communiycaregaming.org

GOVERNANCE, RISK AND PEOPLE HANDBOOK

JUNE 2025

Community Care Gaming

A WARM WELCOME

Community Care Gaming is the trading name of **ESG Corporate Community Interest Company**. We are incorporated as a not-for-profit and with no share capital, Community Interest Company (CIC), Company registration number: 13566221. We are independently regulated by the Office of the Regulator of Community Interest Companies and registered with the Fundraising Regulator. Proudly founded in August 2021, our vision is to work alongside partners to understand how esports and virtual reality might reduce loneliness and social isolation; reduce the risk factors for dementia; and aid stroke survivors recovery.

Community Care Gaming is led by an exemplar team, drawing members whom hold an evidenced track record in business development, research, communications, Health tech, evaluation and clinical expertise. Our aim as a small, not-for-profit organisation is to deliver value and impact equivalent to an organisation with significantly more resources, so we model cost effectiveness in our sector.

Governance, Risk and People leadership is the system that provides a framework for leading our organisation. In the case of Community Care Gaming, being both a lean and agile organisation, our framework is owed everybody. This not only supports ownership, but a ensures a shared understanding across our flat hierarchical structure.

If you wish to join us and contribute, we'll welcome you with open arms. Obviously we are biased, but Community Care Gaming is an incredibly special organisation. Everybody is connected through a shared lived-experience and desire to deliver our vision in a compelling, thoughtful and evidence-led way, with a good dose of fun and kindness along the way.

CONTENTS:

WE EXIST TO DELIVER OUR MISSION

Community Care Gaming, is a multi-award winning, not-for-profit and regulated Community Interest Company, working with partners to understand how esports and virtual reality might reduce loneliness and social isolation; reduce the risk factors for dementia; and aid stroke survivors recovery.

We imagine the future through our vision

A world where no person is lonely or isolated as we are all deeply connected through technology which is beneficial to humans, enriching our lives, social connections and helping us maintain good health as we age.

Connected

Social Connections

Mental Health

Physical Health

OUR BEHAVIOURS

Community Care Gaming is an agile, start-up Community Interest Company (CIC); characterized by a forward-looking and exploratory approach that makes for timely decision making and an organisation that we believe is more adaptable and more innovative. Our people have the talent to identify and respond effectively to changes in the internal and external environment with a sense of tenacity; a fierce blend of determination, persistence, and grit.

Our team currently consists of ten founding members. As Community Care Gaming becomes more established, we intend to conduct a skills audit to understand if we have the right mix of skills and knowledge. If there are gaps, we will consider upskilling current members or recruiting new members. We plan to have no more than twelve members in total.

Lee Willows
Founder & Executive Chair

FOCUS: Strategy, Government Policy, Evaluation, Business Development

Sam Cooke
Non-Executive Director & Co-Founder

FOCUS: Gaming Partnerships

James Fraser-Murison
Director of Education

FOCUS: Community Healthcare Partnerships

Aman Govani
Volunteer

FOCUS: Gaming Research

Nathan Edmonds
Marketing Director

FOCUS: Marketing & Communications

Adrian Sladdin
Director of Healthcare Partnerships

FOCUS: Private Healthcare Partnerships & Business Development

Maya Szollosy-Jancso
Lead Researcher

FOCUS: Healthcare Research

John Dabill
Technical Director

FOCUS: Technical, Virtual Reality & Business Development

Chris Bryan
Creative Director

FOCUS: Creative & Virtual Learning Environment

Mykala Bryan
Junior Designer

FOCUS: Creative & Digital assets

All members are comfortable with not only scrutinising our organisational performance but also their individual and collective performance. Each member acts with professionalism and takes ownership of the 'challenges' as well as the 'nice to do' jobs in order to fulfil their objectives. All members are happy to have objectives and be measured against them, show resilience and are open to challenge. Members will always put the needs of the Community Care Gaming first and demonstrate awareness that somebody with a different background or thinking style may be able to add more value.

All our members epitomize servant leadership and consistently find ways to engage with our main beneficiary group, those over 50 years old at every opportunity. This continuous engagement will bring insight, fresh ideas and keep members humble. Members believe it about what they do, and the social impact they personally create for Community Care Gaming is what matters, as appose to who they are. We know behaviours drive performance. For our organisation this means we are collectively obsessed that all our individual actions create measurable social impact for Community Care Gaming.

Community Care Gaming

OUR VALUES

One of our values is to challenge conventional thinking and embrace difference. Therefore as new members join Community Care Gaming, irrespective of role, we are mindful and alert to building a team made up of different characters. It is these characters, each with their different line of sight, which will be our strength. Therefore Community Care Gaming will have:

A Peacemaker who asks: can't we find a common way? Surely there is a different approach?

A Challenger who says: can't we do better? Has it always been done this way and if so why?

A History holder who says: do remember where we come from. We need to go back to our roots, and remember what worked in the past.

A Compliance person who ask: what will the auditors think? Is this legal?

A Passionate advocate who will say: for goodness sake, surely, we must take a risk?

A Data champion who will say: all the evidence shows that however often we do that, it makes no difference to the outcomes.

A Wise counsellor who will ask: we are not the only people trying to tackle this issue, we need to think carefully, plan properly, and take this step by step.

An Inspiring leader who will: hold the vision, will point to the hills, will enthuse and excite.

A Fixer who says: I think we can get together outside the meeting and sort this out.

A Risk taker who will say: the case is there, let's just spend the money, and it is such a good idea that it will work.

A Strategist who will say: we need to think about what will happen in 2026, and recognise that if the Government makes the changes that they are planning, then our position will be much stronger or weaker and the whole environment will be different.

And finally a Beneficiary Champion who will say: I am worried that we are ignoring the interests of our beneficiaries / customers. We haven't mentioned their needs all though this meeting.

Dame Julia Unwin the former Chief Executive of the Joseph Rowntree Foundation says

'all those voices, all those questions and more, make great organisations. The role of the start-up is to have the diversity to hold in balance the strategist, passionate advocate and entrepreneur with the risk taker, the compliance person and the data champion. Teams that are entirely entrepreneurial are pretty scary. Teams that are entirely compliance driven are terrifying'.

PUBLIC VALUE TEST

Community Care Gaming satisfies the community interest & public benefit test as we undertake a range of activities which benefit our community in order to support the aging population.

Activities

i. utilise virtual reality, esports and other technology to create social connections to reduce social isolation and loneliness;

ii. contribute to research and the evidence base of what works with consumers over the age of 50 years to keep socially connected and healthy;

iii. contribute to the research and evidence base to understand how to minimise digital harms and

iv. relentlessly pursue the independent evaluation and scrutiny of our products and

v. with permission from the regulator, make grants to organisations who share our vision.

Community

Our beneficiaries / community are defined as

i. members of the public, aged 50 yrs and

ii. members of the public who live within vulnerable communities.

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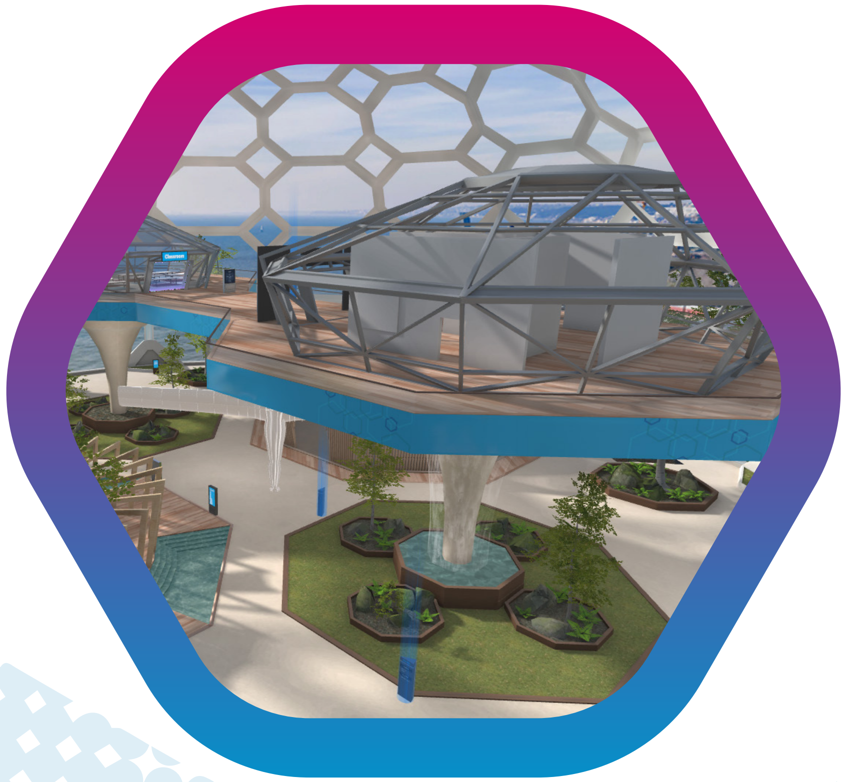
OUR APPROACH TO IMPACTFUL PRODUCTS

Community Care Gaming will work collaboratively to develop, deliver, evaluate and share learnings from our emerging products. This will enable us to maintain absolute focus in our start-up phase, understand and learn from our impact.

Product One: The Dome by Community Care Gaming

At Community Care Gaming, we are working with partners to understand how technology might reduce loneliness and social isolation; reduce the risk factors for dementia, and provide an alternative, drug-free prescription for depression among those aged 50 years and over.



THE DOME by Community Care Gaming is an award-winning virtual world powered by the Metaverse platform, VIVERSE for Business. Consumers will experience an immersive and nostalgic dome which will host three specific rooms

- a health and fitness room for interactive exercise classes, mindfulness and meditation.
- an auditorium which hosts weekly events, from motivational speakers to stand-up comedy
- an interactive art gallery were consumers can interact with art works
- a healthy minds space where consumers can access information on living a healthy and balanced life as well as support for mental health, addictions, obesity and smoking.

Verson two of this platform will be launched in July 2025. This year is set to be an impactful year for Community Care Gaming as we seek to understand if technology can help humanity with some of the most pressing social issues as an ageing population.

Product Two: Silver Esports, Addressing Loneliness and social isolation

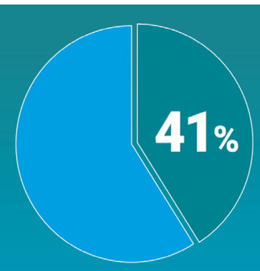
Working collaboratively with our partners we want to facilitate and evaluate a pilot esports education programme. This programme will have two aims: Firstly, we want to understand if esports can specifically reduce discrimination, loneliness and poor mental and physical health among people aged 50 years and older. Secondly, we want to understand if esports can improve cognitive abilities, such as memory, communication and reasoning among this population.

32%
increase in the number of gamers between
55-64 yrs

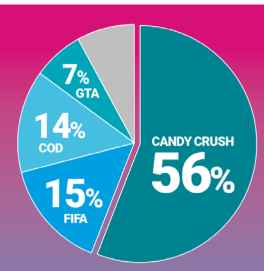
17%
increase in the number of mobile gamers over
45 yrs
Compared with 13% for the 25 to 44 age group; 3% 13 to 24 age group and 9% 2 to 12 agr group

49%
of older gamers play on a smartphone
40%
play on a tablet
12%
on a games console

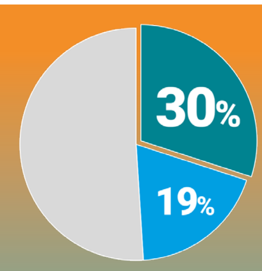
Community Care Gaming intends to pilot a number of programmes through 2025/26 to build an evidence base of work in this area. The pilot programme will be delivered via half-day workshops. The programme will consist of game basics, coaching from professionals, introduction to streaming, mindfulness, safer gaming, mental & physical health and conclude with a show-match.



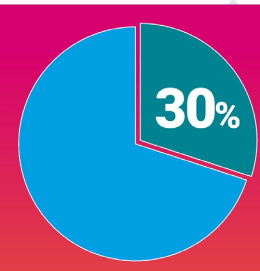
Two in five (41%) of those over 60 years suggest they spend more time gaming than on other hobbies including knitting, cooking and gardening.



The most popular game among those aged 60 years and over was Candy Crush **(56%)** with FIFA **(15%)**, Call of Duty **(14%)** and Grand Theft Auto **(7%)**.



For those aged 60 years and over, nearly a third (30%) say **gaming has helped improve their mental** health and a fifth **(19%)** believe it has **helped tackle their loneliness**.



A further **three in ten (30%)** play to escape reality and enjoy social interaction with their peers online.

WHY ESPORTS

MAY BE THE BEST CHOICE FOR OLDER PEOPLE

- **Improved interaction with peers & family**
- **Reduced loneliness**
- **Reduced sopcial isolation**
- **Being part of a community**
- **A sense of purpose and being more visible**
- **Improved cognitive abilities**
- **Improved communications**
- **Improved reasoning**
- **Improved hand-eye coordination**
- **Improved balance, reduced risk of falls**

Community Care Gaming

HOW WE USE DATA TO UNDERSTAND SOCIAL INTERACTION AND ENGAGEMENT

Data Collection Plan for CCG Dome V2 Experience

Purpose of Data Collection

The purpose of data collection within the experience is to monitor and support the cognitiveand social development of users through meaningful gameplay insights. By tracking howplayers engage with tasks, interact with others, and progress over time, we aim to identifypatterns in attention, memory, problem-solving, and social confidence. This data also enablesus to assess overall player engagement, helping refine the experience and measure its long-term impact.

1. Data Collection

The experience collects data through two main channels: in-game data, which captures playerperformance, interactions, and engagement; and device-level data, which includes hardware-derivedinputs like movement or gestures. For the initial phase, we are focusing solely on in-game data, as itprovides meaningful insights with lower technical overhead. Device-level data may be explored infuture iterations.

In-Game Data

In-game data refers to all information generated through a player's direct interaction with the gameenvironment. This data is created and controlled by the software itself — including the player'sperformance, decisions, social interactions, and engagement patterns during gameplay.

It includes three subcategories:

Gameplay Data:
Logs from minigames and challenges — such as scores, completion times, errors, hint usage, andprogression. This helps assess cognitive abilities like memory, attention, and problem-solving.

Social Interaction Data:
Records of how players communicate and collaborate — including chat events, participation in grouptasks, and connections made with others. These metrics support insights into social confidence,responsiveness, and inclusivity.

Engagement & Usage Data:
High-level activity patterns such as login frequency, session length, drop-off rates, and return visits.This reveals how consistently and meaningfully a player is engaging with the experience.

Device-Level Data

Device-level data refers to the information captured directly from the hardware used to access the experience. This includes inputs and sensor data from VR headsets, desktop setups, or mobile devices. It provides insight into physical interaction, responsiveness, and user context.

It includes three subcategories:

VR Data:
Captures head movement, hand gestures, and (if supported) eye tracking data. These inputs help assess attention, reflexes, and spatial awareness, as well as enabling immersive interaction within the experience.

Desktop Data:
Includes keyboard inputs, mouse clicks, cursor movement, and general clickstream activity. This helps track focus, decision-making patterns, and engagement on non-immersive platforms.

Mobile Data (Future Scope):
Encompasses touch interactions, swipes, taps, and accelerometer readings. While not currently in scope, this type of data would support expansion into mobile delivery formats and portable assessment models.

Data Points

For the initial phase of data collection, we will focus exclusively on in-game data, as it offers rich insight into player behaviour and progression without the higher bandwidth demands associated with device-level data capture. Below is a list of core data points potentially included in the initial data capture phase.

This captures how users perform and respond within each cognitive minigame, providing detailed insight into memory, problem-solving, attention, and decision-making processes.

Chess Game

- Move Count - Total moves made per session
- Decision Latency - Average time taken per move
- Legal Move Ratio - % of all moves that were valid
- Mistake Count - Number of major errors (e.g., lost queen to a pawn)
- Game Outcome - Win, loss, draw, or timeout
- Undo Use - Count of how often the player undid a move
- Opening Strategy - Whether a known opening was followed

Duck Hunter Gane

- GameTargets Spawned - Number of ducks or objects appearing
- Targets Hit - Number of successful hits
- Reaction Time - Time between target appearance and response
- Miss Count - Number of failed shots
- Accuracy - Hit rate across total attempts
- Distraction Hits - Number of incorrect or "decoy" hits

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Gambler's Heuristic Game

- Move Count - Total moves made per session
- Decision Latency - Average time taken per move
- Legal Move Ratio - % of all moves that were valid
- Mistake Count - Number of major errors (e.g., lost queen to a pawn)
- Game Outcome - Win, loss, draw, or timeout
- Undo Use - Count of how often the player undid a move
- Opening Strategy - Whether a known opening was followed

Probability & Luck Game

- GameTargets Spawned - Number of ducks or objects appearing
- Targets Hit - Number of successful hits
- Reaction Time - Time between target appearance and response
- Miss Count - Number of failed shots
- Accuracy - Hit rate across total attempts
- Distraction Hits - Number of incorrect or "decoy" hits

Social Interaction Data

This data helps monitor social engagement, confidence, and collaboration — particularly important forusers with dementia, isolation, or cognitive decline.

- Messages Sent - Number of chat or voice interactions initiated
- Messages Received - Number of incoming communications acknowledged
- Response Time - Time taken to respond to another player
- Unique Interactions - Number of distinct users interacted with
- Group Task Participation - Instances where the user joined collaborative challenges
- Interaction Initiation Rate - How often the user starts vs. joins social engagement
- Repeated Interactions - Frequency of returning to the same users over time
- Supportive Actions - Gestures like 'help', 'invite', or 'assist' (if supported in-game)

Engagement & Usage Data

These indicators help track consistency, interest, and long-term use of the platform — essential fordemonstrating adherence and ongoing value.

- Session Duration - Total time spent in a session
- Session Frequency - How often the player logs in (daily, weekly)
- Task Dropout Rate - How often tasks are abandoned mid-wayData
- Time of Day Played - Captured to monitor energy and concentration cycles
- Return Rate - Number of return visits over a defined period
- Inactivity Periods - Time spent idle or paused during gameplay
- Zoned Footfall - Individual Player movement data, and total footfall data per day
- Feature Usage Breakdown - Which minigames or tools are used most/least
- Completion Rate - % of started games or tasks that are completed.

2. Data Processing

Data is first captured and temporarily processed on the user's device. This may include lightweightformatting, timestamping, or tagging with session identifiers. At defined intervals, structured data issecurely transmitted to Firebase for storage.

Depending on the nature of the data, further processing may occur either:

- On-device, where simple calculations or pre-processing are needed (e.g. calculating task duration)
- In the cloud, via Firebase-integrated services, where more complex analysis, scoring, oraggregation may take place (e.g. computing user progression or generating weekly summaries)

In some future configurations, real-time data streaming and processing may be supported, particularlyfor use cases like live monitoring or adaptive gameplay.

All data is stored in structured JSON format with schema validation where appropriate. Processingpipelines are designed to ensure data integrity, traceability, and auditability. No automated decision-making is currently applied based on processed data, but adaptive gameplay mechanisms may beexplored in future iterations.

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3. Data Storage

Storage Location

Game data may be temporarily cached locally.Some user data may be temporarily processed, stored, and encrypted locally prior to cloudtransmission. The specifics will be determined during implementation.User and game data is transmitted to Firebase for secure storage. Depending on the implementation,data processing may occur locally on the device or within cloud-based services integrated withFirebase.

Although a data dashboard is not currently included in scope, we strongly recommend one for real-time insights and visualisation. For now, processed data will be shared with CCG in weekly JSON orCSV reports.

Data Retention

Data collected through the application will be retained securely in Firebase, which includes a storagelimit of 1GB under the standard tier. Exceeding this limit may incur additional storage costs. The exact retention period and data lifecycle policies — including rules for archiving, anonymisation, ordeletion — will be agreed upon with the client in due course.

As a best practice, we recommend retaining only the data required for performance tracking andinsight reporting, and periodically reviewing or purging inactive or obsolete records to remain cost-efficient and compliant with data protection regulations.

Data Security

All data captured within THE DOME is securely transmitted and stored using Firebase Firestore, whichprovides encryption both in transit and at rest. Access to data is tightly controlled via role-basedauthentication, and data is compartmentalised by user session to minimise risk. No directly identifiablepersonal information is collected (e.g., name, address), unless explicitly required and consented to.However, pseudonymous identifiers such as usernames, session IDs, and device metadata are recordedto enable session linking and performance tracking. All data handling follows best practices aligned withUK GDPR and NHS DSP Toolkit expectations. Sairo Ltd acts as a data processor on behalf of CCG, withall subprocessors (e.g. Firebase) operating under strict security and compliance agreements.

Consent & Privacy Considerations

iderationsTo be decided by the client. Our recommendation is to request informed consent from both the carefacility (or other hosting organisation) and each individual user.Where users are children or vulnerable adults (e.g. individuals with Alzheimer's or other cognitiveconditions), consent may need to be obtained from a parent, guardian, or appointed carer.While we recommend providing care facilities with access to a local dashboard for monitoring residentprogress, this is not currently included in the contracted scope. Data will instead be delivered in weeklyreports (JSON or CSV format), with dashboard development available as an additional feature ifrequired.

Data Ownership & Accessibility

Sairo acts as the data processor on CCG's behalf, and may utilise third-party processors (such asFirebase and Unity Analytics) to collect, store, and analyse data as required for gameplay functionalityand reporting.Data is processed in accordance with CCG's data protection policies and relevant legal frameworks,including GDPR and the UK Data Protection Act.Users do not have direct access to raw telemetry or analytics data unless explicitly provided viaplatform features. CCG retains full control over data access, usage, and retention decisions.Users may request access to or deletion of their personal data through CCG. CCG will coordinate withSairo Ltd to process and fulfill such requests.All data is pseudonymised at the point of capture, with users assigned a unique identifier for trackingsession progress over time. These identifiers are not linked to real-world identities unless explicitlyconsented to. Implementation of this approach will be confirmed in consultation with CCG during thedeployment phase.

THEORY OF CHANGE

A Theory of Change (ToC) is a strategic planning framework used to describe how and why a desired change is expected to happen in a particular context. It lays out the pathway from inputs and activities to long-term outcomes and ultimate impact, showing the logic behind how specific actions lead to specific results.

Here is the Community Care Gaming, Theory of Change (ToC) model illustrating how Virtual Reality (VR) and gaming can contribute to:

- **Reducing loneliness and social isolation**
- **Reducing risk factors for dementia**
- **Supporting stroke survivors' recovery**

Ultimage Impact

Improved social connectivity and mental, cognitive, and physical health among older adults.

Long-Term Outcomes

1. Measured and evidenced reduced chronic loneliness and social isolation
2. Measured and evidence lower incidence and slower progression of dementia
3. Measured and evidenced improved rehabilitation outcomes for stroke survivors (i.e. mobility, speech, cognition)

Intermediate Outcomes

1. Increased social engagement with peer group, friends and family members within **THE DOME** by Community Care Gaming and through gaming
2. Enhanced cognitive stimulation through interactive experiences within **THE DOME** by Community Care Gaming and through gaming
3. Improved adherence to physiotherapy and rehabilitation exercises within **THE DOME** by Community Care Gaming and through gaming
4. Enhanced emotional well-being through calming, nature-based, logical puzzles, exercise and nostalgic virtual reality experiences

Outputs

- The creation of virtual reality environments for social connection with peer group, friend and family.
- Cognitive stimulation tools and games within virtual or gaming environments
- Physical rehabilitation exercises within virtual or gaming environments
- Virtual reality adoption and ease of use for those aged 50 years and over.

Activities

- Deliver experiential virtual reality and gaming experiences directly to care home residents and community organisation beneficiaries.
- Upskill and deliver trainer workshops directly to health practitioners, giving them the skills, knowledge, expertise and tools to deliver virtual reality and gaming experiences to those within their care.
- Partner with the NHS and private healthcare providers to integrate virtual reality and gaming into care/recovery plans
- Develop culturally and age-appropriate educational and health content
- Evaluate the impact of virtual reality and gaming to beneficiaries

Assumptions

- Beneficiaries are willing and physically able to use virtual reality headsets and contribute to our evaluation.
- All experiences are designed to minimize motion sickness and sensory overload and include a heavy emphasis on nostalgic content, making the experience relevant for those aged 50 years and over.
- The Community Care Gaming programme is integrated into broader care strategies and activities for beneficiaries
- Community Care Gaming are able to measure, evaluate and understand impact.

Indicators

- Frequency and duration of use is measured
- Self-reported loneliness and social connection scores are developed
- Formal cognitive assessment scores, such as those from the Montreal Cognitive Assessment (MoCA) and the Mini-Mental State Examination (MMSE), are used to track cognitive function over time, with higher scores generally indicating better
- Qualitative feedback on emotional well-being and motivation.
- Independent evaluation, moving towards a randomised Clinical Trial

RISK ASSESSMENT

RISK ASSESSMENT FOR THE DELIVERY OF VIRTUAL REALITY (VR) IN CARE HOMES WITH ELDERLY RESIDENTS

This table identifies potential hazards, evaluates associated risks, and outlines appropriate control measures to mitigate them.

Hazard	Potential Harm	People at Risk	Existing Controls	Risk Rating (Low/Med/High)	Further Actions Required
Motion Sickness / Disorientation	Nausea, dizziness, falls	Residents	Use of short sessions; seated experiences available	**Low**	Monitor individuals closely; provide breaks and alternatives
Falls / Loss of Balance	Physical injury	Residents	All sessions delivered while seated if required. Space available to deliver sessions	**Medium**	Ensure sturdy seating and room free of obstructions, trip hazards
Cognitive Overload / Confusion	Anxiety, distress, agitation	Residents	Mixed reality content used at first, gentle introduction to session	**Medium**	Gradual introduction; observe reactions; adapt based on feedback
Eye Strain / Headset Discomfort	Headaches, eye fatigue	Residents	Adjustable headsets; limited session times (5–10 mins) initially within mixed environment	**Low**	Sanitize headsets; ensure correct fit.
Infection Control (Shared Equipment)	Spread of infection	All users & staff	Headsets cleaned between users and deep clean weekly	**Low**	Dedicated anti-bacterial wipes and cleaning material used
Emotional Triggers (Content Sensitivity)	Emotional distress due to memories or content	Residents	Content screened for appropriateness; input from care staff if needed	**Low**	Tailor experiences to individuals; provide emotional support post-session
Technical Failures / Malfunctions	Frustration, delay, trip hazard from wires	Staff and residents	Equipment tested before each use; wireless VR used when possible	**High**	Backup plan; keep cables secured test wifi before session

COMMUNITY CARE
GAMING

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Regulated by the Community Interest Company Regulator

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