

# Impact Report 2019/20



**Your local independent older people's charity**

**'I am extremely proud to be a Patron of such a brilliant charity working so hard to ensure that older people in Camden know they are valued and helping to survive these tough and challenging times'**

**Dame Esther Rantzen  
Age UK Camden Patron**





# **Welcome from our Chair & CEO**

We are pleased to present our 2019-20 Impact Report and what a year it has been! As Chair and CEO we are enormously proud of what the Age UK Camden team has achieved over the past year, both planned and unexpected. This report covers the period from April 2019 to March 2020. For the first ten months of this time, the charity had forged forwards in growth and investment across all areas. Our investment in the future, most notably in our IT function, with new equipment and the transition to Office 365 to support remote working and communication, was to prove instrumental in how we were able to respond and manage the Covid 19 Pandemic when it broke out in February. Both work on our website as a platform for community engagement and further investment in our staff training programme contributed to our readiness for the challenging situation that lockdown presented to older people our employees and volunteers.

Throughout these very difficult times we have substantially increased the number of people we provide services for and found innovative ways to meet their needs including bringing services closer to people's homes, Information and Advice coffee mornings and using our two Hubs Henderson Court and Great Croft as hubs for the whole organisation. We could not have done this without the enormous commitment of everybody working for and with Age UK Camden. Looking to 2020-2021 the relationships we have made and grown over the past six months will be key to how we can continue to provide relevant services for the older people of Camden. All this is against a backdrop of a significant drop in income in many areas of our work and so our income generation activities will be even more crucial to support the work that we do. Despite the considerable challenges ahead, we look forward to working in partnership with our all stakeholders particularly older people themselves to continue to develop and provide the highest quality, sustainable services for our community here in Camden.

**Mary Burd, Chair &  
Nikki Morris, CEO**

# Volunteering Matters

Volunteers make an invaluable contribution to our organisation. The commitment and skills offered by our volunteers means we can support older people in Camden all year round

# 349

Dedicated active volunteers

# 32,520 £343,092

Total hours volunteered

Value of volunteering time contribution to AUC





# Community & Corporate Engagement

# 1,937

Corporate hours volunteered



**“It was a good thing for me to share my love of food with people in the community, especially for such a good cause. Cooking in a different venue was new to me but Great Croft is lovely – and they grow their own vegetables! “Being a Head Chef and working long hours, I don't always find the time to contribute to events run by charities. I am very excited to be able to help raise awareness of this wonderful organisation by doing what I love most - cooking!”**

Micheal De Marco - Head Chef  
The Gilbert Scott

This year included wonderful community engagement highlights, with our first pop-up restaurant in partnership with Marcus Wareing, Habitat taking over our charity shop in Leather Lane, a music recitals programme in St Pancras Old Church and a successful first Literary Festival supported by our Patron Esther Rantzen. We also launched our Corporate Resource pack in partnership with Prudential, hosted by Samsung. In contrast we also reflect on the way our organisation united and galvanised, whether physically, or from a distance, to provide a cohesive and transformative response to the coronavirus crisis. Our efforts made a very real difference to many lives of older, and sometimes younger people in Camden who were vulnerable in isolation. In this work we squarely met the aims of our charity under the most challenging circumstances.



**The difference we make**

**14,000** Supported and empowered  
older residents in Camden

**Counselling, Psychotherapy  
& Group Therapy** **282**  
People received therapy

**Dementia Wellbeing &  
Befriending Service** **117**  
Clients supported

**Community  
Connectors** **237**  
Clients supported

**Good Neighbours Scheme** **72** **Nail Care  
Service** **554**  
Treatments given  
Befriending matches

**Care Navigation  
& Social  
Prescribing** **1,589**  
Clients supported



# Information & Advice Service

**3,326**  
Clients supported

**£1,252,170.34**

Benefits and Debt relief raised

## Digital Inclusion

*"Thank you, Age UK Camden has been a lifeline...Brilliant, brilliant, brilliant! I'm lucky I live in Camden."*

**330**

Clients supported

**Day Service Clients  
attending Henderson  
Court & Great Croft**

**88**

Clients attending Hubs for day  
service support including hot  
lunch and activities

**Internet Shopping**  
**1,034**  
Shopping orders and calls placed





# Leather Lane Charity Boutique

*Leather Lane Online  
Charity Boutique*

Our charity boutique is run by a full time manager, a support manager and a team of dedicated volunteers raising vital funds for the organisation. During lockdown the shop layout was re-designed to accommodate Covid-19 restrictions.

***"We needed to reduce the stock in our shop to increase floor-space and so we have created a merchandising area with a premium, boutique feel. We have also partnered with a recycling company and we are delighted that we have a zero landfill rating meaning every donation we receive is sold, re-used or recycled."***

Lee Miller, Charity Boutique Manager

Age UK Camden's new online shop [ebay.co.uk/usr/ageukcamdenretail](https://ebay.co.uk/usr/ageukcamdenretail) also reflects this premium approach, with jewellery, vintage ware and selected new products available for purchase. Follow us on Instagram for the daily specials!

An in-store monthly book club, Information and Advice session and craft and arts groups form a community hub in the heart of EC1.





**Community,  
empowerment  
& friendship**

## **Information & Advice**

**We offer Outreach Advice sessions  
for support with benefits, debt,  
housing, retirement planning &  
much more.**





# Our two subsidiary charities



**OPENING DOORS  
LONDON**

**Opening Doors London** supports older lesbian, gay, bisexual and transgender (LGBT+ communities) across the UK but with an emphasis on London. They offer befriending, social opportunities, training and accreditation via the home grown 'Pride in Care'.

**Ageing  
Better  
in Camden**



Hosted by Age UK Camden, Ageing Better in Camden (ABC) is a Lottery funded programme which pilots new and innovative ways to tackle social isolation and loneliness amongst older people. The Older People's Advisory Group meets monthly to shape ABC and the wider service provision across Camden. The programme funds a range of local community and voluntary sector organisations with a focus on developing a 'warm welcome' approach to engage older people by supporting participation and promoting their voices.

**PSiC**

PERSONALISATION SUPPORT IN CAMDEN

**Personalisation Support in Camden (PSiC)** supports people in Camden of any age who live with a disability. This includes setting up direct payments to fund services, other support includes payroll, start-up paperwork and recruitment.



# 2,738

**older people supported to  
reconnect with their communities**



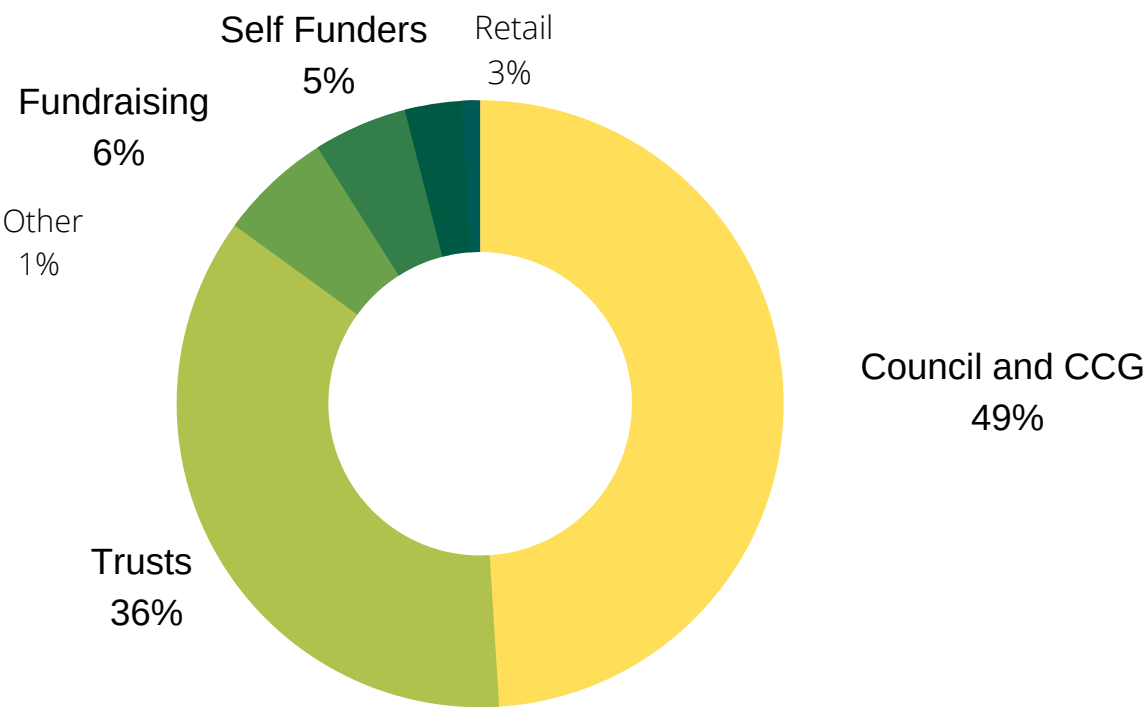
# Financial Summary

**Year on year we have spent more money on our charitable activities, supporting a greater number of people in the borough. This year we supported 2000 more people.**

## Group Annual income (Age UK Camden, PSiC & ODL)



## Age UK Camden - where the money comes from



**For further details you can download or request a full copy of our audited accounts from our website.**



# Get involved

## Donate

As an independent charity responsible for raising our own funds, your continued support and donations help make a difference to the lives of older people in Camden.

### Ways to donate

- Online through our website, JustGiving page or Virgin Money Giving page
- Cheque made payable to Age UK Camden. You can drop this off at our Leather Lane Boutique or send it to our head office in Tavistock Square
- Cash donations will be gratefully received at our Leather Lane Boutique

Registered with



## Volunteer

Volunteer as an individual or with your colleagues. This year corporate volunteers gave 1,900+ hours of expertise to the organisation.

Email: [volunteeringhub@ageukcamden.org.uk](mailto:volunteeringhub@ageukcamden.org.uk)

## Thank you so much for your support!



# How to find us

Age UK Camden Head Office  
Tavis House  
1-6 Tavistock Square  
WC1H 9NA  
020 7239 0400

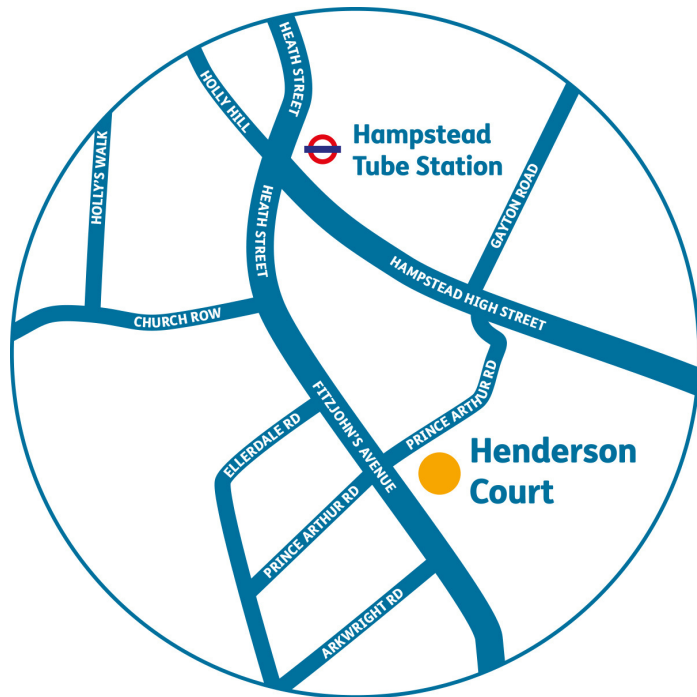
Henderson Court  
Health & Positive Living Hub  
102 Fitzjohn's Avenue  
NW3 6NS  
020 7794 6588

Great Croft  
Health & Positive Living Hub  
Cromer Street  
WC1H 8LF  
020 7278 5090

Leather Lane Charity Boutique  
53 Leather Lane  
EC1N 7TJ  
020 7831 4928

Opening Doors London  
Tavis House  
1-6 Tavistock Square  
WC1H 9NA  
020 7239 0400

PSiC (Personalisation Support in Camden)  
58 Phoenix Rd, Euston  
NW1 1ES  
020 7383 4901



**Contact us: 020 7239 0400**

**Advice line: 020 837 3777**

**Community Connectors: 0800 161 5716**

**Email: [info@ageukcamden.org.uk](mailto:info@ageukcamden.org.uk)**

**Website: [www.ageukcamden.org.uk](http://www.ageukcamden.org.uk)**

