



To improve the lives of older people in the London Borough of Barnet

Age UK Barnet Annual Review 2021-2022
www.ageuk.org.uk/barnet

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Our impact

The country was still in national lockdown when the year began on 1 April 2021. Despite the success of the NHS vaccination programme, Covid-19 and its variants cast a shadow that would last for most of the months that followed.

For Age UK Barnet this was the fourth year of our Neighbourhood Services contract with the London Borough of Barnet and the first at the significantly reduced level of contract income which had been negotiated in 2018/19.

Trustees had prudently designated some of the surplus from the previous financial year 2020/21 to offset as much as possible any impact this could have on service delivery.

The organisation continued to play a key role in the community response to the pandemic and supported older people with crucial services such as shopping, handyperson and Later Life Planning as well as social activities and exercise delivered online while restrictions remained in place.



Helen Newman
Chief Executive



Lorraine Barnett
Chair

Mission and vision

To improve
the lives
of older
people in
the London
Borough of
Barnet

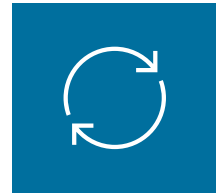
Our values



COMMUNITY

.....

We seek to understand our neighbourhood, promote a sense of community and cohesion, and encourage integration across ages groups and cultures



RESPECT & DIGNITY

.....

We value all people, respect their beliefs, embrace diversity and are committed to equality



COMPASSION

.....

We respond with humanity and treat each other with kindness and compassion
We strive to improve



EMPOWERING

.....

health and wellbeing, maximise independence and promote positive ageing



PROFESSIONALISM & INTEGRITY

.....

We will be proactive and flexible in seeking solutions to challenges, and will be fair and transparent in our decision making

Our aims for 2022 -

AIM 01

Be the go-to organisation

AIM 02

Focus on the more isolated

AIM 03

Seek views

AIM 04

Increase diversity

AIM 05

Invest in new opportunities

AIM 06

Give high quality advice

AIM 07

Develop home support service

AIM 08

Reach younger older people

AIM 09

Ensure systems of growth

- 2024

1. Be the go-to organisation for older people in Barnet, be the ones they and their families trust to support them through their challenges and to embrace later life.
2. Focus on reaching the most isolated older people, ensuring that people are visited face to face.
3. Increase opportunities to formally seek the views of older people and improve the way we measure impact.
4. Increase the diversity of our client group.
5. Invest in new opportunities for older people to stay active both in person and virtually.
6. Invest in maintaining our high-quality, independent advice offer.
7. Further develop our home support service to meet increasing demand.
8. Be relevant to and inclusive of younger older people building longevity into our relationships enabling our services to be truly preventative.
9. Ensure our systems, infrastructure and investment can support our growth.

Our goals

- To empower all local older people to live healthy, happy and more independent lives.
- To combat loneliness and social isolation.
- To support our local partner organisations in providing the best possible age friendly services.
- To provide an inclusive service that adapts to the needs of our local community, and values all ages, families and individuals.



Neighbourhood Services

Improving the lives of older people in the borough

2021-22 was the fourth year of the Neighbourhood Services contract. This has four elements:

1. Later Life Planning

Advice and information on benefits, housing, money worries and more

Growing older doesn't come with a manual which is why this service provides advice and information on a range of issues related to Barnet residents aged 55 and over. Since it began in 2014, it has constantly exceeded targets and this year was no exception. Aiming to reach 800 local residents, the service was actually used by 1147 people, 836 of whom had not used it before.

They were supported with issues including housing, care options, end of life planning and welfare benefits. Our team helped claim over £525,000 in weekly benefits which has definitely made a difference to older people's lives.

Age UK Barnet received funding from **Emmanuel Hospital**, via Age UK national, to enhance the work of the information and advice team. The funding was used to engage another advice worker who supported clients with welfare benefit claims and concessionary transport and blue badge applications. This significantly increased the number of residents that we were able to help.

1,147 clients

836 new clients

£525,000 in weekly benefits

"Age UK Barnet was such a great relief to me. I was so worried and needed help to understand such complicated forms. I was given all the help and booklets I needed. I am so thankful"

AR

"Jesse Tan has been fantastic and really helped every step of the way. I have communicated with her over the phone and by email and found her support and prompt reply to my queries to be invaluable."

JW

“

My 83 year old mother has Dementia and I used the Later Life Planning Service to get information and guidance about applying for Attendance Allowance which was awarded a few weeks ago. I am so grateful.

- Client's daughter

”

2. Home Support Services

Promoting independence and safety at home

Shopping Service

Our shopping service, so vital to vulnerable older people during the most difficult days of the pandemic, saw demand decline as older people managed to get out to the shops or mastered online shopping. Volunteers still did more than 2,500

2,500 shops
68 clients

shops for the 68 clients they supported and many of the relationships have effectively become befriending matches.

Handy Person Service

897 jobs

Age UK Barnet's **Handyperson Service** is intended to support older people to remain safe

and independent in their homes for as long as possible by taking on small jobs that might just be too much for an older person. Charging was introduced for some elements of this service in 2020 but demand has remained steady with 897 jobs being completed for 453 clients in 2021-22.

Over 90 per cent of handyperson clients feel safer in their home after using our handyperson service, according to a recent survey of our service users.

“Extremely overwhelmed with the service – I can’t put into words how much the service has helped.” **NC**

“Your handyperson service is the first number on my phone list!” **RB**

3. Falls Prevention

Activities and services that reduce the risk of a fall

Falls are not an inevitable part of growing older and Age UK Barnet takes a holistic approach to falls prevention with a number of services and activities.

Exercise

Our exercise classes to improve strength and balance moved onto Zoom during the lockdowns but as restrictions lifted we resumed our face to face classes. We have been adding to the timetable of classes throughout the year so that older people have choices close to home wherever they live in the borough.

Finding your feet

For those older people who struggled to get out and about again after spending months at home we introduced our brand new **Finding Your Feet Service**. Following an assessment by the team, clients were paired with a volunteer who offered encouragement and support over a number of weeks to rebuild the older person’s confidence and get them out into the world again.

These partnerships develop and promote independence and confidence and many have become firm friends.

Footcare

Our foot care service expanded this year to offer, alongside our simple nail cutting service, appointments with a podiatrist. This meant we could support people with more complex needs safely.

In total 420 people used our falls prevention service during 2021-22, 162 of whom were with us for the first time.

420 clients | 162 new clients

4. Wellbeing Services - Includes: Digital Inclusion

Connecting people to the online world

Age UK Barnet has been supporting older people to get to grips with technology for over 15 years and continues to encourage Barnet's older residents to embrace the digital era – helping up to 53 clients a week! This year our offer has been enhanced by the **Get Active and Connected project** which has enabled us to expand our digital inclusion programme and also offer refurbished laptops for people to have a go without splashing out on the hardware.

53 clients a week

During term time, our clients have been assisted with their devices by students at **Mount International School in Mill Hill**, followed by a lovely healthy lunch, provided by the school. We also have IT drop ins at Hartley Hall, our Edgware Social group and on Mondays at the Ann Owens Centre.

And we matched volunteers with clients who needed help with their PCs at home in a new Digital Inclusion at Home service.

We purchased a number of new tablets and have loaned these out short term to clients, and their families, referred by the Memory Assessment Service so they can participate in the online CST sessions. We also used them in Day Opps and with dementia befriending Volunteers.

We applied to Vodafone for free sim cards and were given 30 which have been useful with dongles for those not sure they want to set up a broadband contract. Dongles were also purchased.



Case Study

A lady in Yorkshire phoned to say she had bought a tablet for her best friend who was in Barnet living with, and caring for, his elderly mum. He was not keen at all, and she was trying to persuade him that he would love googling topics and watching YouTube videos as he had been a producer of musical theatre in his career. We were able to supply a wonderful volunteer who got him set up with an email address and helped him get confident about researching information online now.

Befriending

Making a difference to those facing social isolation and loneliness

The **Befriending Service** has continued to be very busy and faced a number of challenges this year. The additional funding we had received in 20-21 to expand our reach by phone, and to those with mental health conditions ended, but demand for services has increased. Most clients have a strong preference for face to face befriending. A combination of the effects of Covid-19 and lockdowns and a lack of other services being available has meant significant increase in needs.

Many of the clients referred to us were still able to get out to attend activities as they reopened so we were keen to signpost and support people to attend these where possible. We prioritised those who are very isolated and unable to go out.

15,000 hours

142 active volunteers

50 new volunteers

We recruited 50 new volunteers. Many of our volunteers who stepped up during Covid-19 have had to stand down as work pressures return but we have had 142 active volunteers supporting during the year. Between them they have given more than 7000 hours and have supported 130 older people regularly!

We have offered our volunteers training in mental health conditions, bereavement support, motivational training, dementia awareness, mobility training, safeguarding and learning disability and autism awareness. We have held some online get togethers and have ran our first face to face social event for two and half years – it was really

well attended and felt like a return to some sort of normality!

During the year Age UK Barnet has led **Barnet's Befriending Links group** that connects all organisations in Barnet that offer befriending services. This peer support is extremely useful and a great way to share good practice and avoid duplication.

What the clients say

“Couldn’t have a better befriender. She takes the trouble to talk to me, cares a lot, has a wide knowledge and makes me laugh and feel better. We are on the same wave length.” **BN**

“The companionship helps me so much as I don’t really have any friends.” **KR**

What the volunteers say

“Thank you so much for the opportunity to be a Befriender as I really feel able to make a difference and look forward to my visits.” **LA**

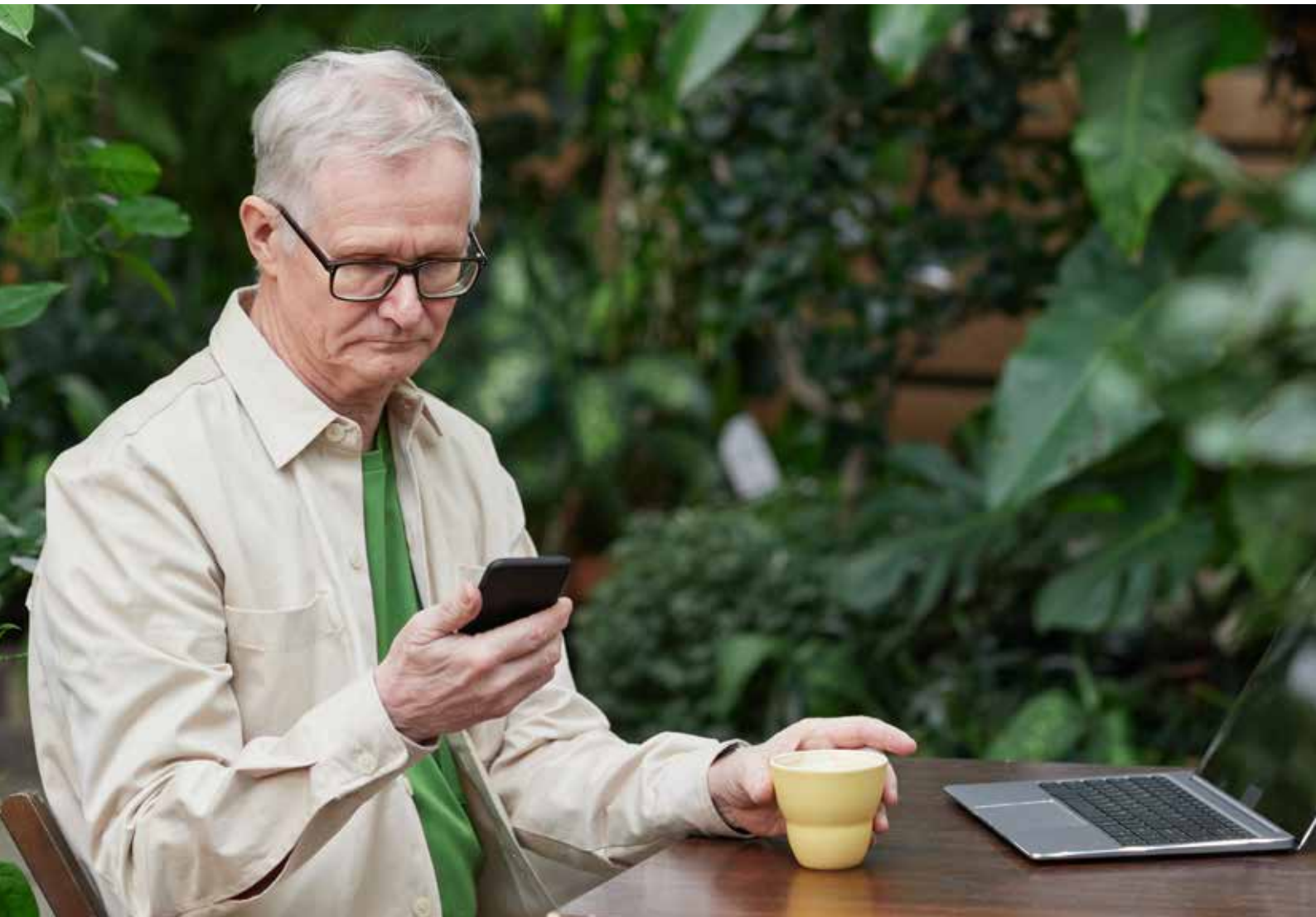
“I enjoy being able to improve the quality of life of some of the most vulnerable people in our community.” **PR**

Scams Awareness

Giving people the tools to stay safe

Since our project launch in January 2022, the **Scams Prevention and Victim Support Service** has given group sessions to 227 residents in Barnet as well as one-to-one victim and awareness support sessions. We provide our residents with helpful tips and advice about how to keep safe online and over the telephone, to how to respond to unsolicited doorstep visits and also to be alert whilst they are out and about in the community. We are hoping this will reduce the chances of our most vulnerable residents being defrauded out of their money. The project, funded by Age UK national, works in partnership with the local authority, police, banks and victim support.

277 group sessions



Dementia Support Services

Age UK Barnet was awarded the Dementia Support Services Contract by the London Borough of Barnet in December 2020 and delivery began in April 2021. It has two main strands, which sits under a Dementia Hub, providing information to the community:

Dementia Support

Improving the lives of families living with dementia

1. Day Opportunities

An exciting development this year has been the opening of our **Living Well Service**, which opened in April 2021 and aims to provide a stimulating, nurturing and supportive environment for those living with dementia and their families.

144 new referrals

We welcomed those who had previously attended **Alzheimer's Society** sessions as well as former Alzheimer's Society staff to the Age UK Barnet family. Bringing together the expertise and knowledge of both organisations has meant a smooth transition and contributed to the success of our service which has received 144 referrals during the year. Our Service Coordinator, who brings a wealth of experience from the residential care sector, has introduced a programme of wellbeing enhancing person centred activities, entertainment and home-cooked food. It has also enabled much needed, post pandemic respite for family carers.

The Living Well Service aims to offer meaningful activity in collaboration with members and their families. Themed weeks are very popular, and this year have included British seaside week, The Olympics and Afghan New Year. During these weeks, activities, crafts, food and the decor work together to support the topic and help members to reminisce and be immersed in the experience.

A typical day for our members would include physical activities like skittles, yoga and gardening plus creative skills like baking and crafts and sensory tasks like taster sessions, sensory quizzes and music.

We also celebrate all cultures and festivities and enjoy intellectual activities such as quizzes and word games. We plan intergenerational interactions with regular visits from local primary schools.

In 2022-23 we plan to expand the offer to five days a week, using our new centre at Station Road in Hendon which opened in April 2022.

2. Dementia Adviser Service

We know that receiving a diagnosis of dementia can be overwhelming and often there are many myths and swathes of information to sift through. Our Dementia Advisers have provided support to 441 Barnet residents in 21-22, both those living with dementia and those caring for loved ones diagnosed with dementia.

441 clients

They've provided information on a range of subjects - stimulating activities, power of attorney, welfare benefits and advice with accompanying fact sheets about managing changes in behaviour, along with linking carers into services for ongoing support. The approach taken by the dementia advisers is always holistic and they work closely both with statutory and voluntary organisations to support both the carer and person living with dementia.

The dementia advisers are working towards embedding themselves more into the community to make the service as accessible as possible for those who need it.



Additional Funding

We received funding from the local authority to increase our reach with: Dementia Befriending, the Active & Connected project and Pigeon Post.

1. Dementia Befriending

Companionship and support from trained volunteers

The **Dementia Befriending Service** started in October 2021 and is volunteer-led service offering specialised befriending support to up to 20 people who are living with dementia. The service started in October 2021 and we have recruited a small team of volunteers who have had some training and workshops to develop their skills and understanding of dementia, and the types of activities that are most beneficial. We have so far recruited 12 volunteers, some of whom have transferred from our main befriending service as they were already supporting clients with a diagnosis of dementia. We also have several others who are going through the recruitment and training process.

20 clients

32 referrals

We are receiving referrals from the statutory sector as well as from relatives, friends and other teams within Age UK Barnet. These are assessed and if this is the right service for the client, we look at matching them with a volunteer who will visit weekly to get to know them, and where possible do some activities or go for a short walk. To date all 12 volunteers are matched with a client and we have several others ready to get started. We have set up a resource bank where the volunteers can come and borrow resources for activities to try with their clients, and we hope to develop this as our experience grows.

Although the assessment process for the clients has been quite complex, doing a thorough assessment at the start means we are reaching the right people for this very valuable service. To date we have assessed 32 referrals.

We are working very closely with other teams in the organisation to develop activities and expertise and our volunteers have been very committed.

Feedback from relatives has been very positive and encouraging:

‘The weekly visits are providing company and interaction for my mother and are having a really positive impact.’ **SR**

‘The match with the volunteer is perfect – she is patient, kind, fun and shows immense interest in my mother.’ **NW**

And the volunteers are enjoying their roles too:

‘I enjoy seeing people smile and sharing all their secrets..!’ **DT**



‘I enjoy being able to improve the quality of life of some of the most vulnerable people in our community.’
Jean

2. Active and Connected Project

Getting people active and online

Funding for the Active and Connected project started in September 2021 and saw the establishment of five new exercise classes throughout the Borough, supplemented by short taster sessions after each one engaging participants to develop their technology skills. These exercise sessions range from seated yoga to movement to music and have all proved popular with a total of 136 participants attending across the 5 locations. The aim of the IT support is to offer help for people to get online should they need to access online exercise or other services in the future.

827 attendances

80 laptops loaned

5 locations

For those who do not have access to a laptop, we have had 80 laptops donated by **Barnet Council** to be loaned to clients for several months. This has been extremely popular and we have so far loaned 46 laptops to people are either using a laptop for the first time or who are unable to purchase a new one.

These have made a significant difference to people:

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“I don’t feel isolated – it keeps my mind occupied.” **CS**

“Keeps me connected and mentally active.” **LW**

“I have learnt new things especially on YouTube.” **PL**

.....

Some clients have been coming to our regular Digital Inclusion sessions to help them get started or develop their skills as well as helping them to get out and socialise again.

During the winter months we set up online social activities to help people to engage digitally and to socialise - these include Sporting Memories, Talk the News, Mindfulness and social groups. We also ran popular online talks about current topics of interest such as energy efficiency and scams awareness.

We are planning to continue with some online courses and run some sessions around how to use popular websites such as the NHS and Barnet Council. We are also trialling some weekend Digital Inclusion sessions in the community and more digital inclusion at home support.

3. Pigeon Post

Our magazine for older people not online

1,700 subscribers

We started producing Pigeon Post in October 2020 for older people without access to a computer. As well as puzzles, quizzes, interviews with local residents, recipes and tips, we continue to provide lists of useful local information, activities and services and emergency help. Funded originally by the **London Community Response Fund** and now supported by **London Borough of Barnet**, Pigeon Post now has more than 1,700 subscribers. Copies are either dropped off or picked up by sheltered housing units, libraries, leisure centres and community groups or posted out to individuals.

“

This is to say ‘Thank You’ to you everyone involved in Pigeon Post. I enjoy reading the stories, interests and the little snips of news. It gives a feeling that I’m not on my own!

- Rosalind

”

“Thank you on behalf of everyone for the excellent Pigeon Post you were kind enough to send us. It has been much enjoyed by the residents. I would also like to thank all the kind people who made the lovely cards that were delivered to us last month. These gave a great deal of pleasure to all concerned and we all really appreciate not only the kind thought but also all the time and effort that went into making the cards.”

Vicki - former chair of Orchard Housing, after we included cards made by local school children with some of our Pigeon Posts.



Walks

Getting active in Barnet's open spaces

Age UK Barnet secured funding from Independent Age to support the walking groups that we started pre-pandemic. Being outdoors meant our walkers could continue to enjoy being physically active and were able to socialise when restrictions allowed.

We also launched our **Walks and Talks Programme**, with guest speakers joining the groups to give an informal presentation on a specialist subject.

186 participants

6 groups weekly

Six volunteer-led walking groups met weekly, when government guidelines permitted, and a total of 186 people enjoyed our walks regularly or now and again. Most walkers took the chance to socialise afterwards, grabbing a tea or coffee at a local café.

We had some fascinating talks including the history of Stephens House and Gardens and a nature talk identifying plants and trees on the Dollis Valley Greenwalk. Local councillor Sara Conway walked with the Silkstream Park group to give updates on Barnet Council plans for parks and other projects, as well as how to contact local councillors. Mandy from Age UK Barnet talked to all groups about our IT programmes/classes and our laptop loan scheme. It was a wonderful way to keep so many of our service users informed, moving, and socialising – thus enhancing their physical, mental, and emotional wellbeing.

Bollywood Barnet

Dancing for health and wellbeing

Age UK Barnet was also successful in securing a small grant from **Sport England's This Girl Can Community Fund** to support, facilitate, and encourage physical activity of women over 55 living in Barnet. Working in partnership with **Barnet Asian Women's Association (BAWA)**, we successfully designed and delivered a programme of Bollywood dance classes – both online using ZOOM, as well as live face to face classes.

The project was originally funded from January – October 2021. Due to the huge challenges of Covid-19 including lockdowns throughout the year, and government restrictions on group meetings and exercise, we were able to secure an extension to March 2022. This meant we were able to reach out to more women around the borough, encouraging them to get active and vastly improve their confidence, which had been impacted by the pandemic.

Bollywood dance was a brilliant way to get less active women moving, as it is different from traditional exercise. The participants were able to engage in physical activity by learning Bollywood dances set to special Bollywood music. The instructor Satish structured the classes in a way that the women would be able to recognise and practice new dances. Every class started with a warm up dance, using music by Arjit Singh Chunri. Many of the Bollywood songs tell a story and the women learned how to use sign language throughout the dance to tell the stories. The participants found this section enjoyable and interesting, as they would discuss the signs and stories with each dance, adding a crucial social element to online classes. The classes always ended with a cool down prayer dance in classic Indian style, leaving everyone feeling re-energised, peaceful, and happy.

We started a face to face class in November 2021, phasing out the online classes by the end of the year. The live class has been running weekly in Edgware and has become more successful as people's confidence is returning. Classes are run in a similar structure to online, so there is a great feeling of continuation, with the added bonus of being face to face.



Social Prescribing

Signposting & connecting people to local community activities & services

Age UK Barnet continues to manage the Social Prescribing service in the borough which enables the organisation, through the social prescribers, to engage with hard-to-reach groups.

The team supports adults in Barnet, offering local information and advice for non-medical based needs that are negatively affecting their health and wellbeing. The most common reasons for referrals for this service over this last year were for social support, housing information, mental health, benefits support, and carers support.

Attached to Primary Care Networks, the social prescribing team has grown from 7 staff members to 23 over the last two years and they all worked hard to support the Covid 19 response, whilst continuing to support patients across the GP practices in Barnet.

“

After my first appointment with my Social Prescriber (SP), my life went from 0 to 100%. I have no idea how to find my way around my community, but now, for the first time, I feel I belong to this community because my SP ensured that I got every support I needed. - GL

”

5,689 clients

76.46% increase in referrals

59% decrease in GP appointments

***97.4% would recommend service**

***90% felt more connected**

***92% of participants wellbeing improved post service**

* Results from feedback survey 2021-2022

- 115 participants.



Volunteering

Giving back to the community

Our volunteer team at Age UK Barnet has continued to thrive and inspire us all! We are exceptionally lucky to have the support of so many dedicated and talented people who are committed to supporting their local community. This year has seen so many changes and challenges it has been very heartening to have such a strong team anxious to improve local people's lives. As one volunteer recently said

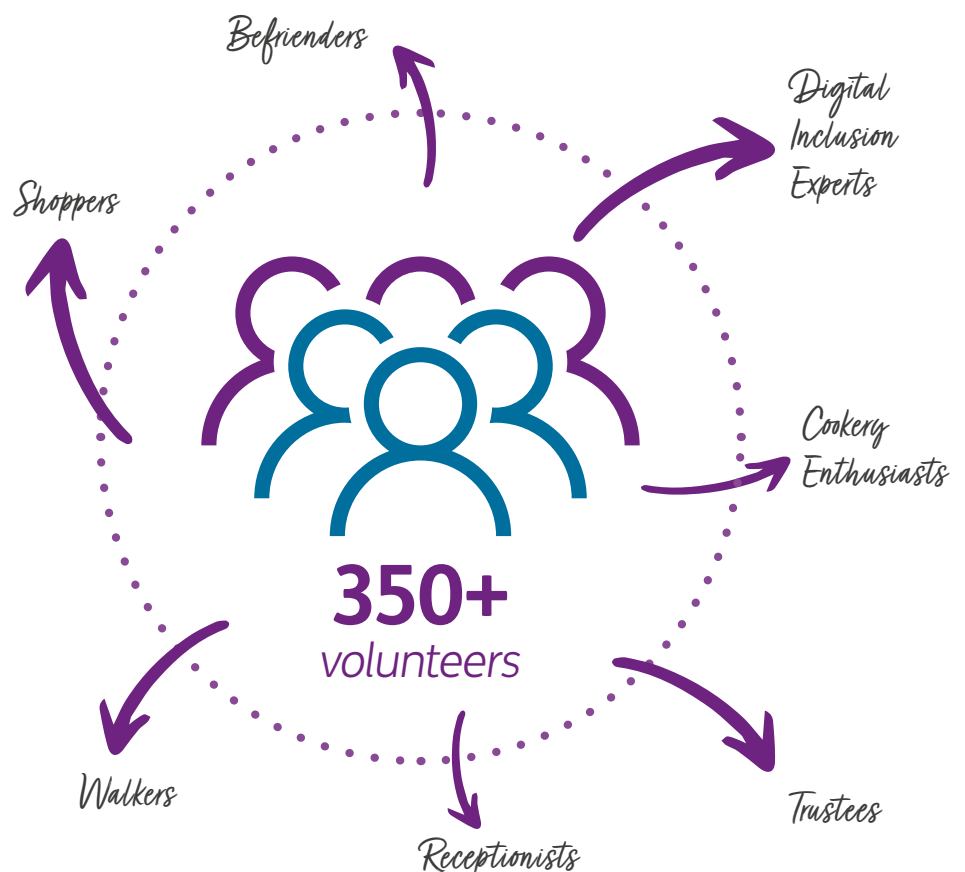
Throughout the year we have had more than 350 volunteers doing a wide range of volunteer roles from befriending older people in the best way possible during/between lockdowns through to shoppers, digital inclusion experts, cookery enthusiasts and walkers as well as many more.

As the Coronavirus situation has changed, we have adapted our volunteer management processes accordingly but have continued with some of the positive aspects that we all learned in the pandemic. Many of our training sessions are now held either virtually or as a hybrid with an online link for those who are comfortable with that, and some of our initial discussions are also virtual. This has enabled us to reach many more volunteers with training such as **Learning Disability and Autism Awareness** which we held jointly with **Barnet Mencap**, and **Motivational Training** for befriending volunteers. We have also continued with **Dementia**

Awareness Training with the very valued support of **Home Instead Barnet**, and our own in-house training for new volunteers.

Our thanks to both **HSBC** and **London Borough of Barnet** staff who have supported us with more than 20 of our Digital Inclusion sessions where their staff have helped clients with technology and had fun while doing so.

We have set up some new projects this year with vital volunteer support. Our **Finding-your-Feet** confidence walks have been hugely popular with both clients and volunteers.





“Mary is a delight to walk with. I recall that our very first walk was to the nearby bus stop and back, with a rest halfway. Today we went well beyond that point, and back, without stopping.”
KW, Finding your feet volunteer

We have also started a **Dementia Befriending** project and recruited a team of volunteers who visit clients regularly, enriching their lives. We have provided training for this team and have developed a resource bank of activities appropriate for the clients and volunteers to undertake together. We are aiming to support 20 people living with dementia and are well on the way to reaching this number.

“Although I’ve only been a volunteer for a short time, I really appreciate the support offered by Age UK Barnet, including workshops. And I find my weekly visits with my dementia client richly rewarding.” **TR, Dementia Befriending volunteer**

Volunteer shopper/befrienders have continued to support isolated older people who are not able to get out to do their own shopping. Some have been shopping for the same client since the first lockdown!

“This role is very rewarding and lovely to get to know the client really well, and feel like you are making a real difference to their life.” **TJ, volunteer shopper**

We were offered two pairs of tickets to the Chelsea Flower Show by M&G for our fabulous volunteers.

We held a ballot and randomly selected two volunteers who enjoyed a beautiful outing on a lovely sunny day! The winners were Karen Ponelat and Janet Anderson.

We are hoping to be able to catch up in person with our volunteer team more regularly next year which is something we, and they, have really missed.

We have also established an incredible team of volunteers supporting our **Dementia Day Opportunities Service**. Between them they have a huge range of professional skills and are an absolute joy to work with. We have also worked with **Barnet and Southgate College** to provide a long placement for one of their young students with a great future ahead of her.

“

Being part of a caring community and being able to help and make a difference is what makes volunteering for Age UK Barnet so important to me!

- Volunteer

”

Engagement and fundraising

Working closely with colleagues at **Public Health Barnet** we put on a week of activities during Dementia Action Week (May 17-24) with the theme 'Try Something New'. We kicked off the week with a virtual launch event which, as well as a sing-along, cookery and art demo, included a Q&A with neuroscientist Catherine Loveday on why it's never too late and never too early to protect yourself from dementia and memory loss. Activities during the week included walks and online cookery, book club, nutrition talks and Bollywood dancing.

We also produced a guide **Try Something New – Reducing your risk of memory loss** which details science-backed way to keep the brain healthy. We continue to hand out these booklets at events.

In December, we held a **Living Well** event at St Margaret United Reform Church in N3. The event was aimed at anyone interested in reducing their risk of memory loss and everyone enjoyed a morning of stimulating talks and activities. Speakers included Professor Catherine Loveday and Michelle Reshef of **Dementia Prevention UK**. There were also information stalls from **U3A, Barnet Carers Centre**, End of Life Planning and the LLB Specialist Dementia Team. There were over 50 attendees at the event and we had a lot of positive feedback the event. Catherine's talk on the importance of a good night's sleep was particularly popular.

Fundraising

We held an online Quiz Fundraiser during Dementia Action Week raising £1,700. And in September we held an incredibly successful Charity Golf Day at South Herts Golf club – with prize giving and an auction – which raised over £5,000.

We entered a team of 14 runners including one in the **Royal Parks Half Marathon** in October. There

was a fantastic atmosphere and, after months of hard training, they all did brilliantly.

A few had done half marathons before but for most it was their first time. And one of our runners has lost 2 stone during training!! In the end, they raised over £10,500 to help us support older people in Barnet!

We held our first ever **Winter Craft fair** at the Ann Owens centre at the end of November, selling our very own Christmas cards, using designs made by our art class participants. As well as our cards, there was a tombola, raffle plus we sold crafts and other gifts as well as cakes, hot chocolate and mulled wine. We raised over £2,100.

We sold Age UK raffle tickets – prizes are sourced by Age UK but we keep the money from any tickets that we sell. We raised £1,000.

We wrote and designed two booklets encouraging engagement and fundraising from local businesses and schools. These are both available electronically although we may print them at a future date.

£5,000 Charity Golf day

£10,500 Half Marathon

£2,100 Winter Craft Fair

£1,000 Raffle tickets, Age UK

“ Please keep us in mind for future events. I also look forward to hearing more about your wills and probate services and whether OGR can assist. ”

- OGR Stock Denton, Charity Golf Day sponsor



Trustee Professor Catherine Loveday and her husband Jeff



External providers 2021-2022

Working with local community groups to extend our reach

A very significant element of Age UK Barnet work is provided by our External Providers. These are organisations, embedded in their local areas, many for decades, whose ability to reach into their respective communities, to find, support and care for the most vulnerable plays a key part in the overall support available to Barnet's older residents.

This year AUKB worked with the following External Providers: **Barnet African Caribbean Association, Barnet Asian Women's Association, Chipping Barnet Day Centre, Good Neighbour Scheme for Mill Hill & Burnt Oak and High Barnet Good Neighbour Scheme.**

Whether it is joining an exercise class, a lunch club attending a trip or getting assistance to attend a vital medical appointment or benefiting from a befriending or welfare call during the pandemic our partners have ensured

We have been meeting regularly with Hussein Lalani, owner of Muswell Hill Health Club, former owner of Poundland, who has been sharing his experience and knowledge to help us reach out to more people in the borough – including donating a banner for the Ann Owens Centre.



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“We are really proud of our association with Age UK Barnet and will continue to support them in the great work they do,” says Hussein.” **BN**

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Communication

Our website continues to be an important source of information for older people in the borough and had 168,061 users and 281,949 hits. Many of these, some 140,000 were to the scams pages reflecting older people's concerns about rogue traders and scammers, which continues to be a particular worry for older people during the year.

Our social media presence has grown rapidly and in 2021-22 and our followers on Twitter and Facebook jumped to over 2,500. Our average monthly reach on twitter is 16,000 and on Facebook, it's 12,000. We increased our engagement with local community groups through neighbourhood chat rooms like nextdoor and local Facebook groups.

Our Instagram account has successfully engaged with local businesses, leading to offers of donations and volunteering, and the number of followers passed 1,000 this year.

Our e-newsletter, which we started during the pandemic, keeps subscribers informed about our services, activities and events as well as other news in the borough that affects older people. We now email this out to monthly to over 1,600 subscribers, a 20 per cent increase on the previous year.

168,061 website users

281,949 website hits

+3,500 social media followers

+1,600 newsletter subscribers

Financial planning for 2022-23

Our focus for 22-23 remains on recovery from the ongoing effects of the Covid-19 pandemic, supporting older people in Barnet to rebuild their confidence. We are also seeing older people affected by the rising cost of living coming to our Later Life Planning team for information and advice, particularly around benefits and income maximisation.

Reflecting our organisational aims as set out in the trustees' strategic plan 2021-24 our aims for the next twelve months include

- Developing our position as the go-to organisation for older people in Barnet, be the ones they and their families trust to support them through their challenges and to embrace later life
- Having a focus on reaching the most isolated older people, ensuring that people are visited face to face
- Increasing opportunities to formally seek the views of older people and improve the way we measure impact

We also want to

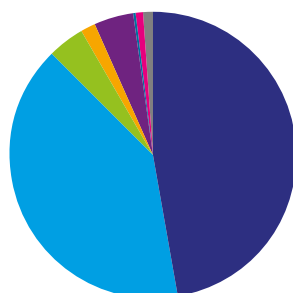
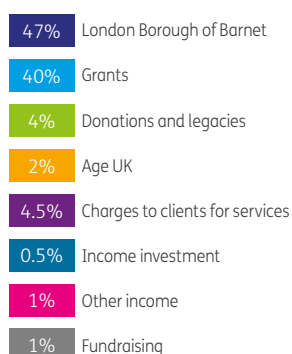
- Increase the diversity of our client group
- Invest in new opportunities for older people to stay active both in person and virtually
- Invest in maintaining our high-quality, independent advice offer
- Further develop our home support service to meet increasing demand
- Be relevant to and inclusive of younger older people building longevity into our relationships enabling our services to be truly preventative
- Ensure our systems, infrastructure and investment can support our growth

And we also want to focus on consolidation, continuing the work we have been doing to:

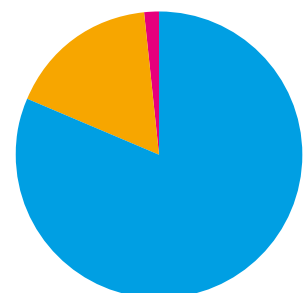
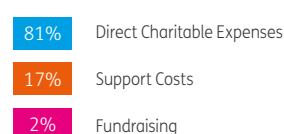
- Ensure our services are responsive and adaptive to users' needs
- Seek new sources of funding through both grants and community funding
- Ensure that Age UK Barnet is at the heart of social prescribing, continuing the work we have begun with Primary Care Networks and GPs
- Support and work through our local partner organisations to provide the best experience possible for service users
- Be a great place to work and volunteer

Financial summary

Income



Expenditure



A special thank you to



“

My company raised money for a new fridge freezer which Age UK Barnet desperately needed

”

- Lydia – accountants BDO



Follow us on social media



@ageukbarnet

The Ann Owens Centre, Oak Lane, London N2 8LT

Phone number: 020 8203 5040 | Email: info@ageukbarnet.org.uk | www.ageuk.org.uk/barnet