



Campaign evaluation

December 2023

**Your
home,
your
choice**



Introduction

In February 2023 an awareness raising campaign was commissioned seeking to change and influence perceptions of housing with support across West Yorkshire and to get people thinking about it as a possible option earlier, rather than later, on in life. The campaign also aimed to promote that there may be more options available in local communities than people think.

This report outlines:

- A summary of the main campaign objectives and approach
- An overview of activity and engagement
- Results of the pre / post evaluation survey
- Learnings and recommendations



About the campaign

Budget: £40,000 (including VAT)

Duration: 9 months

Dates: February 2023 - October 2023

Funded by:

West Yorkshire Health and Care Partnership
West Yorkshire Combined Authority
WDH
Together Housing Group



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The campaign





Campaign highlights

Post campaign those people supporting someone to rightsize were:

- ▶ More confident in starting a conversation with their relative about rightsizing
- ▶ More confident about procuring information about rightsizing and knowing where to get support for it
- ▶ Believed that rightsizing should be considered at an earlier age

12k

12,161
website page views

160k

160,357
impressions on Google

7k

7,885 Facebook
post engagement

84k

84,017
Facebook reach

471

471 campaign
video views

210

Stakeholder
engagement



Aims and objectives

Aims

To change and influence perceptions of rightsizing housing options available

To gather audience insight and to test and agree a consistent term for older people's housing e.g. supported, sheltered, homes with support, independent living, assistive living etc.

To clarify the benefits and reframe the understanding and existing perceptions

To promote rightsizing and homes with support

To get people talking about the options for older people earlier, rather than in a crisis

To raise awareness of the options for housing and tenures, e.g. shared ownership, or outright sale, available for older people and where to access more information

Objectives

To empower people to find the right home for them giving them the confidence and motivation to rightsize (whilst maintaining their independence and continuing to live in their own home with all that brings (choice, control, privacy, peace of mind etc)

To create an increased awareness of housing with support and benefits to wellbeing, health as well as finances (in some cases)

To explore and promote care-enabling technology and smart homes to support independent living

To explore incentives and raise the profile of the support available for older people

To empower people so they are aware of the options available to make informed choices

What is rightsizing?

Rightsizing means finding a home that's right for you now and in the future. This might mean moving to a smaller home or somewhere on one level. It might mean moving near family or staying close to amenities. It could mean exploring supported living or retirement options. Every person will need different things from their home.



Target audience

Internal audiences

WYHP members: 54 North Homes; Accent Group; Connect Housing; Incommunities; Johnnie Johnson Housing; Kirklees Metropolitan Borough Council; Leeds City Council; Leeds Federated Housing Association; Manningham Housing Association; Stonewater; Thirteen Group; Together Housing; Unity Homes and Enterprise; WDH; Yorkshire Housing. Also includes representation from: Homes England; West Yorkshire Combined Authority.

West Yorkshire Health and Care Partnership programmes, supervisory groups and partners including the five place-based partnerships:

- ▶ Bradford District and Craven Health and Care Partnership
- ▶ Calderdale Cares Partnership
- ▶ Kirklees Health and Care Partnership
- ▶ Leeds Health and Care Partnership
- ▶ Wakefield District Health and Care Partnership

Other internal audiences include:

Adult social care; Specialist community and voluntary service providers; Healthwatch; VCSE

External audiences

Priority groups comprising predominantly people aged 55 and over living in West Yorkshire (Bradford district and Craven, Calderdale, Kirklees, Leeds and Wakefield District) who match eligibility criteria their families, carers, friends, community gatekeepers.

Voluntary community sector

Neighbourhood groups, tenants and resident associations

Media – predominantly local and regional print, broadcast, online

Target groups

Those who may consider rightsizing for their relatives (e.g. parents)

Those who may be considering rightsizing for themselves



Led by insight: literature review

When developing a campaign based on behaviour change, a critical step is to gather local behavioural insights and review the literature in this area to better understand the factors which may influence older people's choice to rightsize, or find healthy housing options.

Here, we summarise the results of a rapid review of behavioural insights literature relevant to healthy housing choices in older people, including those living in social housing.

Key findings

1. Older people do not move often, and few move into specialist accommodation
2. Housing options are limited and there is a lack of awareness
3. Numerous factors can influence moving, including health and wellbeing needs, psychosocial factors, environmental and economic circumstances; it can be complex

Rightsizing

Older people are motivated to move home by a range of factors similar to people of other ages, such as wanting to live in nice areas, have access to green space, and more room for guests. However, factors such as failing health, changing socioeconomic circumstances and difficulty coping may also influence the decision to move, and for a proportion of older adults that are driven to move, the change does involve a reduction in the size of their home.

Older renters are the group that is most likely to move in later life.

Rightsizing is a holistic term to discuss access to housing choices which are suitable for a range of circumstances and needs in later life, and which are proactively chosen to improve quality of life. When discussing older people and housing choices, it should be remembered that this is a diverse group, covering a wide range of ages and different needs.



Led by insight: focus groups

Three focus groups were conducted to gain an understanding of preferred terminology, communication methods and campaign look and feel.

Emotional and behavioural responses were considered in relation to visual creative and messaging mood boards.

Participants ranged from 60 to 72 years of age and represented Wakefield, Hebden Bridge, Bradford, Leeds, Calderdale and Castleford

The behavioural analysis from the focus groups informed the campaign concept development and refinement.

Following focus group feedback the campaign was to:

- Keep the messaging positive, with a focus on looking forwards, whilst keeping language realistic
- Not talk about age - keep this for the services
- Use the word 'rightsizing', it's a good word and using it to educate the audience is positive for the campaign
- Not use hyperbole e.g. 'the best days of your life'
- Keep it straightforward, no jargon
- Show 'real people' doing real activities
- Show a range of ages, including family
- Incorporating illustration to keep it light
- Keep images positive
- Clear call to action:
Visit the website to find out what is available for you



Campaign strategy

As part of our behavioural analysis, and combining findings from the literature review and the focus groups we have used behavioural theory frameworks to determine the appropriate intervention functions, behaviour change techniques and recommended methods for delivery.

Key findings told us the campaign should:

Support older adults to better understand the range of accommodation options

Allow older adults to assess whether the options available will improve their overall quality of life

Promote choice and autonomy in rightsizing

Share information on the potential benefits of local rightsizing options

Demonstrate that support is available to help decision making

Identifying which specific options are available

Showcase additional support necessary to overcome accessibility barriers e.g. is there any financial support available to assist with moving?

Behaviour change goals

Audience one: pre-contemplation

Get: Those for who rightsizing is a future move.

To: Begin thinking about rightsizing and having conversations with family about what might happen in the future

By: Showing the benefits of rightsizing and making it relevant to their circumstances. They must understand that there is choice and empowerment by considering and thinking about rightsizing early.

Behaviour change goals

Audience two: ready to rightsize

Get: Those who are ready to rightsize or are supporting someone to rightsize.

To: make an informed decision about the next stage in their life.

By: Providing clear, simple and non-bias knowledge and information on all the options available. They must know where to go for help and support.



Campaign creative

We tested three creative concepts with the target audience. Your home, your choice was the final campaign creative. The philosophy behind the concept is to:

1. Encourage the audience to make an informed choice and suggest that they start thinking about where they might want to live in the future, sooner rather than later.
2. The word 'your' focuses on the individual and gives them ownership over their home and each individual will have different needs and wants for the future.
3. The messaging is motivational, inspiring the viewer to start thinking about rightsizing and highlighting some of the benefits of thinking about rightsizing and moving house if needed.
4. The design and layout is soft, friendly and easy to digest. The photos used are relatable and diverse to represent the range of people in West Yorkshire.

**Your
home,
your
choice**



Key themes and messaging

Your home, your choice

That tackles these key themes:

1. Show don't tell

Educate the audience by imparting knowledge and information

Showcase the range of options available without pushing one

Allow the audience to assess whether the options will improve their overall quality of life

2. Choice and empowerment

Ensure the audience can explore all the options available to them

Provide personal and relevant information so the audience can make their own choices

3. Highlight the benefits

Share information on the potential benefits of local rightsizing options

Make it clear there is extra support available e.g. financial support, adaptations, energy savings

Call to action: go here to find out all the options available to you (digital and personal)

Underpinned by: positive social norms, sensitivity and totally unbiased

Campaign outputs

A web page which clearly outlines the benefits of rightsizing and explains all the options available as well as directing people to help and support services.

A digital campaign to connect with target audience one (those at pre-contemplation) utilising a film.

A community up approach to connect with target audience two (those ready to rightsize). Utilising trusted sources to distribute newsletters, posters, social media graphics and a mini pocket guide which highlights the benefits of rightsizing and explains all the options available as well as directing people to help and support services.

All resources supported the audience in knowing what questions to ask themselves in order to make an informed decision regarding what they need from a home in the future.



Example campaign poster



Example campaign social media graphics

Campaign outputs



Localised pocket guides

Campaign outputs



Social media graphics

[Click here](#) to watch a campaign film with Brian and Penny talk about their rightsizing journey.



Digital evaluation





Digital overview

Objective

To target people aged 55 - 65+ living in West Yorkshire who may be in a stage of life where they are thinking about their housing options. Encouraging this audience to think about 'rightsizing' using static social assets with the aim of driving traffic to the website.

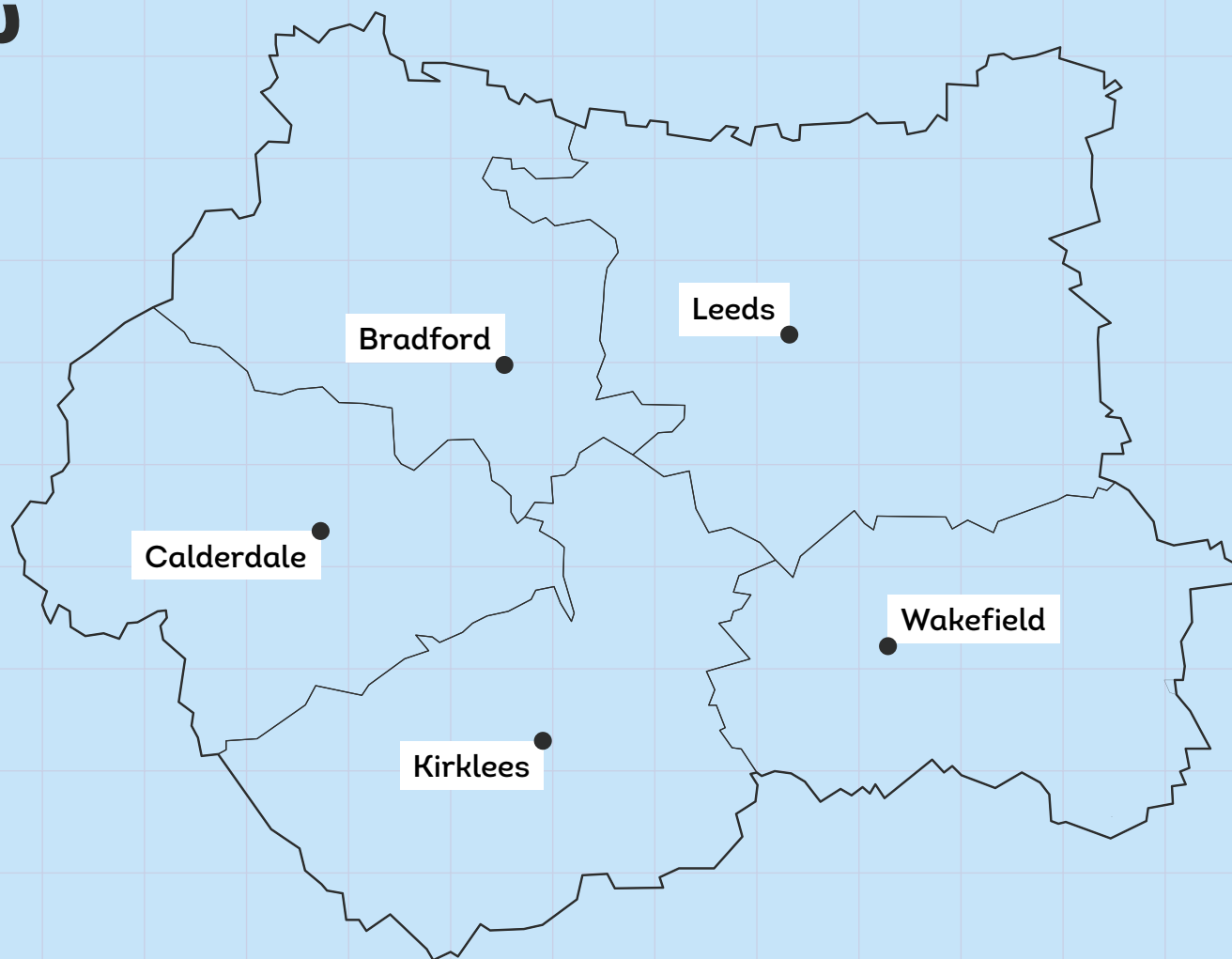
Platforms: Google and Facebook

Length: 2 months

Start date: 19 June 2023

End date: 19 August 2023

Budget: £2,000



Our target locations

Facebook network

Start date: 19 June 2023

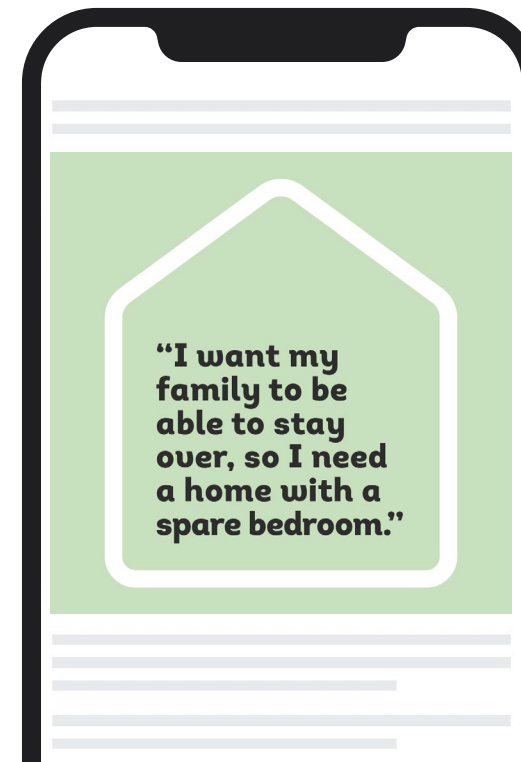
End date: 19 August 2023

Budget: £1,000

Message: what rightsizing is, benefits of rightsizing, options available

Targeting: People living in West Yorkshire

Due to restrictions on advertising about housing - our original targeting approach of 45-65+ could not be used as Facebook limits targeting options to 18-65+ to prevent discrimination.





Facebook ad results

Clicks: 7,209

Reach: 84,017

Impressions: 305,462

Amount spent: £1,000

CPC (cost per link click): £0.14

Very low CPC that is £0.46 cheaper than the competitive CPC goals Magpie aims for in campaigns

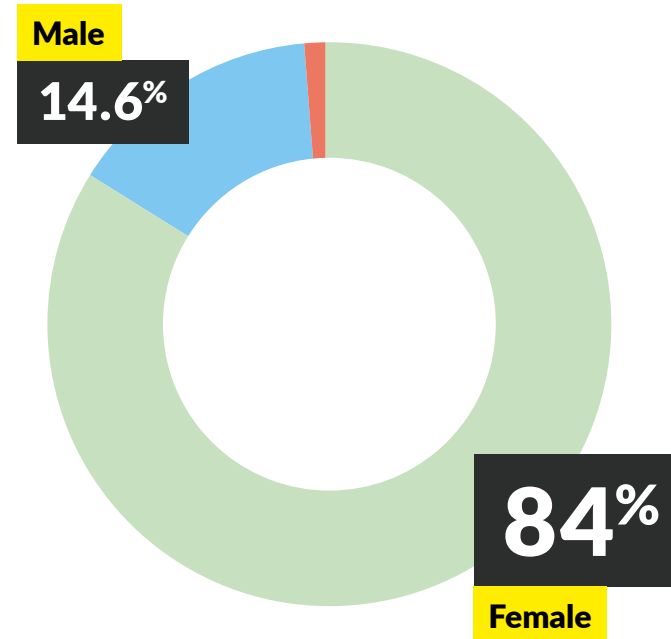
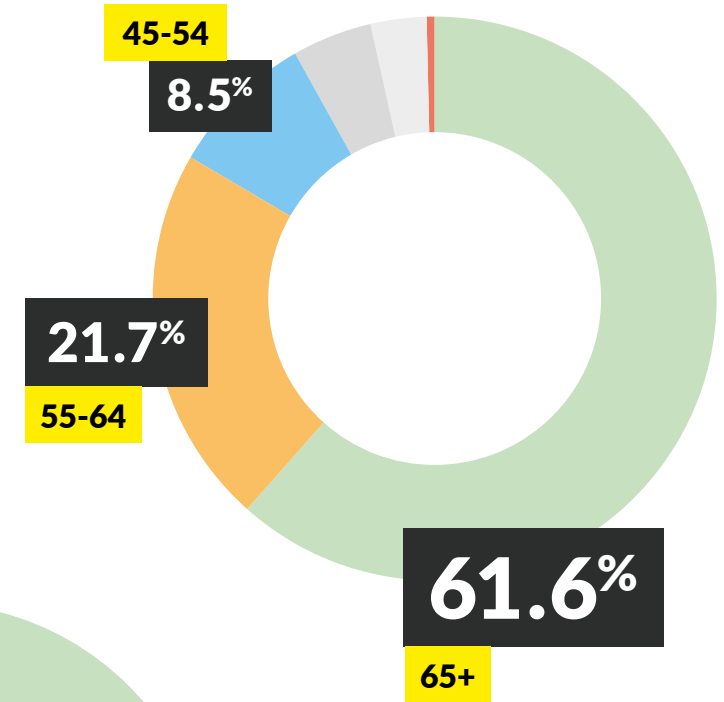
Click through rate (all): 2.36%

Very high CTR which is 165% higher than the industry average for ads relating to housing

Post engagements: 7,885

Clicks by age

Despite limitations on targeting, the messaging still resonated the most with our target age group with 83.3% of people who clicked on the ads being in the 55+ age bracket



Clicks by gender

Significantly more females clicked on the ads than males



Facebook ad results: copy

Headline (ad settings)	Link clicks	Description	Link clicks	Text	Link clicks
Benefits of Rightsizing	3,268	Housing support in your area	4,344	Think about the kind of life you love now and want for the future.	4,008
Where do you want to live?	2,465	Understand the different housing options that are available	1,430	Making sure the space you're living in is right for your needs.	1,602
Rightsizing	844	Explore all the options available to you	482	Rightsizing is finding a home that's right for you now and in the future.	1,022
Your home, your choice	414	It's never too soon to start thinking about a house that works for you	329	Explore all the options available to you	317
Planning for the future	155	Rightsizing	291	Benefits of Rightsizing	71
Housing support in your area	55	Find resources and support to rightsize	71	Where do you want to live?	60
Explore all the options available to you	5	Rightsizing is finding a home that's right for you now and in the future	68	Planning for the future	39
Find resources and support to rightsize	3	Your home, your choice	47	It's never too soon to start thinking about a house that works for you	24
		Benefits of Rightsizing	32	Your home, your choice	21
		Think about the kind of life you love now and want for the future.	32	Find resources and support to rightsize	10
		Where do you want to live?	31	Rightsizing	14
		Making sure the space you're living in is right for your needs.	27	Housing support in your area	8
		Planning for the future	25	Understand the different housing options that are available	13



Facebook ad results: copy

1. **Headline**

For the headline (the part of the ad that aims to grab attention) short snappy titles such as 'benefits of rightsizing' and questions like 'where do you want live?' were most effective for delivering clicks.

3. **Text**

For the primary text, which aims to provide more information about what the ad is about, longer copy lines that mentioned 'you' or 'your' and were slightly more emotive - thinking about the life they love, their future and their needs.

2. **Description**

For the description, which is the key element that should drive people to click on the site and explain what will be on the site, the copy lines about housing support and different housing options that are available were most effective. This suggests that the main thing driving people to the website was to find information about housing options and support.

Facebook ad results



Creative

Creative number 1 was the most effective for driving traffic to the site - 4,071 clicks. Number 2 was the second most effective - driving 1,949 clicks. These quotes proved to be more effective than assets with photography.

Platform and placement

Facebook, specifically the feed placement, was the most effective in reaching our target audience and driving traffic to the site. Facebook reels was the second most effective, followed by Instagram feed. This shows the importance of having assets resized to the correct specifications for each social platform.

Platform	Reach	Link clicks
Facebook	77,041	6,666
Instagram	8,368	506
Audience network	944	36
Messenger	144	1



Facebook ad results

Comments: 105

Reactions: 377

Saves: 61

Shares: 45

The 105 comments can be categorised into the opposite themes. Lack of options for bungalows was a key issue that arose with many people also sharing their personal experiences for how they'd like to resize and how they have resized.

Key themes:

Bedroom Tax - not affordable to have the option to have people stay over

Lack of options (mainly bungalows) - housing crisis

Affordability - maintenance costs and cost of moving

How they want to rightsize (steps, bedrooms, bungalows, adjusting current living space)

Bedroom Tax - not affordable to have the option to have people stay over

Lack of options (mainly bungalows) - housing crisis

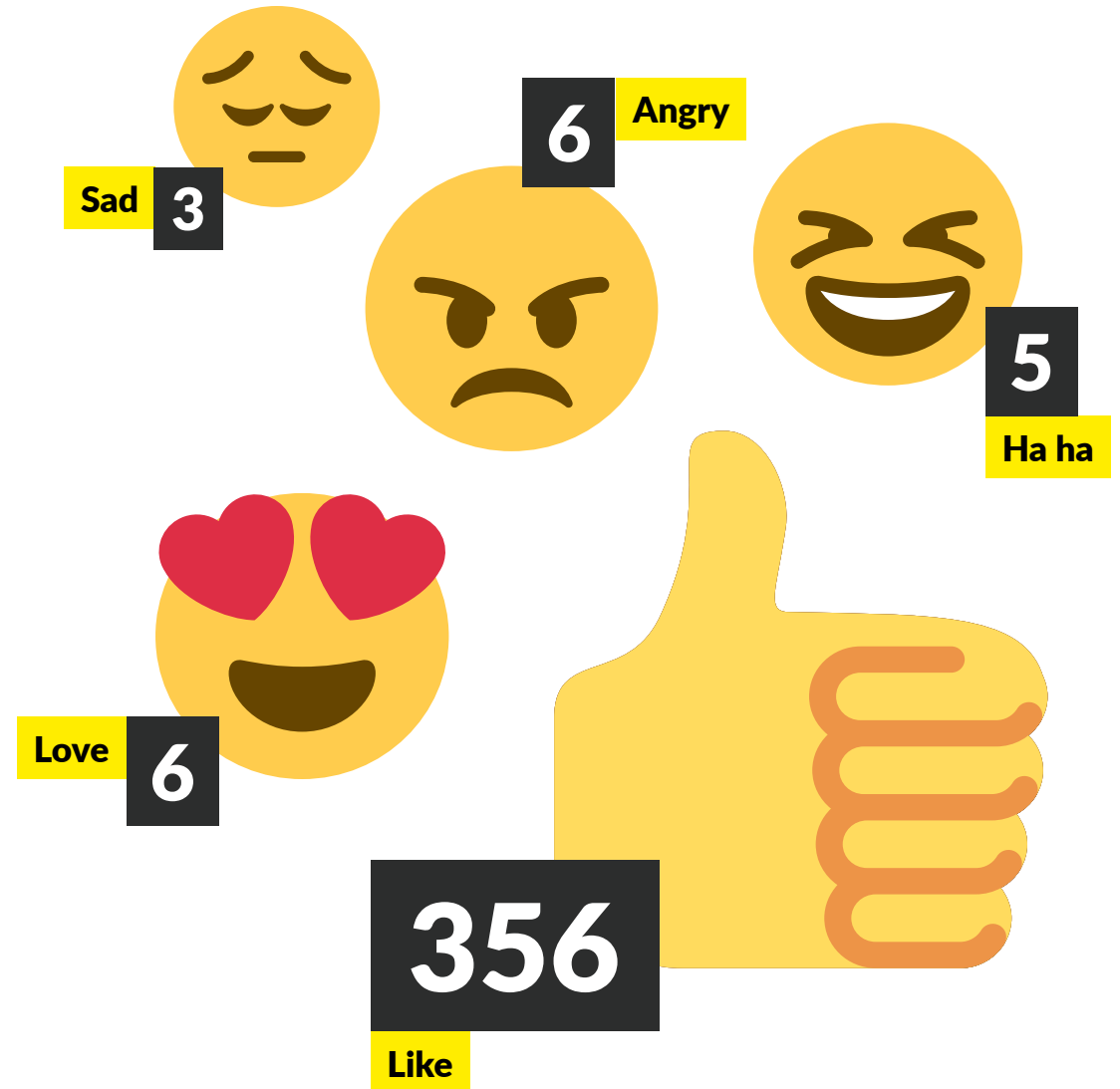
Affordability - maintenance costs and cost of moving

How they want to rightsize (steps, bedrooms, bungalows, adjusting current living space)

Facebook ad results

Overall, sentiment towards the ads was positive, with most people liking the message and a small minority of people showing anger, likely relating to some of the comment themes that came up.

Post reaction type





Google

Start date: 19 June 2023

End date: 19 August 2023

Budget: £1,000

Message: what rightsizing is, benefits of it and the options available

Targeting

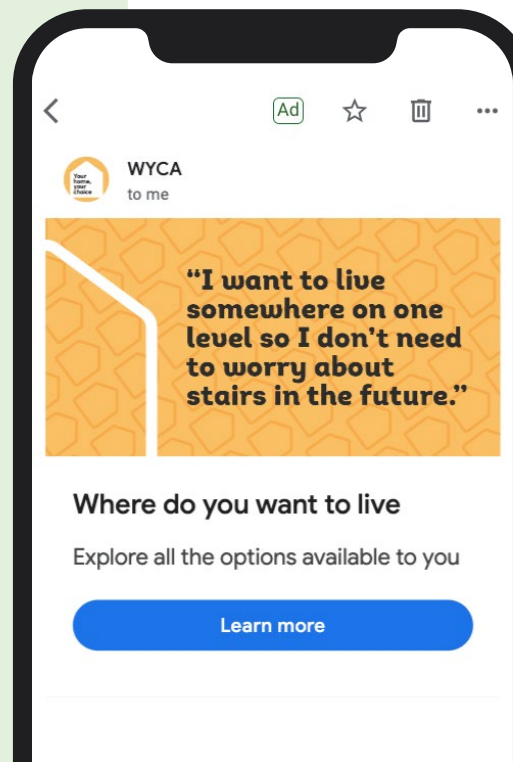
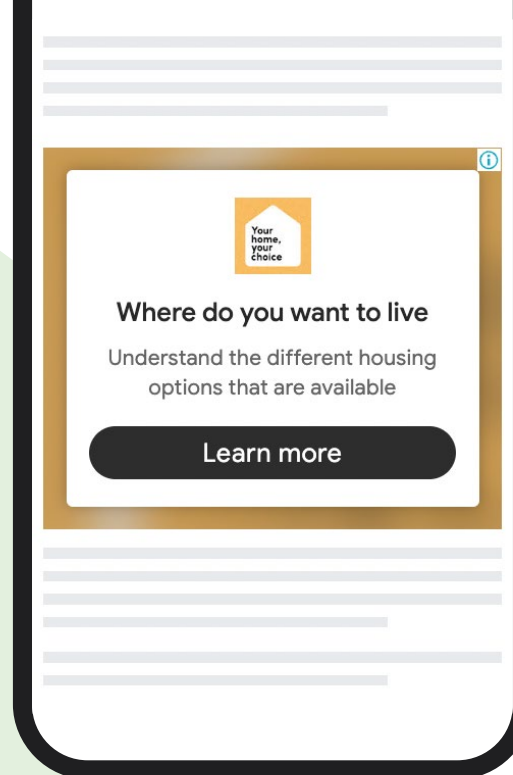
Age: 55 - 65+

Location: people living in West Yorkshire

Life events: retirement (people who are retiring from work soon or have recently retired), recently retired (people who have recently retired from work), retirement planning (people interested in purchasing retirement planning or retirement financing products and services)

People searching for these terms on Google:

- Retirement community
- Retirement village
- Retirement housing
- Sheltered housing
- Assisted living
- Care homes
- Home adaptations
- Shared ownership
- Housing associations
- Housing support



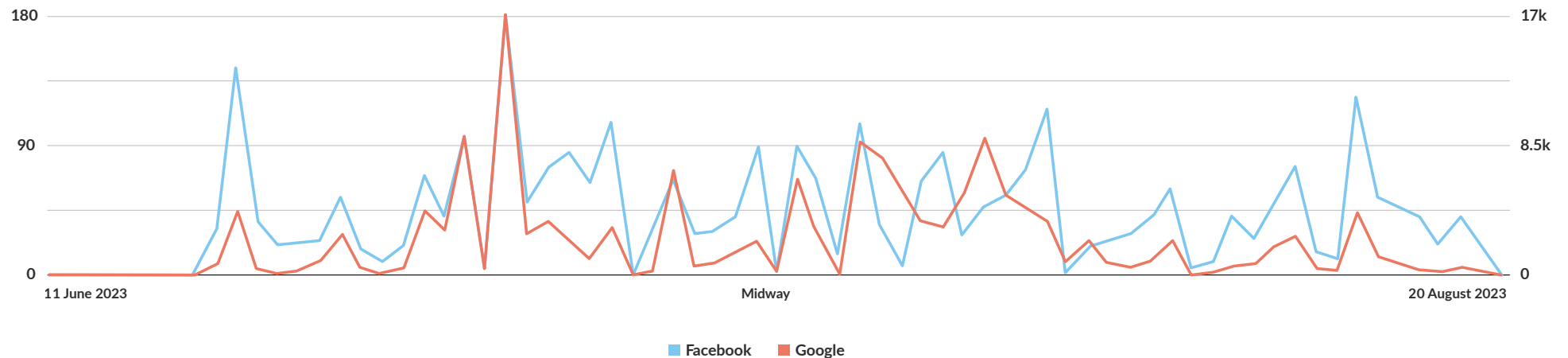


Google results

Clicks: 3,002	Click through rate: 1.87%
Impressions: 160,357	Through targeting West Yorkshire as a whole - the main locations that clicked on the ad were LS1, LS9 and LS8
Amount spent: £1,000	
CPC (cost per link click): £0.32	

Comparing with Facebook

Google achieved around half the number of clicks and impressions as Facebook was able to with the provided budget. Whilst CPC was still 0.28p lower than a competitive average and CTR is 87% increase on industry averages for performance max campaigns, this was still not as competitive as the Facebook ads. The peak for clicks and impressions was Monday 3 July, we're unable to say why this occurred and could be due to Google optimisation.



Pre/post survey evaluation





Survey overview

The overall aim of the evaluation was to test the impact of the campaign on people's knowledge and understanding of rightsizing, as well as their attitudes to rightsizing. The findings of the evaluation with regards to each of these aims is as follows:

- Knowledge of rightsizing
- Understanding of rightsizing
- Attitudes to rightsizing

In order to address the evaluation aims we used pre/post surveys which was conducted amongst participants aged over 40 years who live in West Yorkshire.

- Those aged 40-49 years were targeted as those who may consider rightsizing for their relatives (e.g. parents). To become known as Group 1
- Those aged over 50 years were targeted as those who may consider rightsizing for themselves. To become known as Group 2

We recruited participants using prolific academic; an established and reliable participant recruitment platform and asked them to complete a 10-minute quantitative survey. We then invited the same participants to complete the survey again after the campaign had concluded, using a repeated measures design.

Results

Of the 200 participants we recruited 100 people who may consider rightsizing for others (40-49 years), and 100 who may consider rightsizing for themselves (over 50 years). This sample size allows robust statistical analyses, as well as testing of our hypotheses.

In group one, 78 participants (78%) completed the post-campaign survey.

In group two, 75 participants (75%) completed the post-campaign survey.

The quantitative analyses of the pre/post surveys has allowed us to examine whether there has been a change in outcomes (e.g. awareness) over the course of the campaign and in response to campaign materials.

Survey results

Campaign visuals results

Participants were shown the images to the right and asked if they could remember seeing it.

In group one (those who may consider rightsizing for their relatives), approximately 96% of the participants had not seen any images. The few who did see one or more images reported seeing them in community settings and on social media.

In group two (those who may consider rightsizing for themselves), image 1 had been seen by 8% of the participants on social media, in news articles, and on posters in community settings.

Image 1



Image 2



Image 3





Survey results

Top of mind awareness

Participants were asked to list up to eight rightsizing options that they thought were available in their area, both before and after seeing the campaign. This gauged their top-of-mind awareness, revealing the most popular rightsizing options.

In group one (those who may consider rightsizing for their relatives), 'Assisted living' remained the most popular rightsizing option, however it is worth noting that the same was also mentioned as a sample response under the question. Other popular options, 'retirement homes' and 'smaller homes/flats' were similar before and after the campaign; however 'bungalows' seemed to be a less popular option post-campaign as compared to pre-campaign.

Group One

Those who may consider rightsizing for their relatives: pre-campaign responses.





Survey results

Availability of different options

To understand how participants' knowledge about the availability of rightsizing options changed after the campaign, they were asked to indicate whether a particular rightsizing option is available in their area as per their knowledge.

In group one, the **perceived availability of 'retirement communities' and 'shared ownership'** showed an increase post-campaign.

In group two, none of the changes in the perceived availability of options was statistically significant.

Importance of decision factors

An important aspect of the rightsizing process is to recognise what factors are important when deciding whether and how to rightsize.

In group one, **'being close to family' significantly increased in importance and 'Garden' significantly decreased in importance** during the campaign period.

In group two, **there was a statistically significant increase in the importance of 'familiarity'** as a factor that would come into consideration while rightsizing.

Perceptions and attitudes

The pre-campaign and post-campaign surveys also gauged changes in attitudes of participants to rightsizing across both groups.

Though the changes in attitudes were not statistically significant, the trend for group one hints that participants did, to a greater degree, perceive rightsizing as a way to improve quality of life, increase disposable income, feel safer in one's home, and reduce anxiety about the future; **the participants in group one were also more confident in starting a conversation with their relative about rightsizing after the campaign.**

Feelings of confidence and autonomy

Participants' confidence in supporting their relatives through the rightsizing process was also measured. For group one, a **statistically significant increase was observed in the participants' confidence in procuring information about rightsizing and knowing where to get support for it.**

Participants also reported the age bracket that they deemed appropriate for starting to think about rightsizing. For group one, the trend changed from pre-campaign to post-campaign as participants in favour of the '45 - 54 years' and '55 - 64 years' categories increased from a total of 20.52% to 33.33% while participants in favour of the '75 - 84 years' and '85+ years' categories decreased from 29.49% to 19.23%; the '65 - 74 years'. **Overall, for group one, there was a shift in the majority's opinion after the campaign that rightsizing should be considered at an earlier age rather than at a later age.** This was not observed in group two, as the percentage for '45 - 54 years' category dropped significantly from 10.67% to 2.67%, whilst preference for '65 - 74 years' category increased from 34.67% to 45.33%. This could be due to the fact that the average participant in group two was 59 years old and was closer to the '65 - 74 years' category.

Engagement and learnings



Case studies

The campaign was shared on the social media platforms of the following organisations:

- West Yorkshire Health and Care Partnership
- WDH
- Wakefield District Health and Care Partnership
- Together Housing
- Leeds Health and Care Partnership
- Calderdale Council
- My Living Well
- Leeds City Council
- 54 North Homes

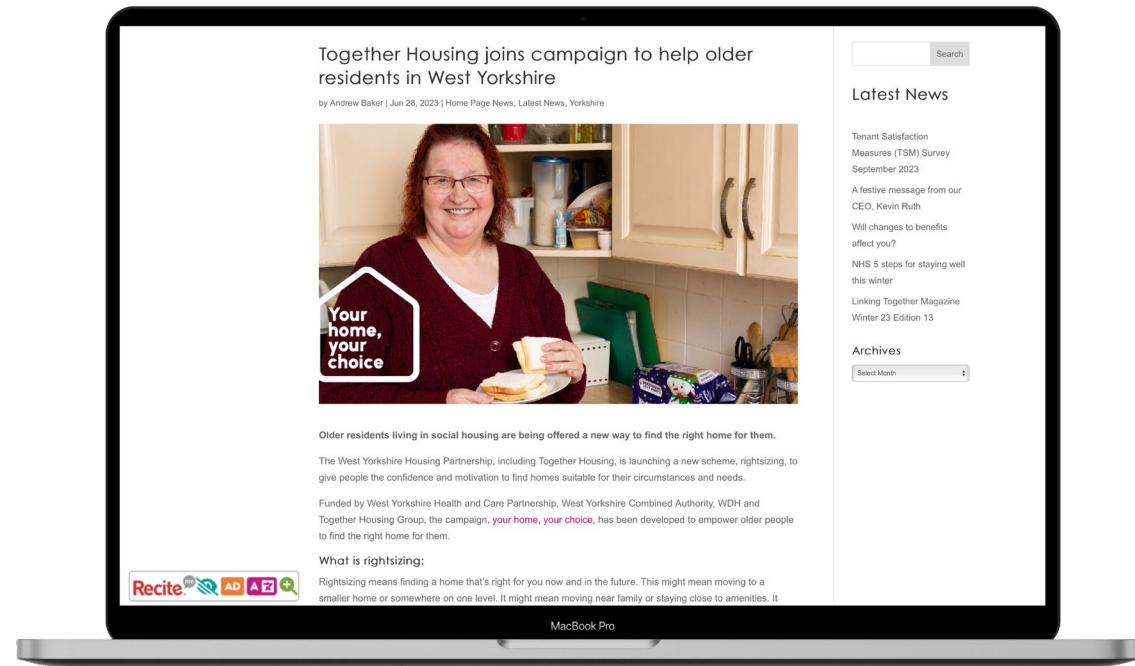
It also featured on websites of:

- Forum Central
- Together Housing

Calderdale printed pocket guide

700 pocket guides were printed and distributed across Calderdale delivered to libraries, accessible homes, integrated commissioning, Forum 50+ and Making Space.

Example engagement from Together Housing



Recommendations and learnings





Facebook

Overall, the Facebook ads achieved a high CTR and a low CPC that exceed industry averages. The ads were able to reach a high proportion of our target audience due to the messaging and creative appealing to this group, despite not being able to target them directly due to Facebook policies.

84% of the ads were clicked on by females. Creative, messaging and targeting could be altered slightly next time to ensure men are reached at an equal amount.

The main age of the audience was 65+, followed by 55-64, this reinforces the idea that our ads resonated with our target audience.

Facebook feed was the most effective placement for the ads, this should be prioritised for future campaigns rather than pushing the messaging out on messenger, stories and other placements too. Facebook feed being the most effective aligns with industry data that suggests this format is most preferred by this age audience group.

There were clear indicators for the type of ad copy that delivered clicks. The three elements of something short, snappy and attention grabbing such as a question; combined with a longer emotive headline compelling people to reflect on their circumstances and finalised with explaining what they can find on the website in terms of resources and support; proved to be very effective. These three elements should be promoted together to ensure maximum clicks through to the website.

The creative with the quotes on proved to be more effective than assets with photography. These should be focused on for future messaging and likely encouraged the sharing of people's personal stories and how they'd like to rightsize.

Lack of options for bungalows was a key issue that arose with many people also sharing their personal experiences for how they'd like to resize and how they have resized. Overall, sentiment towards the ads was positive, with most people liking the message and a small minority of people showing anger, likely relating to some of the comment themes that came up, rather than towards the campaign itself. In the future, key responses could be developed in advance to reply to these types of questions/comments or specific content on the website that directs people to information about bungalows or finding places without steps, with a garden etc.



Google

Performance Max ads give us less control over what the user sees/who they are reached and there are clear limitations on the level of detail in reporting. We are not able to see detailed audience insight and data on which creative and copy has performed best. Performance Max is often highly successful in reaching a broad audience and getting clicks to the website, but this didn't appear to be the case as much in these ads.

The Google ads achieved an above average CTR and low CPC, but significantly lower than what Facebook was able to achieve.

Google appeared to reach key locations in Leeds but not wider across West Yorkshire.

Overall, it would be recommended to just run the ads on Facebook in the future, so that the budget is used most effectively and we're able to reach our target audience in a cost effective way.

Thank you

West Yorkshire Housing Partnership working with:

- ▶ West Yorkshire Health and Care Partnership
- ▶ West Yorkshire Combined Authority
- ▶ Wakefield District Housing
- ▶ Together Housing Group



**For additional information on
the campaign please contact:**

wycommsand.engagement@nhs.net

The West Yorkshire Housing Partnership (WYHP) was established in October 2020. It was created to provide a single focus for all social housing related policy and delivery in the devolved West Yorkshire region. It has 15 members; 13 housing associations and two stock holding local authorities.

- ▶ 54 North Homes
- ▶ Accent Group
- ▶ Connect Housing
- ▶ Incommunities
- ▶ Johnnie Johnson Housing
- ▶ Kirklees Council
- ▶ Leeds City Council
- ▶ Leeds Federated Housing Association
- ▶ Manningham Housing Association
- ▶ Stonewater
- ▶ Thirteen Group
- ▶ Together Housing
- ▶ Unity Homes and Enterprise
- ▶ WDH
- ▶ Yorkshire Housing

Also includes representation from:

Homes England and West Yorkshire Combined Authority

magpie.

Evaluation produced by Magpie Creative Communications Ltd.