

Your local independent
charity supporting older
people in Camden since
1965



Impact Report

2022/23



Caillin Edwards

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Introduction

by Mary Burd, Chair and Rob Larkman, Chief Executive

We're thrilled to have supported more than 4,500 people over the age of 55 in 2022/23, delivering over 51,000 support sessions.

In August 2022, we found a new home in Camden Town. This provided much needed office space for staff and to resume services such as Information & Advice and Digital Inclusion, whilst continuing to work in other parts of the Borough.

We are delighted to have new volunteer Trustees bringing legal, financial, marketing and business expertise to the Board. We thank the entire Board for continuing to support the senior management,

staff, volunteers and older people in the Borough of Camden through this turbulent and challenging period.

We are overwhelmed by the support of our volunteers, stakeholders, the local community and businesses. We want to say a huge thank you to all who have been part of our journey this year and most importantly, assisting Age UK Camden to support older people in the Borough of Camden with commitment, passion and quality of service.

We continue to work to quality frameworks to enhance the professionalism of the organisation and to demonstrate our commitment to high standards and best practices.

About Age UK Camden

We are a local independent charity, established in 1965. We have been supporting older people in Camden for more than 50 years. Our role is principally to help those over 55 stay active, connected and independent and to empower them in later life.

As a community-based charity, our work is guided by a set of core values. Our values are important to us and are represented in everything we do. Our core values are:

Kindness

Courage

Hope

Justice

In 2022-23, we supported:

More than **4,500** people over the age of 55 via **51,000** support sessions.



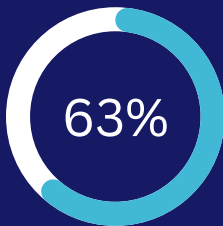
An average of 11 support sessions per client



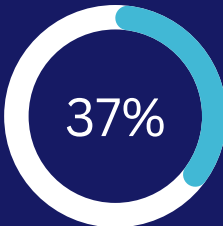
47%

live alone

18% with a family member
10% with a partner
25% unknown



Female



Male

22%

have a physical disability

13% have mental health concerns
11% have a long term illness

33%

council tenant

11% owner/occupier
7% private tenant
49% unknown/other



Main issues faced by clients



"I want to thank you for all the support given to me and my family. Thank you for showing up in my time of need"

- Age UK Camden client

Our commitment to older people in Camden

Age UK Camden has been providing support for older people since 1965 and is now the largest charity provider of services for older people in the Borough of Camden.

We are recognised as the go-to organisation supporting older people by the voluntary, statutory, private and social care sectors, as well as by the local community.

Our mission is to work with and for all older people in Camden to promote physical, mental and emotional wellbeing and to help make later life a fulfilling and enjoyable experience.

We aim to support all older people in Camden with targeted activities for those who are housebound and isolated, from BAME or LGBTQ+ communities; those living with dementia, cognitive decline or with concerns about their mental health, including carers, and those experiencing economic deprivation, loneliness and isolation.

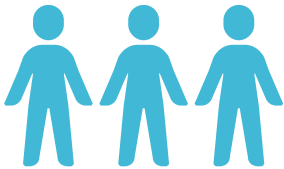
We work across four sites in the borough, as well as outreach at a number of local venues and online activities to ensure that all older people have access to support within their local community.



Information & Advice

Our Information & Advice Service offers advice on welfare benefits, debt and money, housing, accessing services, charitable grants, organising care and support and much more.

We give by phone, email, face to face and at local outreach sessions.



2,665

Clients Supported

6,292 Issues Addressed



£1.37million

raised in benefits for clients

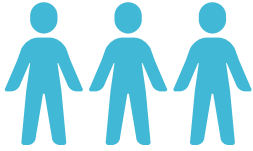
846 Scam Awareness Sessions delivered



50% of clients reported reduction in anxiety about current issues

Digital Inclusion

The Digital Inclusion Service supports people over the age of 55 with any technology issues, via home visits, one-to-one support, group gadget clinics, speciality technology workshops and digital guides.



**348 Clients
Supported**

Speciality Tech Workshops included:

- Smartwatch Tech
- Online Safety
- Mobile Photography
- Digital Art

**39% of
learners
were
over 75**



Digital Inclusion Consultation Group
established to help shape the service and
respond effectively to changing
support needs.



Care Navigation & Social Prescribing

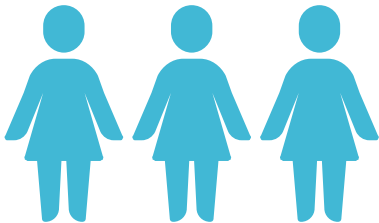
The Care Navigation & Social Prescribing Service supports clients in accessing local health and social care services including help with care package requests, aids and adaptations, transport, benefits advice and more.



60% increase in overall wellbeing post intervention

We helped with:

- Access to Services
- Benefits
- Social Isolation
- Housing



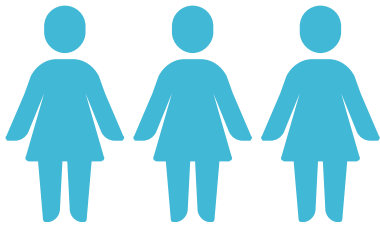
1,808
Clients Supported

"The standard of comfort I have today is because of you - I could not have coped without someone who listens and cares."

- Care Navigation and Social Prescribing client

Counselling Psychotherapy & Group Therapy

The Counselling, Psychotherapy and Group Therapy Service supports people over 55 to talk through difficult emotions in a confidential and nonjudgmental way. If the person is housebound a home visit can be arranged.



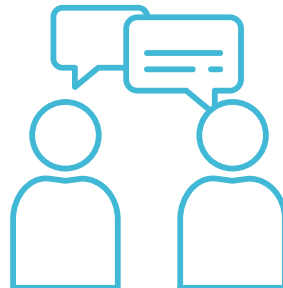
305

Clients Supported

Two in-house forums:

- The development of the Age UK Camden Counselling Service, the client group, and the role of the therapist.
- Ageism as part of Diversity forum series

Successful recruitment of eight volunteer counsellors and one volunteer clinical supervisor

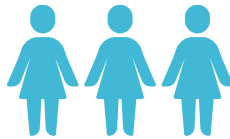


Dementia Wellbeing & Befriending

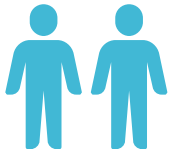
The Dementia Wellbeing Service works with people living with memory issues and dementia to provide practical and emotional one-to-one support. It does this by creating a personal plan to improve health, wellbeing, and independence, and connect clients with other support and services available in Camden.

The Dementia Befriending Service matches an older person living with memory issues or dementia with a volunteer befriender who shares common interests. The befriender visits the person at home on a weekly basis.

108 Wellbeing
Service Clients
Supported



4512 Hours
of Volunteer
Support



88 Befriending Clients
Supported

*"I was delighted to see the change in him from six months ago.
He looks genuinely happy and has a new zest for life.
The work that you all do at Age UK Camden is fantastic!"*

- Family member of a befriending client

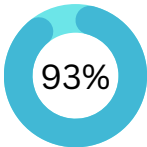
Good Neighbours Scheme

Our Good Neighbours Scheme matches trained and DBS checked volunteers with people aged 65+ to visit on a regular basis for a chat and catch up.

The Telefriends Service supports isolated and lonely older people to stay connected by matching them with a volunteer who will call on a regular basis for a chat.



80
Befriending Clients Supported



of Clients Live Alone



140 Tele-befriending
Clients Supported

*"We get on like a house on fire! She comes on time. There's lots of chat.
I like her a lot!
We have a laugh together."*

- Befriending Service Client



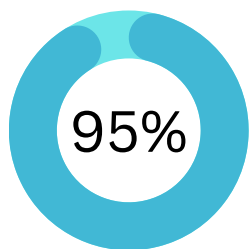
Internet Shopping

Our Internet Shopping Service can help older people to remain independent by getting food shopping delivered to their home.

Alongside food shopping support, the service also helps clients:

- maintain their independence
- reduce stress & worry
- identify other support needs

**32 Clients
Supported on a
Weekly Basis**



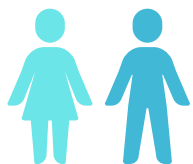
95% of Clients are over 80



60% increase in overall wellbeing
due to the Support of the Shopping
Service

Henderson Court Day Care Centre

Henderson Court near Hampstead offers daily care and support for those aged 60 plus in the Borough of Camden.



97

Clients Supported

On average, clients reported that attending Henderson Court increased their wellbeing by 20%



*"Sometimes I don't talk to anyone all weekend and then I come here, and everything feels good again."
- Hazel*

“

Henderson Court has had a busy year, with community partners taking an active role in providing volunteers and events to support the mental health of our members.

Intergenerational work is a key focus as this helps stimulate our clients who thoroughly adore the interaction.

Music is another stimulation that our members find inspirational and active, as they love to dance. This was particularly highlighted when Henderson Court held a surprise concert by a young musician.

These interactions are immeasurable as they are stimulating, fun and provide the members with a sense of self-worth and improved mental health.

Henderson Court also has a reciprocal relationship with Henderson Court Sheltered Housing.

Working in partnership with Adult Social Care, Camden Access Transport and Sheltered, Henderson Court provides a safe and supportive environment that meets community needs. It increases the health and wellbeing of members and the community as a whole.

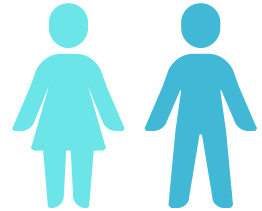
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Nadine - Henderson Court Resource Centre Manager

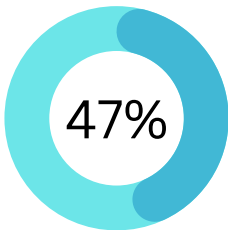
Great Croft Day Care Centre

Great Croft is an award winning hub and provides a wide range of activities and workshops, as well as being a specialist centre caring for older people with complex needs. The hub provides a hot lunch and a range of outings and special events.

47
Clients Supported



On average, clients reported that the service increased their health and wellbeing by **20%**



47% of Clients Supported are from a BAME Background

Great Croft also works closely with Bangladeshi families and their carers to provide ongoing support and a break from caring.

“

"I have been a volunteer at Age UK Camden's Great Croft Resource Centre for many years. I really enjoy my time there. I feel that I am contributing something for the benefit of the older people in my community."

”

Great Croft Volunteer

Retail

Our Leather Lane Charity Boutique is located in the famous Hatton Garden area of the borough. Our retail service continued to grow with the addition of e-commerce selling platforms like Ebay, Depop and various recycling providers to support the demand for circular fashion within the charity sector.

The Boutique Manager, supported by a team of 12 volunteers, has worked with the Age UK Camden marketing team, local community and local businesses in staging innovative and profitable events. These include the bi monthly 'Style Edit', fortnightly community workshops, book launches, astrology evenings and weekly information and advice sessions for our clients.

2023 has seen our business outreach continue to support the charity through corporate volunteering and innovative projects with Central St Martins, Google and WeareMapp.com to name a few.



14,792 items sold



£112,000 turnover

Volunteering

During 2022-2023 our volunteers at Age UK Camden continued to be a vital support to our clients and the wider organisation.

Volunteer roles such as the Dementia Befriender ensure that we are able to provide support to some of the most vulnerable older people in Camden. We have continued to provide both in person and online/phone opportunities for our volunteers and clients to connect.

In a time where organisations across the country have experienced difficulties in attracting volunteers, we truly appreciate and value each and every person who is giving their time.

We have also continued to develop our Corporate volunteering opportunities and look forward to further developing all of our volunteering offers during 2023 - 2024 to meet the needs of our community.

19,680 volunteer
hours by
234 volunteers
=
over **£229,440**
of support.

Thank you!



“

Our volunteers are Age UK Camden's eyes and ears and build up lasting relationships with the person they are matched with. This leads to trust and the opportunity for older people to access further services in-house and externally.

”

- Good Neighbours Scheme Manager

Older People's Advisory Group

Our Older People's Advisory Group (OPAG) hosted within the British Library has over 90 members. It is a well-established meeting point for our Age UK Camden community members to meet, share their experiences of living and accessing services in Camden.

It is widely recognised by local service providers and as the go to place to consult with older people living in the borough about the design, implementation and review of services.

OPAG were consulted by Camden Council on the impact of the cost-of-living crisis, the Evening and Night Time Strategy, and it has been instrumental within the redesign of London Borough of Camden Connect Service automated switchboard.

We are most grateful to the many Camden Councillors who have attended meetings to talk about their work and gain OPAG member's feedback. We look forward to continuing to provide opportunities for our OPAG members to share their opinions and experiences and influence best practice and improvement of service provision within Camden.



Thank you to our supporters

We are most grateful for the support of individuals, businesses, national institutions and universities for the tremendous contributions and ongoing commitment to help us fundraise for our vital services.

- The Corporation of London Parliament Hill Lido hosting our Swim into Kindness event.
- Better Gyms GLL Camden hosting coffee mornings.
- SCS Railways providing Easter Eggs for our Hubs at Henderson Court and Great Croft.
- Simon from PMT (Professional Music Technology Limited) who ran the Royal Parks Half Marathon in October 2022.
- The British Library provided free meeting space and refreshments for our Older People's Advisory Group (OPAG).
- The generosity of Waitrose, the Co-op and Greene King in providing free venues for our community meet ups.
- University College Hospital Radio, Camden New Journal to ITV News who have all helped tremendously to raise our profile.
- Google provided paid volunteers at our Charity Boutique in Leather Lane to Central St Martins School of Art, the National Portrait Gallery and IBI Arcadis for their support.
- We have also benefited from the expertise of our Patron Dame Esther Rantzen as a Journalist and Broadcaster, whilst working with Dartmouth Films.

ual: central
saint martins



PARLIAMENT HILL LIDO

BETTER

BRITISH
LIBRARY



itvNEWS

Camden New Journal



Looking Ahead

With inflation and the cost-of-living continuing to rise, we face numerous challenges. Meeting the increasing needs of our community will remain at the core of what we do. Our charity is both relevant and integral in the lives of so many older people in the Borough of Camden. 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. This will include our work with Camden Council, local NHS and local businesses, as well as those who influence decision makers.

Our work continues to be guided by our core values: Kindness, Courage, Hope and Justice.

Those who can support us financially and with voluntary hours will be more important than ever, as we continue to support high numbers of older people in need, many of whom are sadly in crises. Thank you to all our supporters. We are so grateful!

Priorities for Age UK Camden:

1

Our long-term sustainable future

2

Citizen and community focus to deliver excellent, high impact services

3

Outstanding colleagues and volunteers

Our Strategic Development Plan is available on our website:
www.ageuk.org.uk/camden/about-us/strategic-plan-2023---2026/



Get Involved

Age UK Camden is a local charity and we are dependent on local support for a significant proportion of our income and service. Please consider helping us if you can.

If you would like to get involved, there are lots of things you can do. Whether you want to donate, remember us in your will, volunteer or help with our campaigns, your support will be greatly appreciated and will help improve the wellbeing and quality of life of older people in the Borough of Camden.

Age UK Camden is committed to meeting the needs of older people.

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