

Your local independent charity supporting older people in Camden since 1965



Age UK Camden Strategic Development Plan 2023 - 2026



Mission Statement

To work with and for older people in Camden, to improve their wellbeing and quality of life through the provision of outstanding and sustainable services and enable them to stay active, connected and empower later life.

Core Values

We feel it is important as a community-based charity that 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:

1 Kindess

2 Courage

3 Hope

4 Justice

Mission Background

We are a local independent charity, established in 1965, who have been supporting older people in Camden for more than 50 years.

We play a critical role in Camden, helping thousands of older people each year through a range of services including information and advice, counselling, befriending, dementia support, care navigation, digital inclusion, internet shopping, resource centres, a book group and more.

With over **56** staff members, **234** volunteers and a Board of Trustees, this plan, developed in connection with our stakeholders, outlines Age UK Camden's priorities and goals for the next three years.

Our vision is set against the local and national context for older people, their services and the challenges facing the voluntary sector.

Our plan provides a framework to address challenges, maintain and develop our services sustainability and deliver on our overarching goal of improving the lives of older people living in Camden.

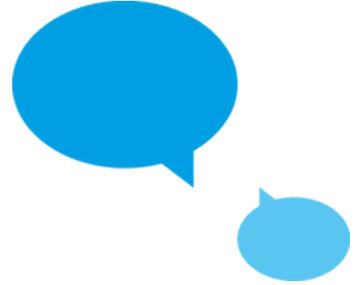


Our Services

What we are doing in the community...

Information & Advice

- The Information & Advice Service offers advice on welfare benefits, debt and money, housing, accessing services, charitable grants, organising care and support and much more via face-to-face, by phone, email, and at local outreach sessions.



Counselling, Psychotherapy and 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.

Care Navigation and Social Prescribing

- The Care Navigation and Social Prescribing Service can support you in accessing your local health and social care services including help with care package requests, aids and adaptations, transport, benefits advice and more.

Our Services

Dementia Befriending

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

Dementia Wellbeing

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

Internet Shopping Service

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

Resource Centres

- Our two resource centres, Great Croft (near Kings Cross) and Henderson Court (near Hampstead) offer daily care and support for those aged 60 plus in the borough of Camden.



Our Services

Telefriends

- Telefriends is here to support isolated and lonely older people to stay connected by matching them with a volunteer who will call on a regular basis for a chat.

Good Neighbours Scheme

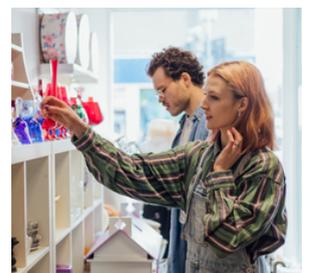
- Our Good Neighbours Scheme matches trained and DBS checked volunteers with people aged 65+ to visit on a regular basis for a chat and catch up.

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, specialty technology workshops and digital guides.



and much more...



Context

The population of Camden is **210,390** according to mid-2021 population figures published by the ONS.

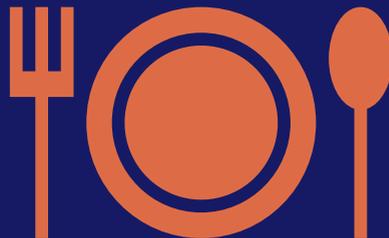


of the population in Camden are over the age of 50

Age UK London figures show **25% of older Londoners (over 50s) live in poverty**, compared to 18% in the rest of England.

Age UK London figures show **20% of Londoners in their fifties are in fuel poverty**, compared to 15% in the rest of England.

Age UK London figures show **older Londoners are 50% more likely to be experiencing food insecurity** than those in the rest of England.

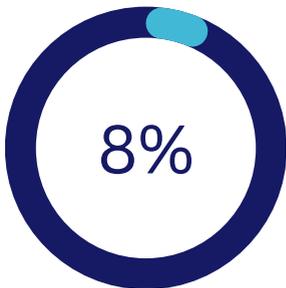


Context

The Camden Profile Report of March 2023 notes **40.5% of Camden residents were from Black, Asian or other minority ethnic groups.**



The Camden Profile Report of March 2023 notes a further **24.1%** were non-British White residents including those from the EU, other parts of Europe and the rest of the world.



of Camden residents reported providing unpaid care each week, according to the 2021 Census.



say they would like to go out more often, according to the Age UK Loneliness in Later Life Review.

Context



The 2021 Census found **39% of Camden households were comprised of one person living alone** (the 5th highest proportion in London and in England or Wales), with 27% of whom aged 66 and over.



CAF Giving Report of 2023 noted across 2022, **more than two thirds (69%)** of people indicated they would need to make cuts to their spending to help manage bills, including 17% who said they would be likely to cut their charitable donations.



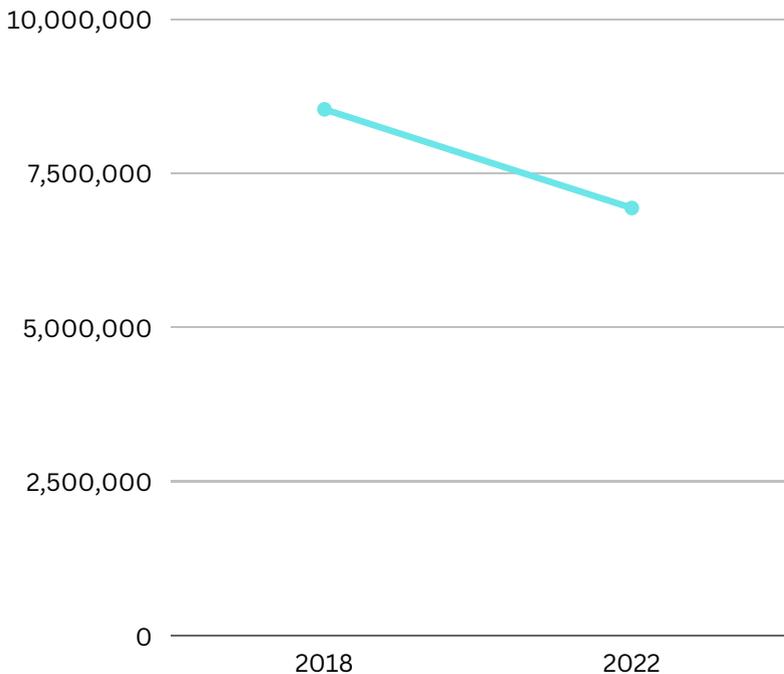
of older unpaid carers live with a long-term illness or disability themselves, according to Age UK research.

Context

CAF Giving Report of 2023 noted in 2022, **an average of 7% reported volunteering for a charity in the past four weeks.** This signifies a sustained reduction from pre-pandemic levels (9% in 2019).



CAF Giving Report of 2023 noted the proportion of people volunteering in the past 12 months has also declined over time, falling from 16% in 2018 to 13% in 2022 – this represents around 1.6 million fewer people volunteering compared to five years ago.



Our Focus

We will listen to our community, work closely with all stakeholders and funders and ensure productive relationships with senior representatives of local statutory and other bodies. Together we will agree the strategic importance of Age UK Camden as a core part of the health and social care landscape in Camden.

Age UK Camden will focus on the following areas:

1

Our long-term sustainable future

2

Citizen and community focus to deliver outstanding, high impact services

3

Outstanding colleagues and volunteers

Our Key Priorities:

1 Our Long-Term Sustainable Future

To ensure that Age UK Camden has a long-term sustainable future as an anchor institution in Camden, with secure funding streams and secure affordable accommodation. We will work closely with key stakeholders including Camden Council and health and social care funders, to agree the best, achievable way forward to secure income generation. We will also work to set up clear structure for fundraising to support this.



Our Key Priorities:

2 Citizen and Community Focus to Deliver Outstanding, High Impact Services

We will put achieving the best possible outcomes for our service users and Camden communities, at the centre of everything we do, always being clear about how well we are achieving our priorities. We will work with, listen to and learn from our key stakeholders including service users, local people and communities, so we can deliver and are able to demonstrate that we are delivering, the very best possible outcomes and services for Camden's citizens and communities.



Our Key Priorities:

3 Outstanding Colleagues and Volunteers

We will work with, listen to and learn from our colleagues and volunteers. We will consistently demonstrate that colleagues and volunteers are highly valued – including by promoting diversity and equalities and by providing training, support, guidance and professional opportunities – so they can always deliver their very best for our service users and local communities and enjoy working at Age UK Camden.





How you can get involved

If you would like to get involved, there are lots of things you can do. Whether you want to give your time by donating, remembering us in your will, volunteering, or helping with our campaigns, your support would be much appreciated and will help improve the wellbeing and quality of life of older people in Camden.

Age UK Camden is also committed to partnership working to promote good practice and ensure that services meet the needs of older people.

Age UK Camden is a local independent charity and we are dependent on local support for a significant proportion of our income.

0207 239 0400

info@ageukcamden.org.uk

www.ageukcamden.org.uk

