**WORK PACKAGE 1 – SESSION 8**

**Individual interview with stakeholder P10**

**28th April 2021**

Audio File Name: S10 - IdoService - Individual Interview - Other stakeholders - 28 April

Duration: 00:36:57

**KEY:**

Cannot decipher = (unclear + time code)

Sounds like = [s.l + time code]

**R2: = Researcher (Interviewer in bold)**

P10: = Stakeholder

**R2: Yeah. It’s not the best but our university decided to use Teams. So, we will try it first.**

P10: Ithink it’s all right when it’s working, but I do find it a bit glitchy. So, sometimes we’ve started off on a Teams meeting and we’ve ended up using Zoom because Zoom seems to be a little bit slicker.

**R2: Yeah. So, [R1] and I, you met during the focus group, she said she had a problem to share screen for ten weeks… ten days, sorry, with Teams. And one day she used Zoom and Zoom said, “Oh, you have to do that to go there.” You know, so it was way more in away clearer. So, anyway.**

P10: Yeah. I think sometimes it’s just a little bit easier. But I know that some of our NHS colleagues, I don’t think they’re allowed to use Zoom because of their permissions or something. So, we have to use Teams. But, yeah, I do find it a little bit glitchy. The other day, I couldn’t get it to work at all and I had to go on my phone but then not have my video on because I couldn’t prop my phone anywhere. [laughter]

**R2: So, the pleasure of digital, of course.**

P10: The joys of technology.

**R2: Exactly. So, now, we are recording. It’s working. Can you just confirm you consent to take part in this study?**

P10: Yes.

**R2: Great, thanks, perfect. So, yeah, I don’t know if we had occasion doing a focus group just to give really an overview of the project, but –**

P10: Sorry. Joined by a cat. [laughter]

**R2: Yeah. It’s (unclear 0:01:29) enough time.**

P10: Yeah. Pretty typical. He’s just realised I’m on a video call, so he’d quite like to join in, please.

**R2: I need to confirm consent for the cat.**

P10: Yes. [CAT NAME], are you okay to be recorded? I’m taking the purring as a yes. [laughter]

**R2: Oh, good, great. So, yeah, I just have this project. The idea is as you know try to support and help people to have access to more meaningful activities or at least an easier access to meaningful activities. So, it's very similar to… so, sorry, to the aim of Greater Moments app. But we still don't know what we will do in (unclear 0:02:17) because it really will depend of the kind of project and our possibilities. And, of course, it would be stupid to try to do something like Greater Moments because you make something very nice. And as I said, it's a lot of work. And, yeah, so it's… the idea is really to have some complimentary action and not some competition or this kind of thing. So, yeah. [laughter]**

P10: No. I think that's always the best way. And however, we can kind of link together to amplify that to improve the accessibility for people living with dementia in Greater Manchester for, you know, yeah, accessing meaningful activities and things that will have a positive impact on their wellbeing and their condition as well.

**R2: Exactly. Because very often, even in research, you know, it's a lot of researchers having quite the same idea in different places and working separately and in the end really, we are losing time and money. So, it's –**

P10: It’s not amplifying the resources. It's siloing it, which, yeah (unclear 0:03:20).

**R2: Yeah, exactly. So, yeah, for the inter-service project the idea is linked to a project that [R1] made, some not very long time ago, I think it finished last year. So, it was Mind project, probably up there, some (unclear 0:03:38) about that. And this project was to empower people with mild to moderate dementia and with the support of mindfulness. But it was not this kind of, you know, mindfulness trainings and these kinds of things. It was more mindful design. So, it's something quite abstract. But we had some interviews because I was also part of this project. At this time, I was working from the University of Luxembourg. And we had interviews with people with dementia and they said… a lot of them said, “I'm really missing opportunities to have activities. You know, not useful activities, but activities with my family or using my skills and sharing what I am able to do with other people, so.”**

P10: Yeah, definitely. That's something we've heard from the people that we know living with dementia. One of our champions is very keen on… he likes writing. He's a really big music fan and he likes writing, so we're engaging with him more to think about how we can use that. So, he can write stuff for us maybe do a bit of guest blogging or some, yeah, features around that. Because it's keeping people with those interests. That's what's going to keep the brain healthy and alive for longer.

**R2: Exactly. It's really great for us, this kind of continuum from ageing to dementia and ageing well because, yeah, sometimes I think dementia, it's also part of ageing well even if it's not what we were thinking at the beginning in ageing well. In the end, it's still possible to age well with dementia, so.**

P10: Yeah. Definitely, from that element of if people are able to do things that they enjoy and are passionate about like that. That confidence-building that comes with the wellbeing of being able to do that and showcase that and that being an important part of their lives is really, really important for their overall wellbeing as well.

**R2: Yeah, yeah, exactly. So, it's really something we are thinking with this project, like we'll say, (unclear 0:05:38), and to have ideas about how to help people to find activities, useful for their wellbeing and somethings they will be involved in and active. And it's that. So, we had these focus groups. So, now I'm finishing the individual interviews with particular focus groups. And we will begin soon interviews with people living with dementia. So, I hope it will not be too difficult to find some of them because the current situation, it's quite crazy. I think you know that.**

P10: Yeah. I mean, if you need us to pass on any of your details to any of our contacts, we've probably got more carers currently, engaged with carers of people living with dementia engaged with the project at the moment. But we've also got people living with dementia who are pretty active out there in the community. So, they might be quite interested. So, if you've got any information, I can always circulate that out to them and ask them to get in touch if they'd be interested in joining in.

**R2: All right. That’ll** **be very nice. Thanks. Yeah. Because we have to do that on, you know, Teams. And I don't know, it's not that easy to do interviews.**

P10: It's so much easier when you're face-to-face with someone, isn’t it?

**R2: It is. And when you are just… but you really know that, just some informal occasion to meet people and say, “Oh, by the way, I'm doing that are you interested?” [laughter]**

P10: Yeah. It's so much easier. And when you're meeting someone face-to-face as well, you can have a coffee or tea or something. I don't know. It kind of just breaks down that barrier a little bit more than sitting on a Team's call, doesn't it?

**R2: Exactly, exactly.**

P10: But I do think people have gotten much more used to having video calls over the last twelve to eighteen months. So, that should help, hopefully.

**R2: Yeah. It's probably a better context for us and for you because, yeah, I suppose, at this time, yeah, maybe very difficult. So, yeah, our idea is to have these interviews and information for maybe end of May, end of June. And I will work on that during the summer. And we, hopefully, will have some workshops from, I suppose, September to December, approximately, maybe a little bit more to discuss with groups of people living with dementia, carers, stakeholders, designer from the university, and these kinds of people to discuss our results or at least what people said. And so, we will have this kind of semantic analysis. And, yeah, try to find something to develop. So, yeah, it's really –**

P10: (Unclear 0:08:22) face-to-face, hopefully.

**R2: Yeah, yeah.** **I'm really crossing my fingers.**

P10: Hopefully, hopefully.

**R2: Because, you know, I have no idea it would be possible to do that, remotely. So, yeah, we'll see that.**

P10: Yeah. That's the sort of thing that's, definitely, much easier to do and have much more success with if it can be face-to-face.

**R2: Yeah, exactly. And my background is in psychology. And I was interested in project for this thing of, you know, codesign and being in (unclear 0:08:59), cocreate things with people. And think, okay, in the end maybe we will just be in front of a computer, so.**

P10: It's been exactly the same for me to be honest. Codesigning and cocreation is really, really important to me. And it's really difficult to do it effectively via a screen.

**R2: Yeah.**

P10: Because that's an additional barrier, isn’t it, in place for people in terms of the levels of engagement and who's kind of willing to engage and participate in that way.

**R2: Yeah, yeah. Because I had a look and I think it's a lot of activities, icebreaking activities which we try give concrete things to people to do to interact with each other just to be more, you know, in the creative side and more confident. And if it’s, yeah, with a computer –**

P10: Yeah. I try to do an icebreaker virtually and it went, okay. But, yeah, it just doesn't work the same. [laughter]

**R2: Yeah. One day, I went coffee runs and, you know, the girl she tried to do these kinds of things, and she said, “Oh, yeah, you have to think you’re in a friendly place with people you like.” And I think I’m, you know, in lockdown alone in my flat. So, it’s really not a good icebreaking thing from me.**

P10: Yeah. That's not that good. I got everyone to bring an item from their home to describe to the group that was something that told us something about them or something that they were passionate about that they could find in their house, yeah,

**R2: And it works?**

P10: Yeah. It worked pretty well. It was quite a small group. So, it was with our champions. So, I think there was about five or six of us. And it worked quite well. It got everyone talking, everyone could participate because everyone's got something in their house they can talk about. And I just said, as long as you're prepared… as long as it's something that you're prepared to discuss with the group and it's not something that, you know, you wouldn't want to share.

**R2: Yeah, exactly. So, I suppose you say to them some days before, “Okay. I will maybe –”**

P10: I gave them a briefing about a week before just to give them a heads up. So, everyone can be prepared and know what the task was going to be. I didn't send them off on the morning, say, “So, by the way, you need to go and get something that you're willing to talk about from your house.” [laughter] So, yeah, I did give them the briefing, which is the same that I would do if we were going to do it face-to-face, to be honest. But, yeah, it was one of the only kind of icebreakers I could think that would work all right virtually and would get everyone talking a little bit about themselves that would get everyone to know each other a little bit better.

**R2: Yeah, yeah. But it's good to know because it's something we are thinking to do these kinds of things, bring something linked to meaningful activities or things you like. So, it's good to know virtually it can work too.**

P10: It can work. I'd much rather do it face-to-face. But you know, we are where we are, so. [laughter]

**R2: Exactly. So, what have you begun to be involved in Greater Moment app?**

P10: So, the project started two… it would be two years ago at the beginning of April. And I started being involved last March. So, I only joined… I joined Social Sense at the end of November 2019. And [A COLLEAGUE] was leading on Greater Moments at that time. And then him and his wife were due to have a baby. So, he wanted a job closer to home. Little did we know at the time that everyone was going to be working at home. So, I took that over in March last year having not been involved with it at all. And then not being able to meet any of the people who I’ve been chatting to for over a year now. So, yeah, it was, definitely, a challenge in terms of engaging people. There was some delays through furlough. And then kind of having to reengage everyone, again because they'd been delays. And it is so much easier when you can pop along to a networking event or go and physically visit a care home or a group or something like that, and really get a sense of it and really kind of get their buy into it. So, it has, it has been challenging in that sense, in terms of… our original outreach and engagement plan would have been very, very different to how it looks now.

And, obviously, the content on the app has been massively different from, you know, hundreds and hundreds and hundreds of face-to-face activities and groups and services that were running prior to lockdown. And a number of them have been doing virtual things. But people don't always want to do virtual things. And people don't necessarily feel safe going out of their homes. So, if they don't feel keen on virtual things and, you know, they're kind of isolating to keep themselves safe. Yeah, it's been very challenging on the engagement front. And I've never, obviously, as none of us have worked in this environment before trying to engage people. So, it has been challenging. But on the plus side, I guess, we've got a digital product. And people are more digitally and tech-savvy now since all of this has happened. So, some of those comments around how older people don't use tech have really been proven to be wrong.

But, you know, the app isn't going to be for everyone. And it is primarily going to be for at the point of diagnosis, really. We want to get it into the diagnostic pathway. So, instead of people being given loads and loads of information. And, you know, an information pack from an environmental perspective isn't that great. And people probably… that might seem quite overwhelming and they don't want to read through the volume of stuff that's in there. If people can be given, you know, our leaflet to scan the QR code and sign up to the app or something quite simple like that… and we can have a really good range of activities, events and services across Greater Manchester with community assets out there being trained up to put content on there, which is kind of the next step of where we want to get to, to give a bit of that ownership back. And, you know, we're a team of three. We can't do everything.

That's Yeah, kind of where we want to be. We want to be a single point of access really, for people newly diagnosed, new on their dementia journey for them and their carers to be able to have this app, see all of that. But also to be able to use the wellbeing functions as well. You know, it's really important to be able to log that wellbeing, you know, for the person who's caring for someone to be able to see, you know, a downturn or an upturn in wellbeing and kind of note that. And for us to think about what activities that person might have been attending if they've added them to their calendar. Are there particular things that we're noticing that are creating an uptick in people's wellbeing? And can we, you know, speak to the commissioner about there being more of that?

And really selling those services as well because there's also the ratings option on there for people to rate services, events, and activities they've attended. And we don't want that to berate anyone who's consistently scoring low although we would quietly, you know, contact them about that and see if there was a particular issue or if they needed any support to be more dementia-friendly. It's really about showcasing those examples of what do people living with dementia in Greater Manchester thinks fantastic? And how do we do more of that?

**R2: Yeah. That’s really great. So, yeah, for example, this information about mood and feelings. It's just to have an idea about which kind of activities are beneficial, yeah, are good for people, or?**

P10: And for people to use that function. We really want to make the journal a bit more interactive. So, like, (unclear 0:16:37) research around moments and journaling and things like that, and how important that can be. One for people from a point of reflection. But two in terms of their dementia journey, being able to reflect back on those things and using those as a memory tool as well. So, at the moment it is quite basic. You can note things in there. You can log that you've been to an appointment or been out or seen family and record your wellbeing. But we want people to be able to record voice notes or upload photos and video content. So, it's a bit more interactive and more accessible as well. So, if people… you know, if writing is posing a particular issue to whether it be to a particular community group or a particular person, as an individual, they've got the option to just, you know, press and hold record and just voice note what they've done that day and use that as a reflection tool as well.

**R2: No, it's really great. It's really a holistic approach and a very good tool. When you're writing a project, are you already have this idea of every characteristic of the project or you develop that with people starting with people –**

P10: Definitely, not. So, it’s commissioned by Greater Manchester health and social care partnership through Dementia United. And initially, what they really wanted was a barometer, as they called it. They wanted to know what life was like for people living with dementia in Greater Manchester. They've got lots of clinical information. They don't really know day-to-day what goes on for people with dementia. So, they wanted a tool to do that. So, yeah, for about the best part of the year, the team were doing a lot of desktop research, consultation with people. And a big key theme that was coming through from people out in the community was they didn't want to be measured anymore. They don't want to feel like they’re being measured. And actually, what they wanted was something to support them to have better moments or whatever. So, more positive experiences.

Really confusing kind of at that first point of diagnosis. You know, who can I speak to? Where can I go? What activities can I do? And then kind of from that having dementia-specific stuff on there, but also actually being able to look at what else is going on in their local area that they might want to get involved with. So, you know, I really like woodwork, is there a woodwork group locally? Or I really like creative writing, is there a creative writing group I can go to? So, it came through that while they wanted some dementia-specific stuff on there, not everyone wants to access dementia-specific things because there's that thing where you know you've got a condition you don't… sometimes people don't want to feel like they're being told that they've got to be (unclear 0:19:11) into that group. But some people at the same time really want to access a dementia support group because they want to meet people who are going through a similar journey and experience.

So, it's about having that, that variety. And that's why it's so key for us to keep talking to people in the community. You know, none of us working on the app are living with dementia or care for anyone that's living with dementia. So, we really need those skills and expertise of those people with that lived experience to help us throughout. So, not just at the beginning of the project or when we evaluate it, but throughout the entire lifecycle of the project. That’s why we're really keen for one of the next steps to be to train up some of those volunteers and community assets to be able to sign people up to the app, support people getting on to the app, but also to be… you know, if they see or know of some really good local groups to be able to put that on the app so that we've got a really wide broad range of activities, events, and services on there as well.

**R2: That's really impressive because at the beginning you had very abstract ideas and in the end, exchanging with people, you realise maybe it was not the best idea and you have to do something quite –**

P10: Had to challenge back to the commissioners a little bit because it is a test and learn process. And actually, if you are going to say you want meaningful consultation and coproduction, you've got to be prepared for the fact that the idea that you might have had might change completely. Because actually, what's really important is, whilst the commissioner might want to measure and capture something, what's really important is, what's in it for those people? So, the people living with dementia and their carers, what's in it for them to show the commissioner what their daily life’s like? There's no real benefit for them to do that. So, it was really turning it on its head and thinking about the user. What can the user get out of the app? What benefits are there for people to use the app and to have, you know, information all in one place, to be able to record and reflect on their own wellbeing whether they be a carer or a person living with dementia?

But also, to have that intelligence about the person that they care for, to be able to look at what they've... you know, as long as there's (unclear 0:21:14) it counts, what's going on for them at the moment? Some carers might not be super local. So, there might be a family member who has a close relative who's living with dementia, but they might live out of Greater Manchester and have not been able to visit for a while. So, people being able to see someone else's wellbeing scores and kind of feel that connection across a distance. But also, people have got multiple carers. So, someone who might be living in a care facility, who's got professional carers, for want of a better term, looking after them, those links with the family as well, hopefully, bringing that together a bit more.

**R2: Yeah, no. That's really great. And it's this kind of mood barometer and journaling option, it's quite related to this mindfulness approach, as I said earlier.**

P10: We've got a mindfulness project as well. So, we’re very passionate about that kind of element and the benefits that that can have for everyone really. So, we're looking… at the moment, it's a web-based app because it is relatively new, but we will be moving over some of the functionality to a native app, particularly prioritising the people living with dementia. So, they’ll be able to download it. But also, that gives us additional functionality around notifications and goal setting. So, you know, people would be able to input, “I'd like to go to… I'd like to try three new things this next month.” And then kind of prompting people to reflect on that as well.

So, there's that kind of prompting, which enhances the journaling aspect of it. But also, that kind of thing about apps that people use a lot, there's a kind of gamification. There's prompts to do things. But then there's also, “Well done. You’ve achieved this. Hurray.” And you get, like, a badge and stuff. And it’s that kind of motivation for people as well. So that really brings in that other element for us of, what's in it for them, for the people to use it? Which to us is the most important thing. We realise that the commissioners just really want the data. But, yes, to us, we want it to be a product that people don't just log… don't just register to use and then never actually interact with.

**R2: That’s really great. And so now for Greater Moments app, is it project is finished? Or app is finished?**

P10: So, we had a year's funding. And we got another year's funding. And we've now secured funding from Greater Manchester to the end of September. So, we've got another six months funding. We are starting to work on licensing opportunities and external investment as well so that we can continue to develop, have the app. And it is, obviously, at the moment free for anyone living in Greater Manchester with dementia or their carers. So, we're quite keen to keep that in as far as we can. Although, there might be opportunities for, you know, licensing and charging care homes or private care providers in some way. But, yeah, so we are looking very extensively at how we can make sure that it continues beyond that. Yeah, we're very grateful to have had that other six months. So, we were quite quiet between January and March because we didn't know whether we were winding it down or carrying it on. But it did give us some time to really get hold of the tech and do a full tech review of where we're up to with the app so that we can prioritise the next stages of development really, really effectively.

**R2: No. That's really great because, yeah, very often… and we say that during focus group. But funding and the fact that a lot of projects have a very short life it's endanger of producing something and it's giving nothing because you're not there to update.**

P10: (Unclear 0:25:02) managed kind of community-based projects for nearly two decades, it's really frustrating. I always think five years. If you want to try something that's relatively new, five years is the ideal time of funding. One year's funding, by the time you've kind of built those relationships and started the project a year’s up. So, you haven't really achieved anything in that year because you won't have engaged many service users because you've been busy setting up and learning about those community assets that are out there and meeting different organisations and projects and stuff like that. So, year two, you’re starting to really get that community work going. I think year three is when you start seeing some throughput to the services. And then you need some time for it to bed in and grow and learn and change before you're really seeing the impact that you wanted from the initial stuff. So, to me, it's always really frustrating that you can't do that level of twelve months funding. Well, if it's something new, that's really tricky to show any positive outcomes in such a short space of time.

**R2: Yeah, yeah, exactly. And especially, for example, in your case, with the COVID-19 context, as you said, you had to adapt the content of your app and it's great. But it's, yeah, in the future, hopefully, we'll have some face-to-face insight with that.**

P10: Yeah. I mean, the original KPIs that were set for the last twelve months of the funding, before this renewal funding, like you just had to throw them out the window, really because they just weren't relevant in the climate, we were operating in at all. So, it was, yeah, a very different process than what we’d set out. And, yeah, you know, brought a lot of new and interesting challenges to everyone, I think. And, you know, you've got to be really sensitive around the fact that whilst you might want to engage with a certain number of organisations and people, they've got a lot going on, as well, personally and professionally. So, yeah, it was interesting. As someone who really likes to plan and have a plan and targets and break them down and be, like, really specific about stuff, yeah, I had to throw that out the window last year. And yeah, it's been… I'm planning, like, a week or two weeks ahead, and then everything could possibly change. So, yeah, it's been very tricky for someone who's used to being able to plan ahead. [laughter]

**R2: So, it's good for self-development and improvement and (unclear 0:27:30), you know.**

P10: 100%, yeah, it’s been, absolutely, brilliant. I've learnt a lot. I've learnt I still really like to be able to plan in advance and forecast things and stuff like that. But, yeah, it has, definitely, taught us to be much more flexible and responsive.

**R2: Yeah. But it's also great to see you were able to adapt and to produce something despite this picture. And so, yeah.**

P10: Yeah. I mean, we still managed to engage with people. It was in a much different way and far fewer than we would have hoped to. But I think that you've got to say that's actually okay in the circumstances. And it did give us more time to work on the tech itself. We've done quite a lot of work out in the communities prior to that, fortunately. So, it did give us more time to do some more internal stuff, as well. And to think about, you know, all the different ways that you can engage with people and how our digital communications work and what sort of platforms work and try new things, like being involved in Diverse Alzheimer’s Twitter chat, live chat, which was, yeah, bonkers. I had my laptop and my phone because it was moving so quickly.

**R2: Yeah. [laughter]**

P10: Yeah. So, that was really interesting and probably something that we wouldn't have done as much of if we hadn't been, yeah in lockdowns. But, yeah, a big gap for us still is care homes. Obviously, they've been a real challenge to engage with because they've had so many other priorities above engaging with the app. So, it is one area for me that is a big gap in terms of our intelligence around, how does it work for them? What would they like to see on it? How can we make sure that it's benefiting them? Because, obviously, they could put their own events and activities on there. They could take wellbeing scores, you know, a week before, a day before and at the same time seeing the impact of that and use that in their own reporting. But, yeah, it's just been a challenge really to engage with them, quite rightly so because, you know, they've been prioritising looking after the wellbeing of their staff and clients.

**R2: So, still a lot of things to do.**

P10: There's always so much more you could do, yeah.

**R2: And we talked about codesign session online. Do you have an idea about how many people you met or interacted with during this kind of session?**

P10: I mean, it's a lot more difficult. So, we've got a group of champions. So, we've got about fifteen people ranging from people living with dementia, carers of people living with dementia, professionals working out in the field who, I guess, are our kind of initial go-to people to sound out about ideas. We've actually got a meeting with them later. But, yeah, I would hope at this point, we'd have a whole network of them across Greater Manchester. We've got quite a small group. And, you know, depending on what's going on in their lives, it can be difficult to engage with them. You know, if a carer is caring for someone, and they're having a bad day, they won't come to our meeting. So, there's still a lot of other pressures going on. So, it is quite challenging. So, I'm very glad that we did so much engagement and codesign prior to lockdown, which I think gave us a really good foundation.

And then on an ongoing basis, we've just tried to keep engaging people and talking to people as much as possible and getting feedback in as many ways as we can. So, we've just launched an online survey for people who have registered for the app to try and generate because we don't get a huge amount of feedback back from people who've registered. So, you know, getting some intelligence on what features they're using, what they don't really like to see on it, that sort of thing. And whether there's any, you know, positive or great stories they'd like to share about them using the app. So, yeah, it's been a lot quieter on that front. But we, you know, continue to do it.

And we won't stop trying to engage with people and talk to them in different ways. So, whether that's our champions or whether we'll throw out some questions and stuff online on our social media channels, whether we're doing this kind of survey. We've got a newsletter as well. So, we're just trying to use as many different methods, I suppose, as possible. But, yeah, it's a lot easier when you can… it’s a lot harder if people say no to you when they're face-to-face. So, if I was at an event or a meeting, I feel like I'd be able to build that rapport a lot easier and get more people on board to give feedback. It is, definitely, not as easy to do, virtually. But it just means you've got to attack it from lots of different angles really.

**R2: Yeah.**

P10: And use those community assets. There's loads of groups out there who are working with carers and people living with dementia. So, actually, if you can, speak to the leads of those groups or the people in those organisations who are working with those people, they can actually give you the input of many, many people that they're working with on a daily basis, instead of having to try and contact, you know, loads and loads of different people. So, we've been trying to do that a lot with a lot of key people who are working with carers and people live with dementia across Greater Manchester and keeping their involvement so that they can tell us, you know, what's going on in their service at the moment. What key things are they seeing? What challenges are they facing? And how do we use that intelligence to inform what we're doing next with the app?

**R2: Yeah, yeah.**

P10: So, (unclear 0:33:12) absolutely anything and everything that we’ve had to engage with people. And sometimes it works. And sometimes it doesn't.

**R2: Exactly. But it's great for creativity for our own creativity and –**

P10: Absolutely, absolutely. It definitely, definitely gets us being way more creative than I think we would have been originally. And, yeah, it's interesting that, you know, sometimes, you can try one method and it won't work at a particular time on a particular day. But you can try it again at a different time and day, and it might work. So, yeah, it's quite interesting to see how it's not always you can try something and think, “Oh, that hasn't worked. No one's engaged with that.” But actually, maybe it was the wrong day or time. Maybe it was the wrong time for people individually you just didn't know about it. So, it's about just, yeah, going, “We'll just give that a (unclear 0:33:59) again and see what happens.”

**R2: Yeah, exactly. But, yeah, I'm still crossing my fingers to be able to have face-to-face meetings. [laughter]**

P10: Yeah. I literally cannot wait to when we can start meeting people face-to-face again.

**R2: Yeah. I'm sure. I'm sure. But really thanks a lot for sharing all these things with me and giving all this advice. It’s really, really great. Really nice. So, thanks.**

P10: Yeah. If there's anything you want us to kind of promote out to our networks to see if anyone would want to be involved with any part of this, I’m more… I'd rather people have the information multiple times than not at all. (Unclear 0:34:42). So, if there’s anything you would like us to send out or post across our social media channels or anything like that, we'd be more than happy to help.

**R2: No. It's really kind. It's really, really nice. So, I will contact you again and I will give you some updates about the project because our website is still under construction, and we have a Twitter account. But I have to be more active.**

P10: Yeah. We've actually found Twitter… Facebook is probably better for some of the group stuff that's going on. But Twitter for engagement has been… like the dementia community on Twitter is pretty active, like, across the board from different organisations to care homes to, you know, people with dementia and their carers. Like, we found that that's been our best social media tool really.

**R2: Okay. So, it’s good motivation for me. So, I will have to invest in time.**

P10: Definitely, definitely.

**R2: But, yeah, and I hope we will have some occasion to meet, you know, during a meeting and the talk event or something, yes. So, we stay in touch and yeah. And yeah, and I will ask for the voucher. I think it's not a problem. So, I suppose –**

P10: Yeah. I think you can buy them online. And both of them do. I just thought it'd be easier if it was, like, loads of different shops and then people can choose.

**R2: Yeah, no. It's good. Good idea. I didn't know that because, no, I'm quite new in the UK. And I had a look on the internet and I was not able to (unclear 0:36:13).**

P10: There’s just so many (unclear 0:36:14). Yeah. We've done incentives a few times before where we've used kind of those generic vouchers so that, you know… but I think both of those have got about 90 different shops, restaurants and that sort of thing that you can use on them, so.

**R2: That’s** **really great. Yeah, so I will… no, it’s not me. I think the girl from administration at the university, she will contact you just, you know, give you information and stuff, yeah.**

P10: Fantastic. Thank you very much.

**R2: So, thanks a lot. And see you soon, hopefully.**

P10: Yeah. See you soon. Bye. [THE CAT] says goodbye as well. [laughter] Bye-bye.

**[End of Recording]**