

Appendix 1

Outcomes and objectives

The City Corporation is keen to demonstrate impact and value for money, outlined in the following objectives. These are in addition to and align with Shoe Lane Library's desired objectives, which are:

- To increase engagement with the library
- To demonstrate a model for how the library can host events on mental health going forward
- To promote the library as a sanctuary and engage with people at a service level

Based on the breakdown of costs, the agreed contribution from Commissioning, Public Health and the Libraries would support the following specific areas:

- Enhancing the range of wellbeing- and health-promoting activities on offer, e.g. mindfulness, dance, tai-chi, massage (actual activities are TBC)
- Programming and coordination (Dragon Café staff time)
- Communications engagement with City residents, GP, workers and employers (marketing and promotional materials)

Objective	Outcome	Details/ Update
Support the health and wellbeing of City workers and residents	Use the Café as a space to promote (passive promotion, i.e. leaflets and printed materials) CoLC-commissioned health and wellbeing services and other partners, including City Advice, the Vulnerable Victims' Advocate, WDP Square Mile Health, City LivingWise, Business Healthy and Samaritans	Complete. Also some active promotion was also carried out, e.g. stalls for Private Fostering Week, Club Soda, etc.
	Ensure consultation process and evaluation can record qualitative and quantitative information on visitors' opinions on the impact of the Café	Several different methods were used to continuously capture visitor and provider feedback, information, in-depth individual case studies and quotes throughout the pilot, including feedback forms, online surveys and focus groups. More details, including footfall and visitor demographic below.
	Gather 10 case studies/ quotes from users on the impact the Café has had on them	
	Employ a registration process for the Café to record the number of people using it, whether they are City residents/ workers/ other, and who is visiting the Café on a repeat basis	
Contribute to and support the Thrive LDN initiative	Hold Thrive LDN problem-solving booths (PSBs) in the Café	There were Thrive LDN PSBs at every DCC session and Dr Alex Belsey from Thrive LDN also delivered a session on 22 February. Shoe Lane Library staff and DCC volunteers received training from the Thrive LDN team to facilitate the PSBs.
	Record number of PSBs hosted throughout the pilot	
Find out what City worker and resident needs are relating to mental health support and where the City of	Use information collected through the consultation process and evaluation of the pilot through various means, e.g. a "voting box"	As above. The offering of a free, drop-in space to support mental wellbeing in City workers and residents was well-received. See below for more details on individual activities offered.

London Corporation can provide support		
Establish whether the pilot can feasibly become a permanent and long-term offering	Identify appetite among City businesses and other potential sponsors to help fund the Dragon Café in the City model past the pilot phase	Work is currently underway to identify ongoing funding opportunities, using the business case and model drawn up from data collected during the pilot. The data point to a strong case for Dragon Café in the City supporting the mental wellbeing of local populations, as well as a free and effective offering for the local business community to their workforce.
Make the Dragon Café in the City model appealing to City workers, residents and employers	Use information gathered during the consultation phase and evaluation to: determine the look, feel and offerings of the Café and match this with relevant providers; and ensure communications and marketing are targeted and effective, using a range of new and existing platforms	Feedback collected continuously from users and providers throughout the pilot helped inform the programming, timings, communications and marketing materials (posters, flyers, bookmarks, digital resources, etc.) This included Google Analytics, A/B testing, the analysis of the effect of targeted social media adverts and the leveraging of local networks to spread the word about Dragon Café in the City. The Dragon Café in the City offering was adjusted (timings, duration of sessions, type of sessions, etc.) according to feedback over the course of the pilot.

How the money was spent

Item	Carnegie UK Trust	Additional funding	Notes
Wellbeing Activities (massage, mindfulness, dance, tai-chi, chess, evening talks)	£2,595	£2,595	Costed by hour based on existing Dragon Café activity provider costs. Request for funding includes additional £1,000 to enhance range of activities on offer
Programming and coordination	£3,150	£3,150	Dragon Café staff time
Communications	£3,000	£3,000	Marketing and promotional materials. Request for funding includes additional £3,000 for comms/networking with City businesses and residents
Volunteers	£222	£0	Travel and t-shirts
Evaluation	£1,680	£0	Evaluation will be enhanced by Carnegie Trust UK own evaluation and support from Deloitte Monitor BeyondMe team
Insurance/Finance/Admin	£900	£0	
Rent	£0	£0	No charge for rent from library. Request for funding includes £20 per hour out-of-hours overhead contribution to extend timeframe of activities on offer
Cost modelling and development of long-term business case	£0	£0	Pro bono resource from the Deloitte Monitor Beyond Me Team
Total	£11,547	£8,745	