents per home, per month, (% of care homes)²



- On average, **14 residents** per home took part in Oomph! classes
- **Over 10%** of homes have **more than 25 residents** taking part per month

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Impact on Residents

Oomph! helps residents to be more interactive, they come out of their shell and communicate better. (Instructor)

Residents really love Oomph! Everyone has a really good giggle. Oomph! has totally changed my frame of mind. (Instructor)

Oomph! is going brilliantly, it's having a real impact on the personal happiness of the residents. (Manager)

It's been a very positive experience for the home. The sessions are very popular with the residents and they really love them. (Manager)

Resident Stories from the quarter

Margaret, age 72

Margaret was described as "withdrawn" when she first moved to the home, as she lacked confidence. With reduced strength in her hands, Margaret had stopped doing the things that she used to enjoy doing – such as knitting – but since starting to take part in Oomph! she has gained extra strength from the sessions, meaning she can take up knitting once again!

Brian explained that his wife "has now got a focus to do more things for herself and seems a lot happier in herself". Margaret said "it's opened up a new world to us".



Sylvia suffers from anxiety, and so at first was reluctant to join Oomph! classes, however, Services Manager Jane explains that "with a bit of encouragement she sat in a big room with lot's of people and thoroughly enjoyed it!".

Sylvia is now a regular Oompher. And She finds that taking part in the sessions has facilitated her friendships with other residents - and she even requests an encore at the end of the classes because she's having so much fun!





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Impact on Residents – Care home staff view

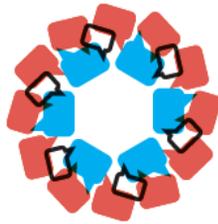
We survey all of our instructors about their view on the impact of Oomph!

Impact on Physical Mobility



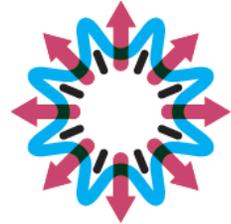
63%

Impact on Social Interaction



77%

Impact on Mental Stimulation



69%

...say Oomph! has a **significant** or **very significant** impact on these factors⁴



Eric, 79

Eric is a resident who loves to join in with absolutely everything he can, and Oomph! is no exception! The Activities Co-ordinator said, "He loves

the scarves and the foot movements. He enjoyed watching everyone enjoy themselves".

Eric "was telling jokes and having fun whilst exercising" - he said, "I had a laugh and loved the music".

"Residents are always dancing, singing, clapping, and one resident plays the recorder during the sessions. One resident has been getting out of his chair and leading the session with his own moves!" Instructor

"One resident is walking again. His family were adamant that he hadn't walked for 3 years and couldn't walk but now they are looking at getting an occupational therapist to see about him having a walker. I believe this is down to the Oomph! exercises I have been doing with him on a one to one basis" Instructor

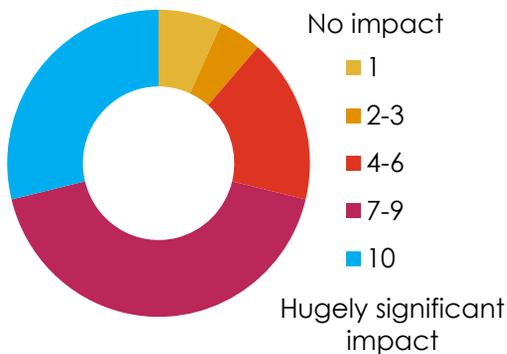
4. I.e. Rated impact 7+ out of 10 on the impact of Oomph! on each factor. Data based on 24% response rate

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Wider Impact on the home & culture

Impact on job satisfaction

71% of Oomph! instructors report a significant or very significant improvement in job satisfaction⁵



“ Oomph! is going fabulously – it’s the best investment we’ve ever made! (Manager) ”

“ Our whole team has become more dynamic and creative through staff’s involvement in planning and delivering exciting new exercise routines. (Manager) ”

“ [Oomph!] is a fun experience where all staff join in. Even senior managers have joined in. It creates a buzz in the home and is talked about for days! (Manager) ”

“ It has helped me to get other staff involved, and the residents really love the exercise classes. It’s brilliant, and brings a lot of smiling and laughter. (Instructor) ”

“ Oomph! has been really good for staff, it has made their job more enjoyable and has been great for encouraging team work in the care home. (Manager) ”

“ Staff are more motivated and [the Instructor] has been great at involving them in everything he is trying to do. (Manager) ”

The Al Fresco Oomph! Challenge was won by Manor House Care Home (Embrace), with their imaginative classes at a variety of exciting locations – including at the beach, on a boat, at a fairground and at a local Ice Rink!

