



ROYAL
VOLUNTARY
SERVICE

VIRTUAL VILLAGE HALL ANNUAL SURVEY 2023

ANALYSIS & INSIGHT – 3RD ANNUAL SURVEY

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*“It’s a fantastic resource and
I refer it on to my patients”*

Healthcare professional

*“I cannot give VVH enough
praise. It is a fabulous service
and has changed my life,
introducing me to new
treatments, skills and groups”*

Female, 55-64



HEADLINE FINDINGS

The annual survey was undertaken in March 2023. It was promoted via our social media channels and completed by followers of the VVH. The VVH currently has 53,922 followers. This is a 10% increase since March 2022.



95%

'It has had a positive impact on my mood and emotional wellbeing'



1 in 4

people decided to use the VVH to better manage their health



84%

'It has had a positive impact on my physical health'



60% stated that 'It has enabled me to better manage my health condition(s)' – for those stating they have a long-term health condition this increased to 70%



Approx **1 in 6** people are using the VVH because they are still limiting contact with others due to COVID-19/Flu



PROFILE OF RESPONDENTS



GENDER

94% Female
5% Male
1% Prefer not to say



AGE

10% under 45
13% 45 to 54
48% 55 to 64
23% 65 to 74
5% 75 plus



ETHNICITY

97% White
1% Black and other ethnic minorities
1% Prefer not to say



LONG-TERM HEALTH CONDITION

56% Yes
40% No
4% Prefer not to say



HEALTH LIMITS DAILY ACTIVITIES

27% Yes, a lot
54% Yes, a little
19% No, not at all



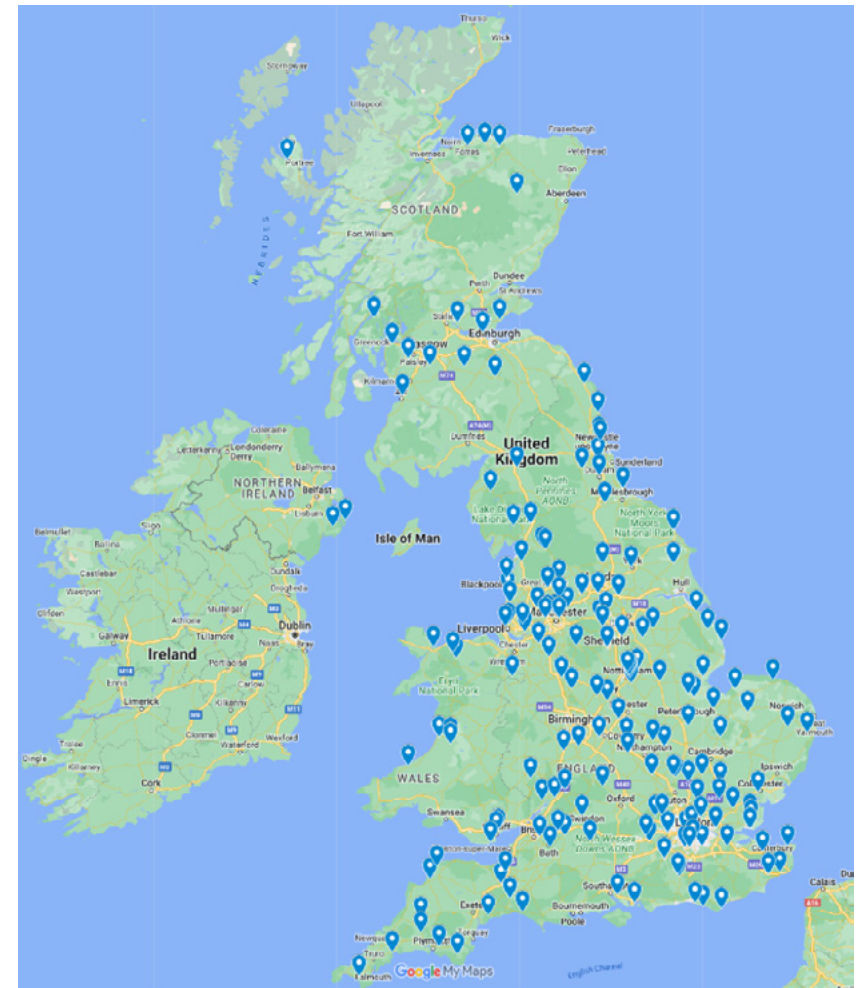
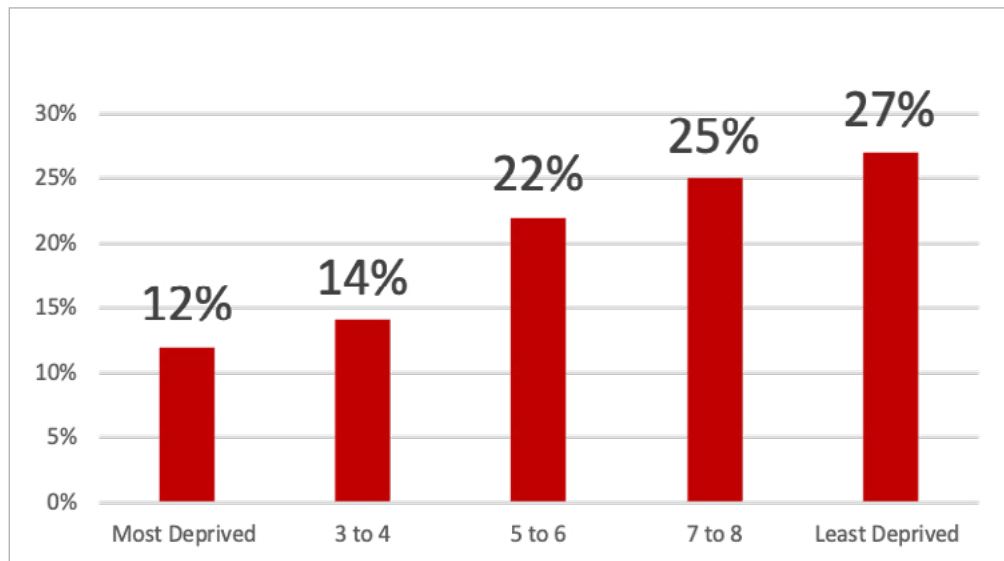
TYPES OF CONDITIONS

52% Arthritis, back, joint problems
33% Mental health
19% High blood pressure
18% Respiratory or COPD



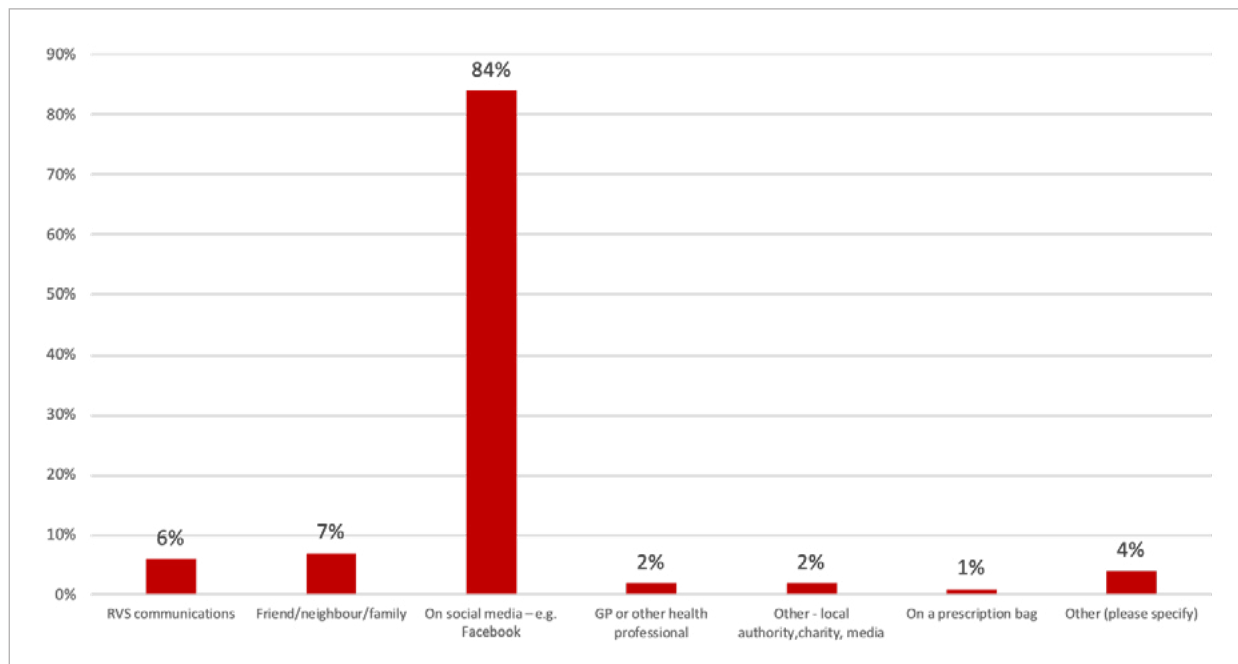
PROFILE OF SURVEY RESPONDENTS BY GEOGRAPHY AND INDEX OF MULTIPLE DEPRIVATION

There is representation across the nations, including rural and IMD areas (England only n=132) – but with greater participation from the least deprived areas.



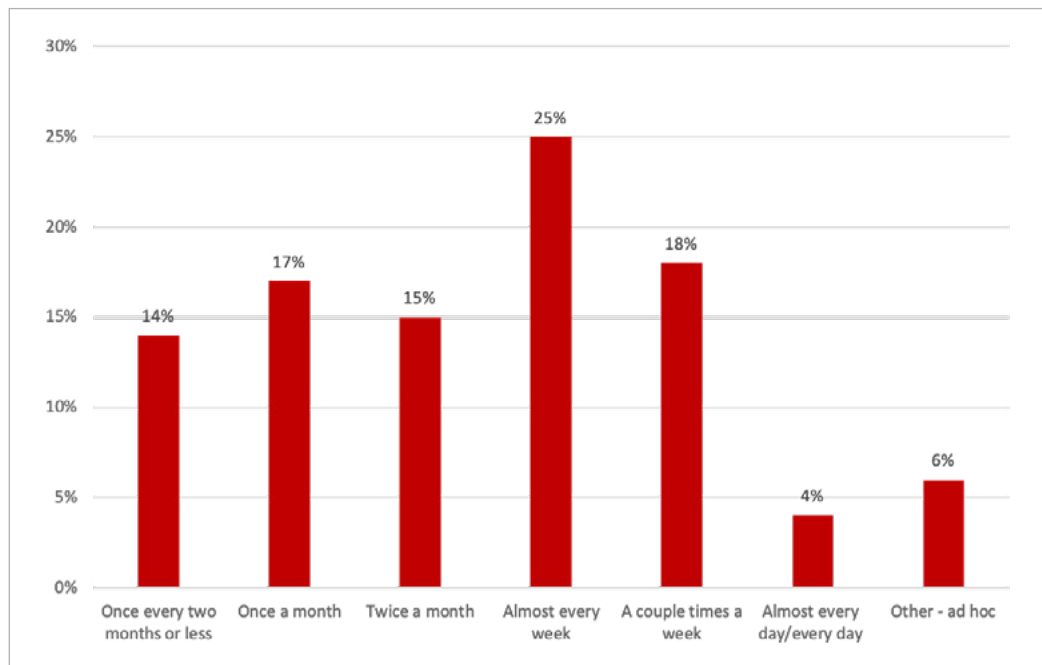
HOW DID YOU HEAR ABOUT THE VIRTUAL VILLAGE HALL?

Unsurprisingly, the majority have heard about the VVH via social media – e.g. Facebook



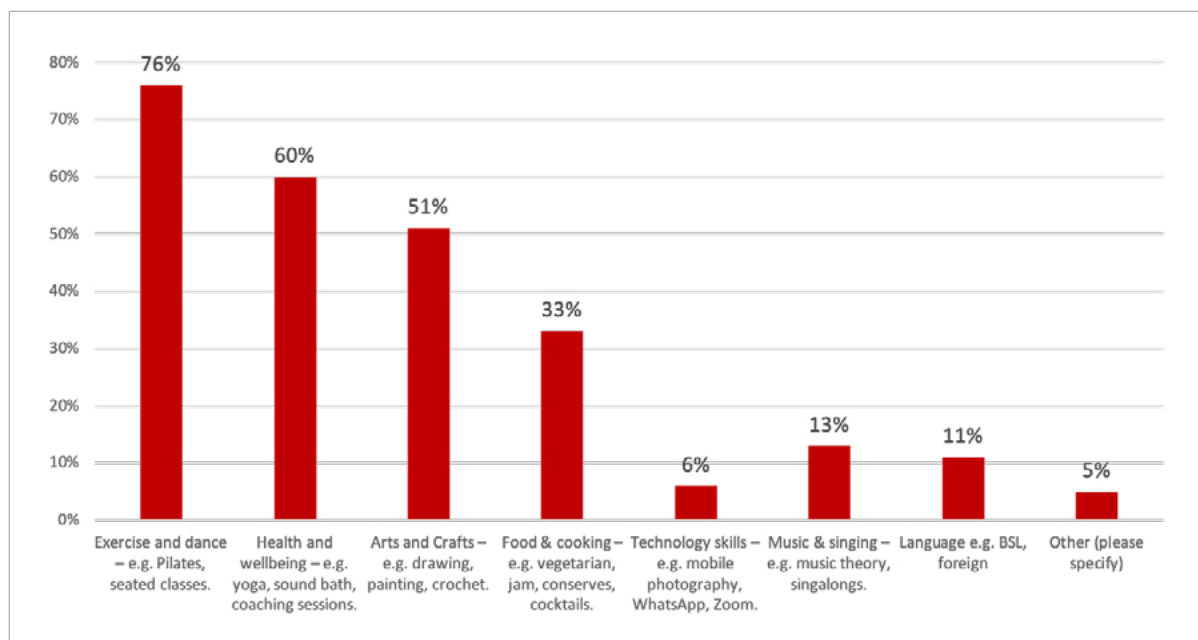
APPROXIMATELY HOW OFTEN DO YOU PARTICIPATE IN A VIRTUAL VILLAGE HALL ONLINE ACTIVITY/CLASS?

Most use VVH frequently – 47% (almost weekly, weekly, every day)



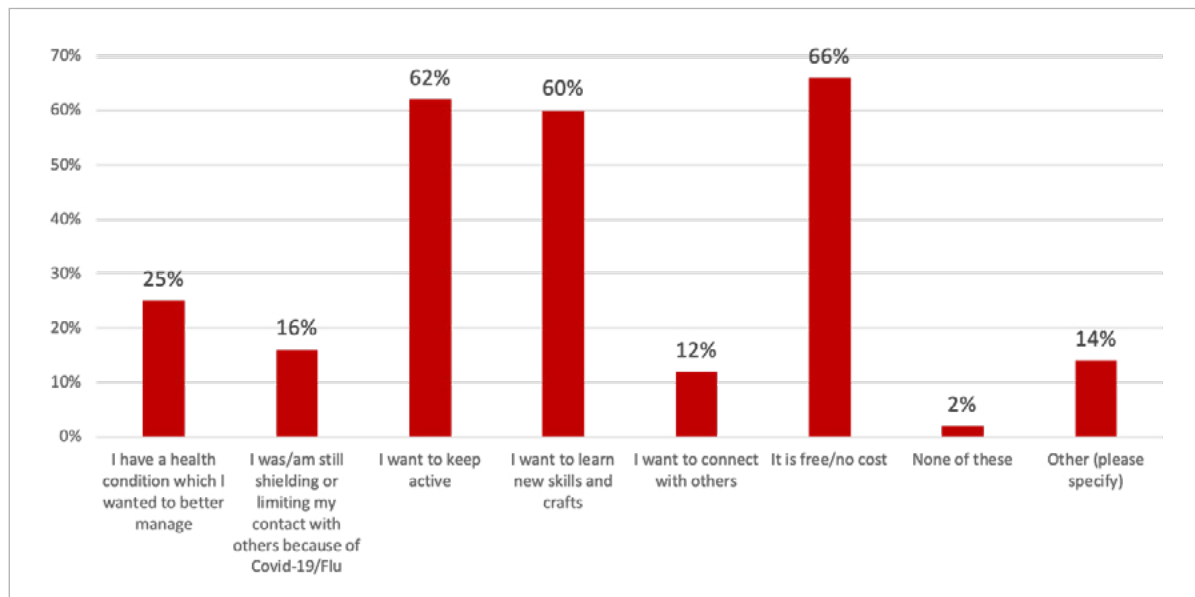
WHICH VIRTUAL VILLAGE HALL ACTIVITIES DO YOU PARTICIPATE IN? (TICK ALL THAT APPLY)

Exercise and dance appear the most popular (76%), followed by health and wellbeing (60%) activities such as yoga and meditation, then arts and crafts (51%).



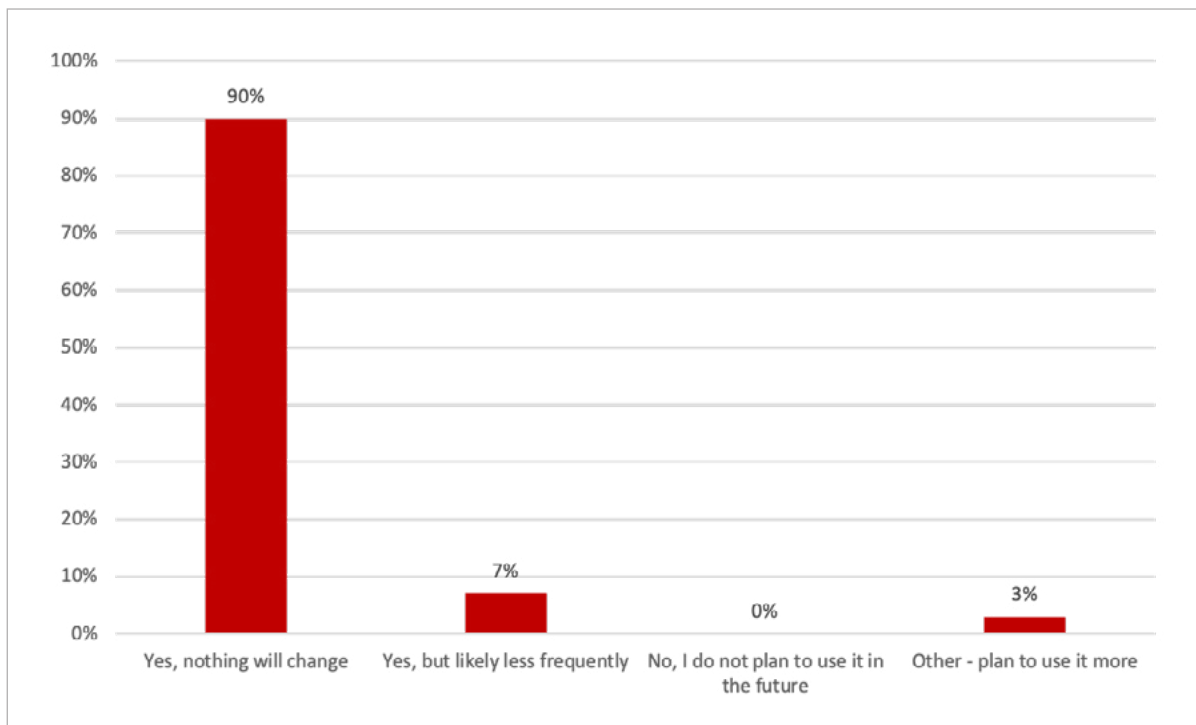
WHY DID YOU DECIDE TO USE THE VIRTUAL VILLAGE HALL? (PLEASE TICK UP TO 3 RESPONSES)

- 1 in 4 people use the VVH to better manage their health
- Approx. 1 in 6 people are using the VVH because they are still limiting contact with others due to COVID-19/Flu
- 2 in 3 use VVH because it is a resource which has no cost attached
- Approx. 3 in 5 people use VVH because they want to 'keep active' and 'learn new skills and crafts'



OVER THE NEXT YEAR WILL YOU CONTINUE TO USE THE VIRTUAL VILLAGE HALL?

- 93% state nothing will change in their use of the VVH or they plan to use it more





CAN YOU TELL US TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT THE VIRTUAL VILLAGE HALL AS IT RELATES TO YOUR HEALTH AND WELLBEING AND YOUR EXPERIENCE OF THE CLASSES/ACTIVITIES



95%

'It has had a positive impact on my mood and emotional wellbeing'



70%

'It has helped me to feel less lonely'



84%

'It has had a positive impact on my physical health'



60% stated that 'It has enabled me to better manage my health condition(s)' – for those stating they have a long-term health condition, this increased to 70%



83%

'It has enabled me to stay active despite my cost of living challenges'



94%

'I really enjoy the variety of activities'



95%

'The people that run the sessions make it enjoyable'



84%

'I have learnt new skills and talents'





‘IT HAS HELPED ME STAY ACTIVE WHILE I WAIT FOR AN OPERATION’

The survey asked respondents if they agreed or disagreed with the above statement. While 70% of the sample surveyed ticked ‘not applicable’, those who answered (n=61) said:

- Agree – 38%
- Neither agree nor disagree – 42%
- Disagree = 20%
- For those reporting that they have a long-term health condition, this increased to 50% (agree)
- Those answering ‘neither agree nor disagree’ perhaps do not know how the VVH could be of use to help them pre or post operation

Quote from VVH participant – Female, 45-54, using VVH a couple of times a week:

“I think the VVH is a godsend. It has helped me prepare for surgery and accompanied me as I heal. It has helped me manage physical ailments ... It is creative and exciting (I now do burlesque and have been introduced to the stunning beauty of harp meditations) and this has opened up my rather limited world as I don’t go out too much. The VVH hosts and the class tutors are all fantastic and create such a warm, welcoming environment, I feel part of something even though I’ve never met you. I can’t believe I didn’t discover you earlier, but now I have, I feel more hopeful for an active, accompanied future. I can’t thank you enough”



GENERAL COMMENTS

"I feel the VVH has been a real lifeline to me as I have suffered with Long Covid for over 2yrs - because of the variety of events there is always something interesting and varied to do to help me feel less isolated and more inspired. You have been an amazing resource for my Community Support Group and their families - thank you so much for all you do!"

Female, aged 55-64

"No thanks, they're great just as they are. I live alone & have poor health so really appreciate the sessions"

Female, aged 65-74

"Really enjoy the sessions and look forward to them each week. Great teachers"

Male, aged 55-64

"I am under 50 but have MH problems. I sometimes can't leave my home. Virtual village makes me feel less isolated and gives me something to distract myself with and enjoy"

Female, aged 45-54

"Love it! Very valuable to so many. Thank you x"

Female, aged 55-64

"I love the flexibility that I can watch the sessions when convenient to me. The variety is brilliant and when I struggle with mental health I find the sessions really help. I donate where i can and I do the lottery as I feel I am paying back that way too. The people who run the sessions are all brilliant too."

Female, aged 35-44

"I love the Virtual Village Hall and only wish I'd found it sooner! I love the variety of classes and the chance to have a go at new things"

Female, aged 45-54

GENERAL COMMENTS

"I've really enjoyed the variety of classes that are available. I have learnt new skills and enjoyed trying new recipes.

I have never been able to go live on the classes due to work constraints but I have moved to watch the videos on my own time which is great. I think the virtual village hall is a great resource I hope it continues and I feel the people doing the videos are inspirational and gives me more enthusiasm to do things. Thank you"

Female, aged 55-64

"Please keep it going, wonderful teachers and such enjoyable classes. I have anxiety and depression and its really helped me to exercise and helped with my mental health. Thank you so much for providing such a fantastic resource for us all"

Female, aged 35-44

"I'm a big fan and keep telling people about your site"

Female, aged 45-54

"It is brilliant!
So positive and joyful"

Male, aged 35-44

"I just want to thank everyone for providing these sessions, especially as they are free of charge, as they have built my confidence in times when it's been difficult. I especially enjoy April's Pilates classes. They are something I had never tried before and wouldn't have had the nerve to go to a class, but the regular sessions have helped my flexibility and mindfulness enormously. Thank you so much"

Female, aged 55-64

COMMENTS ON PARTICULAR INSTRUCTORS

"I think Jo Edwards egoscue method is amazing. Her exercises really help any gardening induced muscle issues and my other 'old lady' aches and pains. I do fitsteps sometimes but my coordination is hopeless though as no one can see it doesn't matter! I love the cookery/ lemon curd etc and the art and crafts- willow weaving, printing, wreath making etc with Rachel and Kate. I do use Virtual Village Hall more for craft and cookery in winter during bad weather when walking and gardening are on hold. But I do try and keep up the exercise all year round. Thank you--I enjoy listening to and learning from the lively happy folk that present all these activities. Started in lock down but still involved now as it breaks up a quiet day. Thank you."

Female, aged 65-74

"Dave yoga is my favourite. Really enjoy so many of your classes. I need encouragement to motivate myself and am v isolated so it really helps. Thank you all so much."

Female, aged 55-64



WHY NOT JOIN US TODAY AT THE VIRTUAL VILLAGE HALL

SEARCH @VIRTUALVILLAGEHALL

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