

your local independent charity
supporting older people in
Camden since 1965



Charity No. 293446

Kindness | Courage | Justice | Hope



Impact Report April 2020 - March 2021
www.ageukcamden.org.uk

Forward from CEO

We are pleased to present our 2020-2021 Impact Report, an overview of our key achievements. It's hard to comprehend the global shift between April 2020 and March 2021 - how we all adapted, how isolation impacted us all and so much more. Coronavirus has inevitably changed the way that we work with our clients and turned the world on its head. For many older people who were already feeling the strain, their isolation has been exacerbated and their social networks dramatically reduced during this time. However, in these odd times our mission to work with and for older people in Camden to promote physical, mental, and emotional wellbeing whilst making later life a fulfilling and enjoyable experience has never been more crucial.

Our services and support have been able to assist our clients in navigating milestones such as getting online; their first trip out to the shops or taking socially distanced walks creating our Tele-Friend Service in April 2020 to make sure that those who were isolated at home could still have a sense of connection through contact with a friendly voice.

We have experienced the double challenge of rising demand for services alongside a significant drop in income. With the help from our stakeholders and our volunteers who are at the heart of our organisation, we have been able to face this challenging year head-on ensuring critical needs have been met. I would like to say 'Thank You' to all who have supported us. These are truly challenging times, and we are all learning to adjust to big changes in the ways we live and work, but we are still very much here if you need us.

Nikki Morris

Chief Executive Officer

Our organisational values describe the core ethics and principles that inspire us and which we abide by.

Kindness Hope Courage Justice

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Financial Summary

Always Adapting | Community | Action | Collaboration

Age UK Camden has been at the forefront of the local community sector response to the pandemic and has worked closely with Camden Council, and many other local partners in order to provide effective and comprehensive support for some of the borough's most vulnerable residents.

Our support services have continued to develop in this past year despite having to change provision in line with risks linked to COVID-19 and the subsequent restrictions.

We have played a pivotal role in providing information on the disease and the ways people can keep themselves safe.

15,000+

**Camden residents supported this
year (*age 18+)**



***Our Social Prescribing Service supports
Camden residents aged 18 and over**

20,000

Emergency food parcels delivered
(March 2020 - July 2020)

"When the libraries closed due to coronavirus, I was asked to attend a briefing for Age UK Camden to help them with their emergency food parcels which I did, and I started working for them the very next day. Age UK Camden were very quick in responding to the crisis and anticipating the needs of vulnerable residents.

As soon as lockdown begun, they were getting emergency food parcels out to those who could not leave their houses. We contacted the residents by phone to check that they had received their food parcels, to see if they had any other needs and to ensure that they knew how to refer themselves for further help in the future.

This was such important contact and much appreciated by the recipients of the parcels. Many were desperately worried about how they were going to manage and, through the food parcels, knowing that someone else is out there thinking of them, was such a relief and a comfort. I enjoyed every aspect of this work and am glad to have been of assistance to the community in these difficult times."

Kate - redeployed to support with Emergency Food provision April 2020 (Camden Library Service)

When older Camden residents were struggling to get food delivered and access supplies, we mobilised quickly and partnered with Camden Council and scaled up our initial emergency food provision.

Our two Hubs were transformed into food distribution sites and we worked with redeployed Camden Council staff who supported with packing, delivery & follow up calls.

Internet Shopping

Internet shopping is one of our services which skyrocketed during lockdown. With many older people unable to leave their home because they had to self-isolate, our team became inundated with calls from distressed residents. Our staff took this challenge head on, finding every available food delivery appointment they could for our clients, even though there was a shortage due to demand. This was especially difficult to manage during lockdown one. Although older residents are now able to visit supermarkets, some have continued to use our Internet Shopping Service showing how beneficial it is for our beneficiaries.

2,009

Shopping calls placed



Day Services | Great Croft and Henderson Court

Our Health and Positive Living Hubs have had to reduce the number of clients in order to lower the risk of COVID-19 and comply with legislation. Our Day Service staff placed welfare calls and ensured clients have had hot meals during lockdown one. Reopening in July 2020.

1,350

Hot meals delivered to Hub Members
Lockdown one

1,423

Welfare Calls placed to Hub Members
Lockdown one

Day Services | Great Croft and Henderson Court

Television windows Television windows, walls everywhere closing in on me. Teddy my dog comes to sit by me he wants to go out, Teddies got his own mind anyway and walks off.

I dream and dream all night long, my Sid my husband my one and only love, Sid's been flying high for twenty-five years. But he always comes back to me in my dreams waking up makes me sad as he is no longer there. Lockdown would be fun if Sid were here, that is all I am going to say about that.

Morning is here the message arrives the center is open, yeah, back to normal, puzzles, quizzes, singing and joy. Picture bingo on Fridays, first prize trip to Paris, Debra is telling lies. It is so good to laugh, having somewhere to go.

The walls here are open, not like the ones at home. I missed my friends at Great Croft so very much. Social distancing is difficult with screens to keep us apart. But it is bloody marvellous to be back where my heart belongs.

Positive Health & Wellbeing Hub Members Poem



Community Concerts | Book Group | News in Brief 2020-2021

Our community concerts started in February 2020 at *The Old St Pancras Church*. During lockdown we moved these weekly concerts online providing accessible music for people of all ages.

4,500

Views of our online concerts via YouTube & Facebook

Our intergenerational work has been very beneficial providing an enjoyable forum for sharing experiences as well as providing a greater understanding and better respect of the different generations. We have supported medical student placements helping them to learn more about older people - their cultures, lives and the issues that affect them and to develop their communication skills.

We aim to raise awareness of issues that affect our client group and challenge stereotypes and ignorance about older people. We form part of Camden Intergeneration Network with Camden Youth Federation.

Book Group

Age UK Camden's Book Group held monthly sessions throughout 2020/2021 with approximately 30 attendees. The group was hosted virtually and in person by Journalist Emily Rhoades and our CEO Nikki Morris.

Our first Literary Festival took place in early March 2020. From this we continue to build on our Book Group which now sits within our Good Neighbours Scheme within which we can also match clients with 'Reading Buddy' Volunteers. We are planning our 2022 Literary Festival seeking potential venues in the Bloomsbury Area.

In February 2021 we partnered with The Reading Agency & Camden Libraries to promote the 'Read, Talk Share' Pilot in Camden.

Our Book Group continues to grow and in Summer 2021 we hosted face-to-face sessions at our Pop-Up Charity Shop on Camden High Street. A huge thank you to all participants and kind community sponsors including The University of the Third Age (U3A).



Good Neighbours Service | Tele-friends

Our Good Neighbours Service (GNS) has continued to provide an excellent service for those in Hampstead and Primrose Hill. Our Tele-friend Service also remains important in response to the COVID-19 pandemic, as it covers the whole borough and is now incorporated within GNS.

"It's nice to speak to someone that you like. It helps to get me through the week. I might go all day without talking to someone. It makes me feel better. After the call I think about it for the rest of the day."

"I'm at the dangerous age of 82, it's so great to talk to someone because I'm so afraid to have anyone in the house."

Befriending client quotes

"I feel incredibly honoured to continue being a part of such a fantastic organisation that provides vital care, support and a lifeline to the people who need it. If 2020 has reminded us of anything, it's that life is short and giving your time to someone in need is priceless"

Befriending Volunteer quote

128

Active volunteers supporting our GNS and Tele-friends Service



8,286

Hours of contact

248

Clients supported via Tele-friending relationships

72

Good Neighbours Service partnerships

57%

Of clients are Black, Asian, Minority Ethnic

43%

Of clients are White British

Information & Advice Support

Our Information & Advice Team offer support on welfare benefits, debt and money, housing, accessing services, charitable grants and supporting you with arranging Lasting Power of Attorney and later life planning. In January 2021 our Information & Advice Team launched our new 'Building Resilience Programme' working with clients aged 50+ that have or are about to experience 'a life changing event'. This is anything from retirement, bereavement, health problems, changes in housing and or care needs, divorce, separation or relationship breakdown and changes in financial circumstances.

In March 2021 we announced our merger with My Living Will (MLW). They're a specialist information service, similar to a financial will, that sets out what treatment and care people do or don't want at the end of their life. Through MLW, we provide an easy way for people of any age to access this information and create a Living Will so that they can stay informed and in control of their lives.

£1,539,215

Benefits raised via I & A

11,524

Various issues managed via I & A

4,558

Clients supported via I & A

Care Navigation Service | Social Prescribing

Working in a delivery partnership with Voluntary Action Camden and Wish Plus in collaboration with Camden Council, North Central London CCG and local PCN's. In the last three years we have worked to embed and develop an outstanding service that has proved efficient and effective in meeting the needs of the community ensuring improved health and wellbeing outcomes and taking the burden off the NHS and Council.

Our Social Prescribing Service offers support by providing sessions in GP practices, and in other community settings, working with clients to access community activity provision, support, information and advice.

3,009

Care Navigation clients supported

765

Social Prescribing / Link Worker clients supported

Ageing Better in Camden



Ageing Better in Camden (ABC) is a Big Lottery funded partnership programme with Age UK Camden as the lead partner.

Their focus is on reducing social isolation and obtaining better evaluation evidence on interventions. **The partnership, including the Strategic Partnership Board, includes older people, statutory services, and local voluntary agencies.** In 2020 additional funding was secured to maximise the learning following the pandemic.

273

New clients

560

Street Outreach conversations

19,200

Contacts

3,000+

Activities delivered by Community Organisations via ABC Funding

Activities included | Flamenco Dancing | Singing | Art | Meditation | Chair-based Exercise and Fitness classes | Coffee Mornings | Phone Quizzes | Discussion Groups | Creative Writing by Post | Walking Groups | Cricket | Bike Riding | Music | Performances.

Older People's Advisory Group (OPAG)



This is an open group for anyone living in Camden who is over 60. **The Older People's Advisory Group (OPAG)** meet every month (online and via phone) to assist the Ageing Better in Camden partnership and provide a voice for older people in the borough.

Meetings are open to all older people across the borough and every month, and they discuss interesting topics relating to older people and they will have the opportunity to ask questions and participate in discussions about these topics.

Community Connectors

Our Community Connectors Service launched in April 2018. Clients are supported for 6 – 12 weeks to connect with their community via various community services, activities, including socially distanced walks and groups in their area. The service is currently funded by the Ageing Better in Camden Programme.

2,191

Community Connectors client contacts

285

Community Connectors clients supported

Dementia Befriending | Wellbeing Service

We continue to develop the specialist aspect of our dementia services building on the audit and research activities already undertaken and continuing to develop key partnerships across the borough. Reasons for referrals may include: **Social interaction, Cognitive stimulation, Practical support managing care, Health & emotional support, Paper work admin.**

2,046

Dementia Befriending contacts

Counselling | Psychotherapy | Group Therapy

Our Counselling, Psychotherapy & Group Therapy Service are here to provide support and help clients explore any difficult feelings or concerns that they may have. The need for mental health services grew exponentially at start of the pandemic, as people were put into lockdown and social circles broken.

The team were presented with a range of issues, in particular loss and bereavement. The ensuing issues exacerbated during lockdowns, people having more time to reflect in itself triggering a greater need for emotional support.

Since April 2020, the service has continued to grow, now offering counselling via telephone and video calling as well as face-to-face – which has been vital for many older people across the borough.

2,104

Hours of counselling contacts

2,355

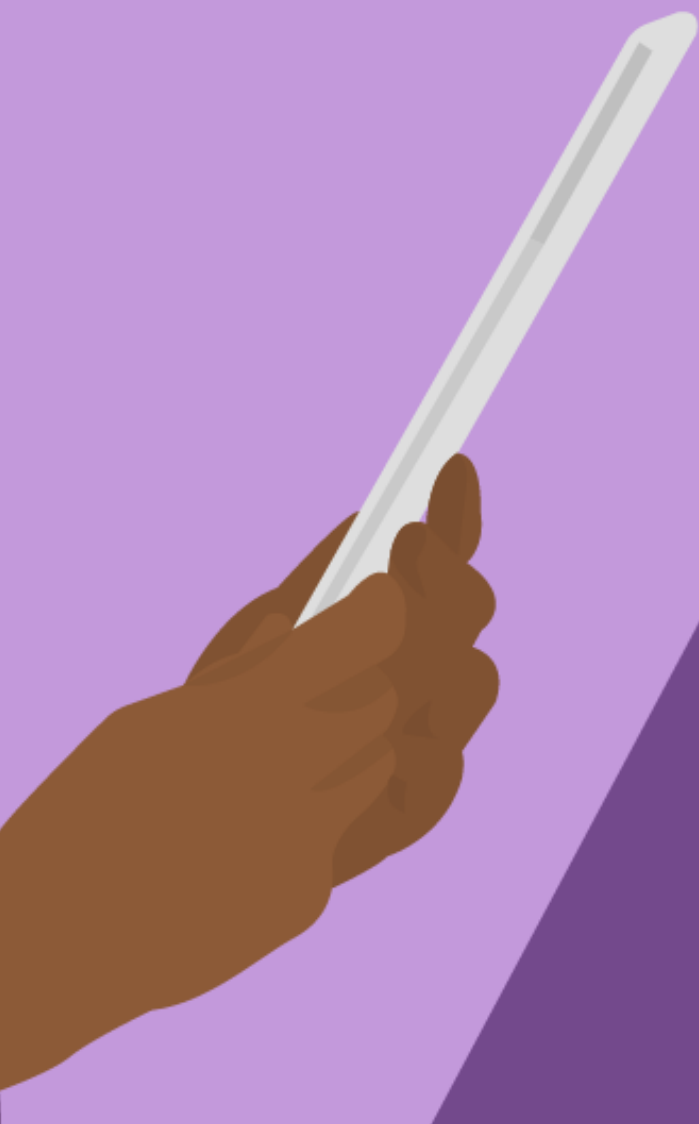
Dementia wellbeing contacts



Digital Inclusion | Bridging the Digital Divide in Camden

279

Accessed 1-1 Digital Support



"I learnt a lot of new things, in particular how to download photos from my phone to my laptop so I can organise them and share them with friends and family."

Digital Inclusion client quote

Bridging the digital divide became even more important as we saw the extreme isolation for some clients during the pandemic when they couldn't access support and resources online. Our partnership with Samsung proved very effective in our digital inclusion work. We developed our 1:1 and group online support, as well as sourcing and distributing equipment. We linked with Camden Library ensuring clients can have access to books via e-readers and share conversations on their reading via Zoom and telephone. We developed partnerships that will continue to support clients throughout 2021-22. This includes funding from Google and a pilot with The Crick Institute and Origin Housing.

Feedback is essential in assessing the needs of the client and providing a service that reflects what the client wants from a device, the internet and their exploration of technology. **Recent feedback includes:**

90%

Found the One-to-One Gadget Clinic 'Very Valuable'

85%

Achieved their aim

80%

of users said they were a lot more confident using their gadget after the One-to-One clinic

Volunteering

This year our incredible Volunteers responded to the pandemic brilliantly. This included managing an increased volume of enquiries, supporting colleagues to adapt roles, developing and keeping guidance for volunteers up to date, supporting volunteers to adapt to changes, including those who were asked to temporarily step back from roles until such time as it is safe for them to resume. The Volunteer Manager played an integral role in developing and embedding the Tele-friends Service during the first lockdown.

72%

Of Volunteers are under the age of 60

52%

Of Volunteers are Black, Asian and Minority Ethnic

£258,753.20

Equivalent value of donated hours

20,600

Hours volunteered

285

Active Volunteers





Shop
Donate
Volunteer

Your Leather Lane Charity Boutique | Community Hub in the Heart of EC1

In response to lockdown one, we developed our online retail activity which has been expanded over the year.

Further developing the shop as a hub for the local community, we promoted and provided wellbeing activities in addition to its primary purpose of retail. Our various outreach groups proved very popular and further developed this aspect to support the local community. Groups included the EC1 Collective, upcycling crafts, monthly Book Group, Digital Inclusion, Information & Advice.

We were awarded the 'LBC Recycling Award' in recognition of the work we do in Camden. The model of a high street presence, an online presence and a community outreach aspect to our work is one that we will further develop this year.

In June 2020, the shop reopened with a revamping of merchandising, increasing space on the shop floor to allow for social distancing, all whilst improving the quality of stock to increase unit sales. We have continued to mature our niche of vintage, books and craft goods online having tested the market this year.

In addition to shopping from our Leather Lane Boutique, you can also shop on our dedicated Charity Boutique eBay page. Here you can find a selection of wonderful vintage items, as well as a number of designer pieces. You can shop in confidence, as items are being safely dispatched by post.

"An excellent seller and pleasure to buy from. Super fast delivery, immaculate item. Plus the money goes to a really great cause - Thanks. "

Looking forward

We know that the impact of the pandemic has adversely affected older people in our community. Declines in mental physical and emotional health as a result of increased isolation and loneliness, as well as the as yet unknown impact of late diagnosis and treatment of many long-term health conditions prevalent in old age, means that the need for supporting our older community is greater than ever.

Declines in confidence and resilience to stay active and healthy in old age are being compounded by increasing rates of fuel poverty and economic deprivation.

As the pressures of the pandemic ease we are committed to delivering services that meet the emerging needs of our community.

The last year has highlighted even more than ever that we can achieve this better by collaborating with others, whether our statutory and NHS partners, local business or the local community.

As we move into a post-pandemic period we will continue to deliver a hybrid model of services enabling older people to access the support they need, face-to-face in our resource centres, online or by telephone, ensuring every older person in Camden has access to the support they need when they need it.



Finance Overview

Income: During the pandemic our anticipated income generation was hugely impacted. The closure of our Leather Lane Charity Boutique during lockdowns along with our Day Services being shut for long periods, combined with the cancellation of planned community fundraising events and changing priorities of grant making trusts led to a significant drop in planned income during the year.

Nevertheless, thanks to the adaptability of staff and volunteers and our established reputation with both statutory and voluntary sector funders, we were able to adapt our income generation plans and secure additional funds.

Overall during the year our income increased by 12% due to successful digital community fundraising initiatives, kind donations and securing of emergency response funds from charitable trusts, the National Lottery and Camden Council.



Expenditure: In order to respond to the crisis situation that older people were faced with during the year our activities were very different to our planned delivery. Re-purposing our Hubs, adapting delivery to take account of health and safety guidelines and changing face to face delivery to online and telephone support, to ensure that the most vulnerable in our community still had access to support, meant we incurred additional costs. Consequently, expenditure increased overall by 5% during the year.

Thanks largely to the adaptability of staff to take on new roles and work exceptionally hard to minimise increased costs this resulted in achieving a balanced budget despite all the uncertainty and changes.



Ways to get involved to support your local and independent charity for older people in Camden

Loneliness, isolation and poverty in later life does not discriminate, it can happen to all of us. By supporting Age UK Camden, you are already showing that you align with our values of Kindness, Hope, Courage, and Justice to support our work with older residents of Camden. There are many ways that you, your friends, family, and work colleagues can get involved to support us:

- Donate to our appeals
- Volunteering
- Run a fundraising event/Team Activity
- Display an Age UK Camden collection tin
- Donate items to our Charity Boutique in Leather Lane
- Sign up for our regular e-newsletter

Thank you!

How to find us:

**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**
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