

Your local independent charity  
supporting older people in  
Camden since 1965



Charity No. 293446



# Impact Report 2021 - 2022



# Welcome from the CEO and Chair

It's been an incredibly busy and challenging year for everyone in the Age UK Camden family, our clients, staff and volunteers. With covid and the cost of living crisis hitting everyone, we've had to develop new ways of working to ensure that we continue to support the older Camden community - we've been overwhelmed by the support from the local community and businesses.

As well as working with the issues we've all had to face this year, **our services have managed over 6,000 referrals** and given over **40,000 hours of support** to people in Camden who need it most. For the majority of our clients, who were already feeling the strain of their older age, their isolation has been exacerbated and their social networks reduced dramatically during this time. With help from the local community, we've been able to reduce loneliness and isolation including through our range of Summer Music Concerts held at our own Henderson Court, Great Croft and within various sheltered housing across Camden.

In December 2021 we left our home at Tavis House and made the strategic decision to work in a more flexible and client focused way, by further developing hubs across the borough of Camden from which we can deliver services. This includes numerous Digital Inclusion Tea and Tech sessions which were held at our Henderson Court Hub. By utilizing their digital skills in our Digital Inclusion sessions, we have been able to make the world of difference to our clients by giving them skills that will help them live more independently and confidently.

Our diverse range of services and activities have **supported more than 19,123 older people in the borough**, with the help of more than **20,600 volunteer hours provided by 233 volunteers, equating to over £184,582.80 of support.**

From all at Age UK Camden, we want to say a huge thank you to all who have been part of our journey this year, and we'd like to wish you all a safe and healthy 2023.

# The difference we made

**38,354**

hours of support given  
by our teams helping  
older people in Camden.

**19,123**

older people supported  
within the Camden  
community.

**2,106**

clients helped with an  
issue they had via face-  
to-face support.



**3,469**

of our clients are from ethnic minority backgrounds.



**5,972**

referrals received in 2021 - 2022.



**9,124**

of our clients live alone.



**9,455**

of our clients are aged 75 years or older.



**£1,296,810.84**

benefits raised by our Information and Advice Team for the older Camden community.

# Main issues for our clients in 2021-2022:





# Information & Advice

Our Information & Advice (I&A) team have had an extremely busy year. The team have **dealt with over 8,000 enquiries from 4,248 clients** to do with housing, benefits, covid support, cost of living crisis grant support and mental health enquiries. During the period 1st April 2021 to 31st March 2022 the I&A service continued to deliver the Building Resilience Project. The Project Lead was able to **provide longer-term support to 321 older Camden residents** who had experienced a life-changing event. The return of the in-person Coffee Information Morning took place in September 2021 much to the delight of the attendees and continues to expand.

The Scams Awareness and Prevention Project was launched across Camden in January 2022 and offers older Camden residents the opportunity to have a one-to-one Scams Awareness Session with an Advisor to help them become better equipped to deal with the increase in scams we are seeing in the UK. The project also provides group presentations on Scams Awareness across the Borough. Our work promoting scams has led us to be invited to be part of the Greater London Authority's 'Older Victims of Crime, Scams and Fraud' meetings, where **we work alongside the London Mayor's Office**, Action Fraud and the Metropolitan Police. Since January 2022 we have worked closely with Camden Council's Tackling Poverty Team to support older Camden residents to access the variety of Cost of Living Support available to them.

**£1,296,810.84**

**benefits raised by the Information and Advice team  
between 1st April 2021 - 31st March 2022 for the  
older Camden community.**

**2,762**

**referrals come through to  
our Information & Advice  
team.**

**377**

**people supported face-to-  
face at their home or  
another location.**

# Befriending Services

Our ever popular Befriending Services continued to support both clients and volunteers over the year. Our Befriending Services are split into Good Neighbours Scheme and Telefriends, giving the option to connect face-to-face or over the telephone. With the country going in and out of lockdown over the year our face-to-face visits were put on hold for a while, but our volunteers kept in contact with their clients over the phone, Zoom and socially distanced garden visits when the weather was right. **Volunteers sent postcards to their clients and they appreciated this gesture.** The team look to make our clients feel they are part of a community so they also receive a hamper to open on 25th December, this is in partnership and funded by Hampstead Parish Church. We also work in partnership with Primrose Hill Community Centre, who deliver hot meals to local older residents. Our close working relationship provides a robust support network for our members.

Telefriends has extended the teams hours to provide calls at weekends up to 6.30 pm as well as weekdays. **Our volunteers continue to be recruited from a wide range of sources with a number now offering their time around work or study commitments.** This means there was a shift from the daytime calls enabled by lockdowns to lunchtime, evening and weekend calls. Our focus on client welfare means that significant effort is spent responding to requests for assistance on a wide range of issues and, signposting to other services needed.

8,918

hours of support given by  
our Visiting and  
Telefriend services.

174

clients our Befriending  
team have helped to  
stamp out loneliness.

200+

referrals come through to  
our Befriending Service.

172

volunteers supporting our  
Befriending Service.



# Great Croft Hub

Great Croft Hub is a well-used and highly respected day centre for older people **in the heart of King's Cross with over 50 regular members** attending each week. Great Croft has a wide variety of activities and support provided by a team of staff and local volunteers, such as gardening, gentle exercise, mindfulness, reminiscence, art, crafts, singing, dancing and lots of fun. The centre also provides a meeting space for groups such as Bangladeshi Family Carers Group, local councillors surgeries and a meeting place for local residents.

Great Croft has a sensory garden, which is very popular and it has been winning awards in Camden in Bloom for a number of years. The sensory garden already benefits most of the local residents, who enjoy the facility and those who use the garden, finding it stimulating. Residents use the vegetable beds to grow native vegetables and come together through gardening. Recently we worked in partnership with MH GetJAR Limited and others to improve the garden and made it accessible for everyone. Great Croft has a very good track record working with many corporates. **Great Croft Manager, Abul Choudhury, started with Age UK Camden as Volunteer back in 1995, and this year he has reached his 25 year anniversary working for us - such a valuable member of the Age UK Camden team!**

45

referrals came through to our Great Croft Hub.

50

clients attended our Great Croft Hub.

***"Many thanks for your kind and vital support, my life and mum's would be a lot poorer without it."***

# Henderson Court Hub

Following the pandemic, our aim for 2021-22 was to increase membership, build our volunteer base back up, and reinstate a robust schedule of activities to promote health and wellbeing for our members. And we succeeded on all fronts. **Membership tripled, meaning we were able to provide support to more people and provide much needed respite to those caring for people including those living with dementia.**

We were thrilled to welcome back long-standing volunteers who had stopped their in-person volunteering during the pandemic and were also able to introduce some new volunteers into the team. Finally, **we reinstated a schedule of activities including music and dancing** which are not only joyful, but also extremely therapeutic activities for people living with dementia. We are very proud of what we achieved this year.



19,168

hours of support given by staff and volunteers at Henderson Court Hub.

67

referrals came through to Henderson Court Hub.

39

clients attended Henderson Court Hub.

*"Many thanks for taking such good care of mum, she is so much happier than she's been in recent months."*



# Counselling, Psychotherapy & Group Therapy

Our Counselling, Psychotherapy & Group Therapy Services are here to provide support, and help clients explore any difficult feelings or concerns that they may have. The prolonged pandemic started taking its toll on our clients. **Due to the restrictions, we were mostly offering telephone and video calling, as the demand for the emotional support increased drastically.**

The team were presented with a range of issues, in particular isolation, depression, anxiety, loss, and bereavement. **On 4th January 2022 we started a 10-week face-to-face group therapy session** with seven participants at Henderson Court followed by face-to-face one-to-one counselling in the Great Croft Hub near Kings Cross. During the pandemic the service expanded through the use of telephone and video calling which was vital for many older people across the borough – some have mobility issues, health concerns, and/or social anxiety and agoraphobia.

**2,600**

hours of support given by staff and volunteers.

**343**

referrals came through to our Counselling service.

**260**

clients have worked with our team in relation to their mental health.

*"I did not expect counselling could be of any help. But I've recognised my hidden feelings trapped in my body (in relation to his chronic symptoms). It was helpful to acknowledge and explore them with the counsellor."*

# Digital Inclusion

Technology continues to grow in importance, so it's crucial that older people start learning now and have support in a new world which, can often be scary. We are a helping hand when something goes wrong, when people need a guiding hand to believe that they are digitally capable, and to show the wonders of technology and the improvements it can make on their lives.

Due to the increase need, our Digital Inclusion service has significantly grown with us launching a Home Visits service, online resource guides, technology library and expanding our one-to-one appointments to multiple locations across the borough. Our Home Visit service meant we could help housebound clients who would be unable to receive tech support without us. Our group events at Samsung Kx create a more social casual introduction to technology focusing more on the pleasure technology can bring. **100% of clients surveyed** said the team have provided support they have not been able to find elsewhere. This really highlights how important our service is in Camden. The team have delivered **200 gadget clinics**, provided **75 home visiting support sessions** to housebound older people, advised and supported 16 local phones shops to be age friendly, **distributed 2000 digital user guides through targeted outreach** and, created digital user guides and online tools available on our website.

615

hours of support given to help the older community with technology.

393

clients supported with enquiries that they had.

183

clients supported face-to-face in the community or in their home.

106

referrals came through to our Digital Inclusion service.



# Care Navigation & Social Prescribing

The Care Navigation and Social Prescribing team continued to work closely, supporting patients with complex needs. The team work with all 36 Camden GP practices, the North and South Primary Care Networks, Camden Adult Social Care Prevention and Wellbeing management to shape and influence how social prescribing is delivered in Camden, taking part in the Integrated Care Partnership Community Connectedness - Social Prescribing Group and creating a social prescribing map of the borough.

The team, also took part in the 'pop up' events at the Care and Day centres organised by AUC, promoting our services and engaging with service users. **They hosted the Home Health adviser from UCLH supporting the Home Health project research.**

The team connected with and presented at the Camden Community Heart Failure Service and **our link workers supported GPs from Hempstead Group and Keats GP practices to offer support to patients who are/were affected by heart failure.** To help shape the post pandemic landscape they worked in partnership with support services in Camden at the Neighbourhood meetings, South, Central, NW3 , NW5 and Camden West neighbourhoods.

4,662

clients supported to help improve their health and wellbeing.

2,098

referrals came through to our team.

1,360

new clients came on board.

828

clients received support face-to-face at hospitals, GP's and in their homes.







# Dementia Services

Our specialist Dementia Services has **supported 374 people over the past year** including matches with our volunteer befrienders. The volunteers as well as providing much needed social contact also flag additional support the person may need. The service provides support to help people live independently and get the most out of life. This includes providing people, family members and carers with information, advice, and support to access the services they need.

We have **seen an increase in referrals from people with early on-set dementia** who have different circumstances and needs including those who still are working or have dependent children. The service has provided much needed emotional and practical support to this growing number of people. The dementia service has worked with a number of partners, including The Southbank Centre, Henna Asian Woman's Group, The Sir John Soane Museum, Camden Carers, Great Camden Minds and London Zoo. Working with these partners has enabled us to promote dementia friendly activities, raise awareness of dementia and reach the wider community to help as many people as we can living with dementia.



203

dementia enquiries by residents and organisations.

88

people supported in the befriending service.

83

people supported by the dementia wellbeing service.

46

befriending matches made.



# Internet Shopping

Our Internet Shopping Service provides vital support for those in our community to remain empowered, give autonomy and choice to gain an improved quality of life.

The service offers regular access to food via a friendly weekly call, access to wider choice of products, healthier options and the opportunity to link with nutritionists contributing to improved health outcomes. The service also gives consistent support to those who are isolated, housebound and those who want to remain independent by doing regular check ins on wellbeing and signposting to other services within Age UK Camden and beyond. **It is a vital service that makes a huge difference to the lives of our clients** and we as a team feel proud of the work we do and the relationships we have built.

A total of **1,400 calls were made**. Clients who enquired who have access to the internet were also offered a One-to-One Session with Age UK Camden's Digital Inclusion Service to learn how to shop online themselves at home.

**788**

hours of support given by  
our Internet Shopping  
team.

**£7,000**

income raised via the  
Internet Shopping service.

*"I don't know what I would  
do without the Age UK  
Camden Shopping Service."*

# Book Group

Our popular Book Group started as a Zoom activity but continued to grow throughout the year as more older Camden residents became interested. September 2021 saw our first in-person Book Group tea party held at our Henderson Court Hub which was a great success. The group provides an opportunity to explore issues of ageing through books, as well as make connections with other like-minded people.

As more members joined our Book Group, we expanded our group locations including The British Library. This group is led by our CEO, Nikki Morris, and has had a range of guest authors attending also. Our groups read a range of diverse books with month-to-month with discussions on the chosen book including: Ronald Blythe's classic of oral history, Akenfield; Michelle Obama's inspiring memoir, Becoming; Unaccustomed Earth - a hauntingly beautiful collection of short stories by Bengali-American writer Jhumpa Lahiri. A book friending provision, for those who are housebound, has been planned as an extension to the Book Group in 2022.

**100+**

recipients to our monthly  
Book Group newsletter.

**30+**

members to our face-to-  
face Book Groups.

*"My first book club ever and what an  
enjoyable time - thoroughly enjoyed  
meeting everyone and looking forward  
to next one!"*

# Older People's Advisory Group (OPAG)

The Older Peoples Advisory Group is gaining further momentum as a go-to consultation forum within the borough of Camden, in addition to an information and social point for it's 65 strong memberships. **On average, we have 25-35 people attend our monthly meetings in the British Library.** This year we were successful in gaining a donation from Waitrose, which was used to buy refreshments and a PA system. Over the months our guest speakers have included introductions and service profiles from Gabriel Mesquita Telefriends Co-ordinator , Paul Webley Information & Advice, Katalin Swann Social Prescribing Worker and Gabi Garbutt Dementia Wellbeing Worker. To date, we have hosted a number of Camden Councillors, agency professionals such as Age UK London and the Campaigns and Community Engagement Team at The British Library.

**We have engaged our members in several consultations with Camden Council Connect Service. and University College London within a technology and dementia research session.**

All activities have been published across our social media platforms, engaging the wider community in promoting OPAG and AUC's work.





# Volunteering

Our volunteers are at the heart of our organisation and are integral to the organisations ability to provide services and support to some of the most vulnerable older people in our community. **During 2021-2022, our volunteer teams continued to adapt to the changes due to Covid.** It was wonderful to be able to welcome old and new volunteers back to our Hubs where they lead activities and spend quality time with the members. Befrienders returned to visiting in person wherever possible.

**We hosted our first in-person Volunteer Celebration since 2019** to acknowledge some of the very special contributions people made including the recipient of the Margaret Hepburn Award. Some new and exciting links were made with corporate teams this year hosting gadget clinics, quizzes and tea parties in our Hubs and helping in our Charity Boutique. We are fortunate to have so many skilled and committed people helping us. Thank you so much!

**20,600**

hours of support given by  
our volunteers.

**233**

volunteers have given up  
their spare time to help  
the Camden community.

**£184,582.80**

is the estimated social  
value our volunteers  
equate to.

*"Some volunteers have  
been visiting the same  
member week in week  
out for over 10 years, we  
are a service that keeps  
on giving."*

# Retail

Our Leather Lane Charity shop's location in the famous Hatton garden area has had a challenging but exciting year to say the least. Throughout the year we've had to adapt the way that we've worked in order to keep in line with covid government guidelines whilst also being able to provide the great customer service we always do. **May 2021 bought some light as we launched our temporary pop-up shop in Camden high street** which was a great success including welcoming singer Nate Rogers to perform in the shop! In October we also had a spooky Halloween performance from a local Opera Singer and Violinist during our evening opening hours - much to the delight of the community!

Our retail kept on expanding as we started our own Age UK Camden Depop page online, to reach the wider community and new audiences. Our shop Manager worked with our marketing team to host an array of themed events throughout the year including 'Fall in Love with EC1' over the Valentines weekend, and the **'Luxury Edit Party' which raised an amazing £586.50 in one evening.**



**£63,777.22**

**raised in store through  
purchased items.**

**£5,682.40**

**raised online via  
purchased items.**



# Community Engagement

This year we have seen our community engagement initiatives develop Age UK Camden's organisational reach, impact, and influence within the dynamic landscape of Camden businesses, institutions, professionals, and academics which support our community members and work.

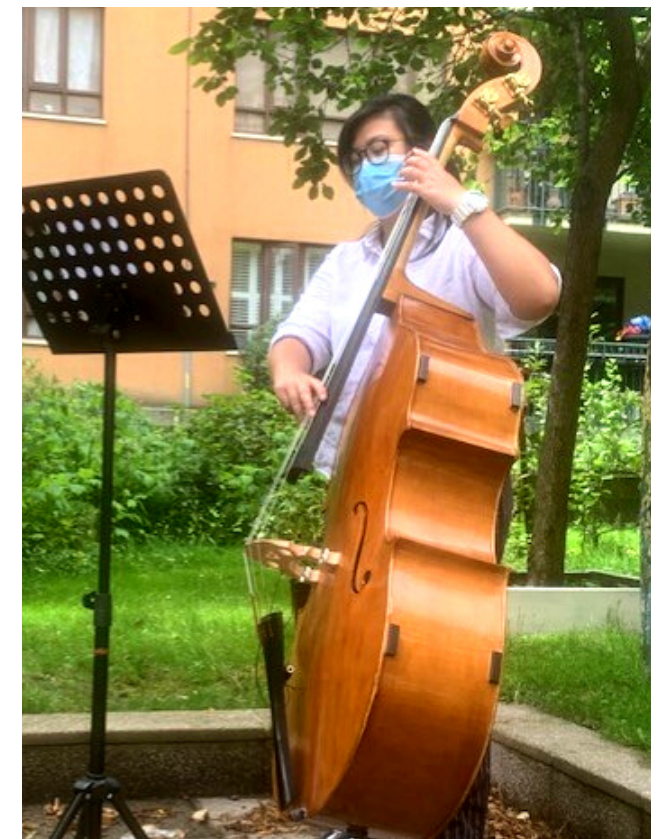
We've worked with so many this year including The British Library hosting our monthly Book Group, Greene King Pub chain hosting our community meetups and Leather Lane Boutique inspiring catwalk, film, and publication conversations with Central St Martins University of the Arts.

We have gained the support in the way of a donations from major high street retailers such as Waitrose to small independent business such as Nina Cakes who created cupcakes with our logo meetups.

Camden Councillors, local artists, musicians, and mainstream authors and **broadcasters such as Dame Esther Rantzen and Joan Bakewell have taken part in a range of community forums** and events raising the profile of our work and heightening engagement across our social media platforms. We have also built a working partnership with Dartmouth Films and are exploring further broadcast opportunities. Our relationship with Richard Mazuch (IBI Group - architecture and health care design) has widened our thinking.

Our presence has been amplified across the Knowledge Quarter Community and featured on the ITN London News and in local press.

A busy and exciting year full of innovation, friendship and impact!





# Income Generation, Marketing & Communications

We have continued to grow and adapt our income generation activities, vital in enabling us to help those who need us most. Thank you to everyone who has made that possible, we are so grateful!

Our fundraising team had to be agile in order to maximise opportunities within the constraints of covid, and the financial pressures caused by the rising energy bills and cost-of-living. **In 2021 - 2022 we implemented a new database software**, in order to help us communicate with our donors better, providing the opportunity for more personalized information to share the difference that donations make. We were also delighted to have a number of corporate events and donations which has supported our work across the borough. It's been great to see people again face-to-face, and of course to meet the new people who we've only ever met online.

Challenges have started again, and we are keen to support those who wish to undertake a personal challenge in aid of Age UK Camden. **Thank you to those who have already run, walked and swam on our behalf this year - you have been amazing!** Gifts in wills have also been an important support for us this year. We are so grateful to everyone who has chosen to remember us in this way. We are always mindful to ensure that people's legacies make a real difference for those in need today, and in the future.

This year we have moved our website to a new format template which should enhance the experience of those accessing information about us online. **Our social media also remains an important component of our communications activities** and we have increased the number of short video clips to enhance our messaging to reaching a wider number of people in the borough and beyond.

# So many people and organisations to thank including...

- 1 Stop Wash
- Baringa
- Belsize Community Library
- Better world charity
- Boma Garden Centre
- British Museum
- Calthorpe Project
- Camden Better Gyms
- Camden Carers
- Camden CCG
- Camden Citizens Advice Bureau
- Camden Council
- Camden Dementia Action Alliance
- Camden Garden Centre
- Camden Great Minds
- Camden iCope
- Camden Patient Engagement Group
- Camden Trading Standards
- Cancer Research
- Central St Martins University of Arts
- Charlie Ratchford Supported Housing
- City Bridge Trust
- Crick Institute
- Coop
- Dame Esther Rantzen
- Dartmouth Films
- Denton Tower
- Embassy of Denmark
- Foyles
- Gays the Word
- Greene King
- Google
- Gospel Oak Extra Care Housing
- Gowerts Books
- Greenwood Sheltered Accommodation
- Hampstead Group Practice
- Hampstead Parish Church
- Healthy Wealthy
- Heatherwick Studio
- Hunter St Medical Centre
- Hopscotch Women's Centre
- HW&CT
- IBI Group
- ISG Limited
- Islington Public Health
- John Lewis Retail
- Karkalam
- KCB Youth
- Kentish Town City Farm
- Kezia Roberts
- LabTech
- Leather Unlimited
- London Borough of Camden Neighbourhood
- Marriott Harrison
- Mill lane Garden
- MH GetJar Ltd
- Mona Dash
- Mullenlove Group
- Nate Rogers

- Natwest Bank
- NCL Social Prescribing Advisory Group
- NHS North Central London
- NHS Trust
- Nick Shepley
- Nicolas Cameras
- Nina's Bakery
- North Highland
- O2 Camden High Street
- Origin
- Owl Book Shop
- Parks for Health
- Pears Foundation
- Primrose Hill Books
- Primrose Hill Community Association
- Primrose Hill Library
- PRS for Music
- Radhika Sanghani
- Rock 'n' Rock Rescue
- Royal Free Hospital
- Samsung KX
- Secret Artist NW5
- Shaun Dellenty
- Sir John Soane Museum
- South Bank Centre
- St Michael & All Angels Steel Orchestra
- Swiss Cottage Library
- Sycamore Court Sheltered Housing
- The British Library
- The Guardian and Media
- The Harkland Group
- The King William Hampstead
- The Southbank Centre
- The Knowledge Quarter
- The Irish Centre
- Timebank
- UCL Jazz Society
- UCLH Family and Carer liaison team
- UCL Medical School
- Urban Partners
- USwitch
- Victoria Taylor Roberts
- Waitrose
- Waterstones
- Welcome Trust
- Word on the Water
- ZSL London Zoo

***Thank you to all of our other supporters including those who have gifted items, made a donation, fundraised or left a legacy.***



# Looking Forward

2022 - 2023 will remain a challenging year. With inflation and cost-of-living continuing to rise, many people and businesses will have less money to give to charities. Those who can support us financially and in voluntary hours will be more important than ever as we continue to support high numbers of older people in need and many in crisis. Thank you in advance, we are so grateful!

The project to refurbish our Henderson Court Hub, will be looking developing a venue that uses the latest technology with innovation design to provide a nurturing and therapeutic space accessible to all the community and will be an exciting focus for us. Working with our subsidiaries and partners to provide a portfolio of services will remain important - collectively we can achieve more than us all as individuals. **And meeting the increasing need will remain at the core of what we do.**

Working to explore and understand the challenges of ageing and what's needed to ensure spaces and services are accessible to all, will remain a focus for us including our work with Dartmouth Films, Camden Council, Public Health England and those who influence decision makers.

**We remain experts in what we do, and our charity is both relevant and integral in the lives of so many older people in the borough of Camden. Thank you for supporting us and working with us in all that we do! Despite the challenges that we all face individually and collectively, we remain a family that cares about and for each other and the difference we make is often beyond words!**

Your local independent charity  
supporting older people in  
Camden since 1965



# Contact us

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