

Our Plan, 2022–25

Enabling and empowering older people to stay independent and live life to the full

Foreword

Age UK Oxfordshire is an independent local charity. We work with all older people across the county but focus most resource **on tackling inequality** and reaching older people who face a struggle, whether through low income, poor health, isolation and loneliness and / or the 'digital divide'. Our **vision** is of a world where all older people are living their best lives.

Our aim is to enable and empower older people to stay independent and live life to the full.

We do this by **influencing & campaigning** and by delivering a wide range of **services**, reaching an average of 30,000 people a year.

Our services include:

- **information, advice and support**, including a Helpline, the Community Information Network, Dementia Oxfordshire, a Discharge Support Service, Social Prescribing, Welfare Benefits Advice and Carers Oxfordshire (delivered by our sister charity, Action for Carers Oxfordshire)
- **practical assistance**, including Digital Champions, Footcare, Homeshare and Home Support Options
- **social, creative and physical activities**, including a range of local, community activities, Creative Later Life, Exercise - including Falls Prevention, and Phone Friends

Our plan for the next three years sets out **five goals**, with thoughts about how we will **deliver** them and **monitor** progress. The goals focus on:

- making sure people can find the **right help at the right time** to live well in their communities
- a **preventive approach**, promoting good health and wellbeing for all
- enhancing **meaning, joy and celebration** in all lives
- ensuring that age is not a barrier to living well in **age friendly communities**
- strengthening the **infrastructure and resilience** of the organisation

We recognise the paramount importance of ensuring that services and support are as joined up as possible and are committed to strengthening our partnerships with a wide range of partner organisations.

This is an '**umbrella**' plan for the whole organisation - sitting underneath it are detailed **implementation** and **monitoring plans**.

Facts and figures about ageing in Oxfordshire



According to the 2021 census,
38% of Oxfordshire's population are aged 50+,
equating to 272,570 people.

Of these people:



5 in 10 are aged 50-64



2.5 in 10 are aged 65-74



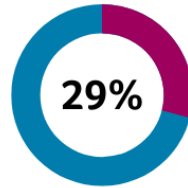
2.5 in 10 are aged over 75

The population has grown by 25% since the last census in 2011, growth that is expected to continue, with an expected 309,700 people over 50 by 2030, an increase of 13.6%.

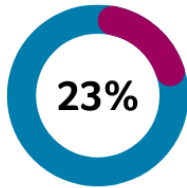
Facts and figures about ageing in Oxfordshire



Social connection & wellbeing

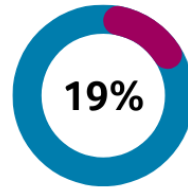


of people **over 65** live alone



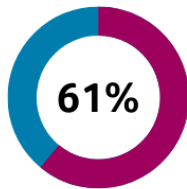
of people **aged 55 – 69**

report feeling lonely often or sometimes

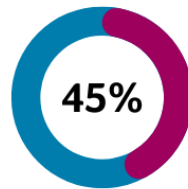


of people **over 70**

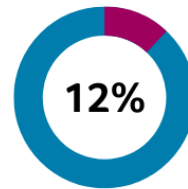
report feeling lonely often or sometimes



of people **aged 55 – 74** are physically active; this drops to **39%** amongst people **over 75**



of people **over 65** have volunteered recently



of people **aged 65 – 74** don't use the internet, increasing to **40%** amongst those **aged over 75**

Employment & finance

8,354 people are claiming Pension Credit; an estimated 4,372 people are not - equating to over £8.2m in unclaimed entitlements

Only 9.75% of the 65+ population are claiming Attending Allowance (compared to national average of 12.2%)

4 areas of Oxfordshire were in the most deprived 10% nationally for older people

81% of people aged 50 – 65 are in employment; this falls to 11% amongst those over 65

Our five strategic goals

Connecting people

Connect people to the support they need to manage their daily lives, maintain their independence, and secure their rights



Improving health & wellbeing

Understand how we all age differently and ensure our delivery supports better mental and physical wellbeing for everyone



A strong, inclusive organisation

Achieve more for older people by being an innovative, sustainable and inclusive organisation which uses resources effectively and is a great place to work

Celebrating life

Campaign against ageism and support more older people to experience meaning, joy and celebration as they age



Age Friendly Oxfordshire

Build partnerships to drive an age-friendly and inclusive Oxfordshire that values all older people



How our goals have evolved

We asked older people, partners, staff and volunteers to help us shape our goals. Over 400 people contributed, broadly supporting the goals, but advising us to keep goals **practical** and **realistic** and avoid using **jargon**.

People wanted to see a greater emphasis on:

- **Raising awareness** of opportunities and support available through improved **marketing and communications**, with particular emphasis on getting **information and advice** out there - *'much information is intricate and inaccessible, stage in life when help is most needed.'*
- **Accessibility** and **affordability** – particularly for those not online or experiencing financial hardship. *'Support people who are unable to use or afford broadband / computers. Especially those with no family support and on pension credit. Don't forget the vulnerable pensioners not just ones with good pensions to be supported.'*
- **Campaigning**, particularly around poverty, social care and age discrimination – *'Just to continue campaigning to bring issues affecting older people to the attention of Government. Older people comprise a huge percentage of the population and are often disregarded by society due to age.'*
- Developing a more comprehensive **physical activity** offer for all by extending the local network of opportunities and greater collaboration with other initiatives including Move Together - *'Needs to stress importance of physical activity / mobility and company. These are a priority for emotional and physical well-being. This needs spelling out...'*
- Greater focus on **social activities / social contact**, to combat isolation and loneliness – *'Something which will enable face to face relationships to develop.'*
- **Increasing partnership and collaboration:** with similar charities, with local authorities & health services, with libraries, with the creative sector, with Healthy Place Shaping. Our partners told us they value both grassroots and strategic collaboration with us - *'Age UK Oxfordshire are very proactive in working in collaboration'* - but there is a clear appetite for **more collaboration**.
- Developing the potential of the **age friendly** movement across the county – *'Age Friendly Banbury - share the good practice of how strong a partnership can be and what it can achieve'*.

Connect people to the support they need to manage their daily lives, maintain their independence and secure their rights

Making sure people can find the **right help at the right time** to live well in their communities.

How will we deliver this goal?

- **Providing high quality, timely and accessible information and advice** for older people and their families
- **Improving our messaging** to ensure people know about and can access the right help at the right time and understand their choices
- **Extending the reach** of our services by strengthening partnership working and referral routes
- **Building the capacity** of our core services to enable them to maintain quality whilst meeting rising demand
- **Collaborating** with partners to develop Live Well Oxfordshire into a vibrant, reliable and valued 'go to' platform

How will we know this is working?

- Increased % of people self-reporting they feel more aware of their options and rights
- Increased % of people self-reporting they feel more confident as a result of contact with one or more of our services

A large purple speech bubble with a white outline, containing the text 'Connecting People' in white.

Connecting
People

Understand how we all age differently and ensure our delivery supports better mental and physical wellbeing for everyone

Taking a **preventive approach**, promoting good health and wellbeing for all.

How will we deliver this goal?

- **Improving our understanding** of individuals and communities who may experience inequalities and engaging with them to expand our offer
- **Preventing more people from falling over** through our Strength and Balance exercise offer, working closely with the NHS and Active Oxfordshire
- **Reducing loneliness** by supporting people to build social connections, through local activities and by extending the reach of Phone Friends and Silver Pride
- **Enabling access** to a wide and varied range of creative, physical and social activities, both in-person and online - to enable everyone to *live longer better*
- **Targeting digital inequality** by supporting more older people to get online safely and confidently
- **Extending the reach** of our Footcare and Home Support Options services to enable more people to benefit

How will we know this is working?

- Increased number or range of activities (creative, social, physical)
- Increased number / diversity of people accessing activities
- Self-reported reduction in social isolation & loneliness / improved health & wellbeing

A large, purple speech bubble with a white outline, containing the text "Improving Health & Wellbeing".

Improving
Health &
Wellbeing

Campaign against ageism and support more older people to experience meaning, joy and celebration as they age

Overcoming barriers to ensure more people can enjoy later life.

How will we deliver this goal?

- **Understanding barriers** to participation faced by some individuals and communities and working with others to overcome them
- **Ensuring people know** about activities and opportunities in their local area and have links into, opportunities that work for them
- **Designing** activities and opportunities with older people, including our *Creative Ambassadors*, to make them relevant and accessible
- Creating more opportunities countywide for **age-friendly and inclusive volunteering** by working with other organisations
- **Developing new funding streams** and funding partners to sustain and develop this work.

How will we know this is working?

- Increased number or range of activities (creative, social, physical)
- Increased number / diversity of people accessing / leading activities

A large, dark blue speech bubble with a white outline, containing the text "Celebrating Life" in white, bold, sans-serif font.

Celebrating
Life

Build partnerships to drive an age-friendly and inclusive Oxfordshire that values all older people

Age-friendly communities are places where age is not a barrier to living well and where people have opportunities to enjoy life and feel well, to participate in society and be valued for their contribution.

How will we deliver this goal?

- Supporting the **Age Friendly Banbury Partnership** and sharing the learning from the partnership across the county
- **Raising awareness** of age friendly approaches more widely, building a local age friendly movement
- Further developing the **Oxfordshire Age Friendly Creative Network**, sharing the learning and exploring opportunities for extending the age friendly networking approach to other areas of work
- Strengthening our **campaigning and influencing** work, with a focus on campaigning against ageism and to improve social care and mitigate the impact of cost-of-living pressures
- **Developing new funding streams** and funding partners to sustain and develop this work

How will we know this is working?

- Increased number of organisations and communities adopting an age friendly approach
- Increased membership of age friendly partnerships and networks
- Increased % of older people reporting feeling valued and included

A large blue speech bubble containing the text "Age Friendly Oxfordshire" in white, bold, sans-serif font.

Age
Friendly
Oxfordshire

Achieve more for older people by being an innovative, sustainable and inclusive organisation which uses resources effectively and is a great place to work

Strengthening the infrastructure and resilience of the organisation.

How will we deliver this goal?

- **Communications and marketing:** Raising awareness of a trusted, unified brand and ensuring that everyone can find and access our services, particularly those in marginalised communities
- Strengthen our **co-production and engagement** work - *'nothing about us without us'*
- Complete our **digital transformation** programme, to ensure our systems are efficient and allow us to commit more time to frontline work
- Continue to **embed equality, diversity and inclusion** in everything that we do
- Further develop our **fundraising** capability by exploring corporate and regular giving
- Strengthen training and support for staff to make Age UK Oxfordshire a **great place to work**
- Improve our ability to understand and communicate the difference we are making
- Ensuring we are economically, socially and environmentally **sustainable**, including creating an action plan to adopt greener ways of working to address climate change

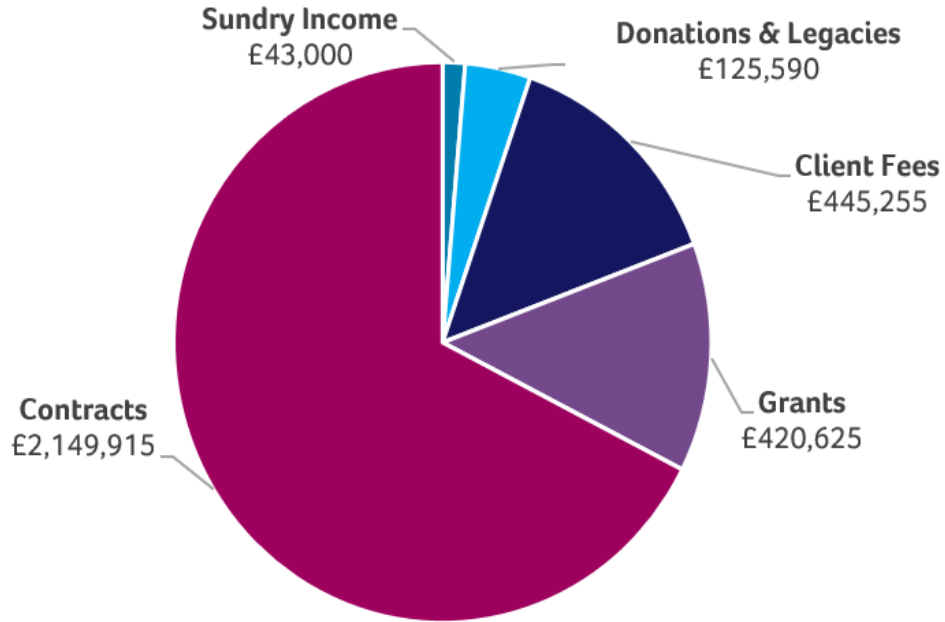
How will we know this is working?

- An increase in the number and diversity of people we are working with
- Our services and support are sustainable

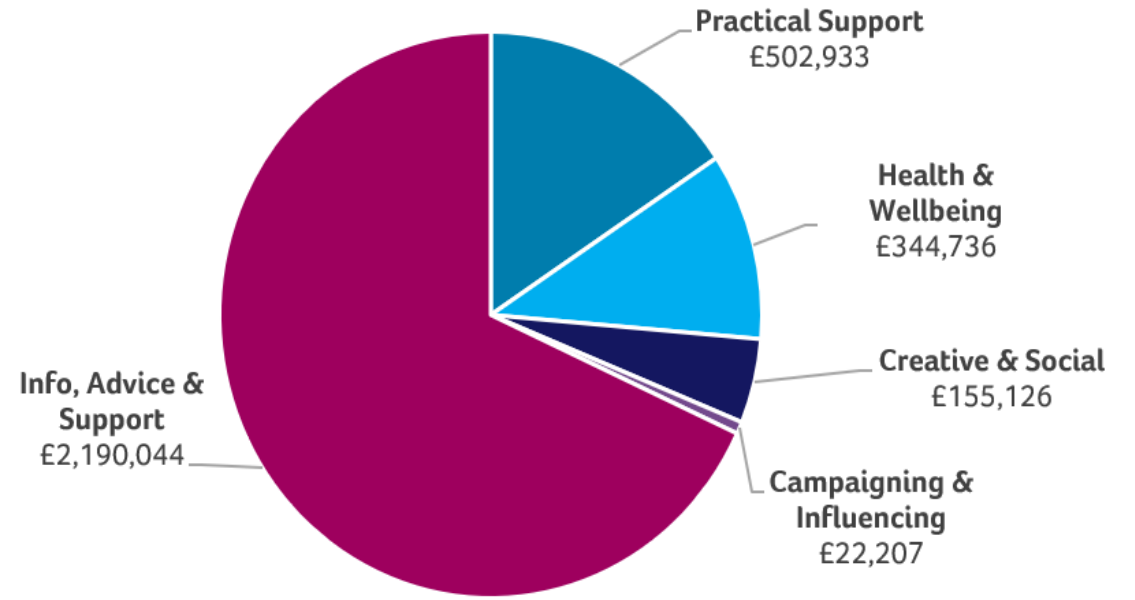
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A
Strong
Organisation

Our resources and what we do with them



Where the money comes from



Where the money goes

Our impact



Our values



Caring



**Listening and
amplifying people's
voices**



**Enabling and
empowering
by working
alongside people
to identify solutions**



Passionate for better



Collaborative



**Call us on 0345 450 1276 or
visit www.ageuk.org.uk/oxfordshire to find out more about us.**

