

# Placing individuals at the centre of everything we do

As we grow older we gain experience, knowledge and wisdom, we understand more and we have more to give. If the world cannot fully accept and appreciate age, then we will all lose out. Our mission is simple, we aim to take the positives of getting older and minimise the challenges. We listen, provide support and work tirelessly to help 'improve the wellbeing of people in later life'

Many individuals either don't know how to access information or find it difficult to navigate through the myriad of access points, information sites and contact numbers in the community. People endlessly fall through the gaps in our services and our aim is to provide the glue that helps "stick" support together and develop direct services that help people stay independent.

## Our Information points



**Helpline** - Our Transport and Care access helplines help people understand what they might need and point them in the right direction. Our experienced team are on hand to have a guided conversation, connect people to the opportunities and information in their area



**Information & Advice (I&A)** - Our I&A service, which is primarily run by volunteers and funded through donations, works alongside our Helpline to provide practical support and home visits regarding benefits, entitlements and completion of application forms

## Our Direct Services



**Home Support** - We have found that little bit of support can go a long way towards remaining independent for longer. We are the helping hands that can provide a tailored package of care shaped around the individual\*



**Gardening Services** - We want everyone to get outdoors and enjoy their own garden. Helping someone out to maintain their own garden improves healthy living, wellbeing and fights social isolation\*



**Home Admin** - This service is designed to alleviate the stress & anxiety that can come when organising paperwork and paying bills\*

**\*There is a charge for these services and they can be delivered separately or as part of a bespoke package of wrap-around support**

## Our Success

Our Community Helpline has received over 7,500 calls at a success rate of 95.4%.

We have raised £1,645,722 in annualised benefits for supported individuals using our Information & Advice Service.

Our brilliant Direct Services have enabled more than 300 people to regain their independence and choice!

## What we do

**Helpline - Tony** emailed the Helpline asking for urgent support. This family of 5, including 3 children, had been given emergency housing but had no money or means to buy food due to benefit delays. They simply didn't know what to do. They had been handed a food voucher for a town, unfortunately this was over 15 miles away and the family had no means to get there. It took the helpline a few hours and many enquiries to track down the support that the family so urgently needed. With help from the local foodbank, the Helpline got food delivered before the situation worsened further. **"We cannot believe the effort and time you put in to help us and our desperate situation, I truly doubt you realise how much this sets you apart from the rest!"**

**Information, Help & Advice - Cyril**, who is also a carer to his wife, rang the Helpline just before Christmas, asking if we could help. Cyril felt it was extremely important to always write & send off Christmas cards, but his hand writing had deteriorated due to Parkinson's and he was no longer able to write the personalised messages in each card. The Helpline team member, suggested that he bring the Christmas cards into the office, along with his name and address book, and they could help him complete the cards during their lunch break. Cyril was extremely grateful for this help and couldn't thank the team member enough for going the extra mile. **Since our initial contact, our brilliant I&A team have also helped Cyril and his wife complete their Attendance Allowance applications and provided advice on a number of other financial concerns.**

# Supporting a network of connections

*Our goal is to connect individuals to a wide range of community resources, services and support that is centred around the places that people live. By working with partners, local communities and social groups we can expand the menu of support in Cornwall & The Isles of Scilly, enabling people to take control of their own lives and increase their choices.*

## Connection

✓ **Befriending** - whether by telephone, in person or in a group environment, befriending provides motivation, confidence and support to reach people who are socially isolated, at risk of being forgotten and reconnect to their community.

✓ **Beyond Bereavement** - brings people together who are connected by an experience of bereavement, and, provides a safe space to chat & offer practical support that is free from pressure or obligation.

## Prevention

✓ **Diabetic prevention** - in partnership with Westbank and PCDT, we provide a 12 month programme of advice, shared learning and peer support that helps people at risk of Type 2 Diabetes to self manage and maintain positive lifestyle choices.

## Independence

✓ **Day Services** - we offer a tailored approach to Day Care that is grounded in companionship, respite support and enablement. By providing transport, warm meals, care and activities we help individuals to remain independent for longer and enjoy the company of others.

✓ **Charabanc, trips & minibus outings** - from the Penzance Shopper to our beautiful day trips, our goal is to build long-lasting friendships that enable people to have greater freedom and enjoy Cornwall and the Isles of Scilly.

## Mind, Movement & adapting to local needs

✓ **Nordic Walking** - these social walking groups help improve fitness, wellbeing, heart health and joint pain, all whilst enjoying the benefits of being outdoors.

✓ **Move More** - as part of a partnership with Cornwall Council and ICareIMove, we offer a structured 25-week programme helping individuals that have a risk of falling, improve strength, balance, and confidence.

✓ **Social Groups & Events** - we work with local partners and the community to provide a wide menu of choice across Cornwall including over 100 small groups Coffee Clubs, Memory Cafés, Art groups, Singing Groups and Knit & Natter.

✓ **Partners and the Community** - we provide bespoke support that meets a need and fills a gap. Such as the Edward Hain programme, by working with Cornwall Foundation Trust, League of Friends and the community and voluntary sectors, we have developed a range of support activities out of the Edward Hain hospital.

## Our Success

Our Befriending services have helped **reduce loneliness & isolation by matching and connecting 184 people**

We have touched the lives of over **1600 individuals at risk of Type 2 Diabetes, facilitating over 90 support groups across Cornwall**

Day Services and our group activities have supported **327 individuals, improving wellbeing in later life**

## William's Story

We first met **William** in hospital, but with the support of his family who lived locally, he didn't really need much from us at that time but asked for us to keep in touch. Once discharged we made contact and spoke to William's wife, Jean, to check on progress. During the conversation Jean mentioned that she and William were worried about their diet; Diabetes runs in the family and Jean's sister and daughter had both been diagnosed with Type 2 Diabetes recently and they were keen to get advice on how to avoid it. On discussion with the GP Practice, the Practice Nurse asked Jean and William to come in for a blood test the results of which indicated that they did both have a high risk. The GP referred them into the Diabetes Prevention scheme we run from the nearby local church.

Both William and Jean came to the group for 8 weeks initially. During which time, we provided nutritional guidance, healthy lifestyle goals and advice about how to prevent Type 2 Diabetes; their daughter also came along for a couple of sessions to better understand the risks and passed on her learning to the rest of the family. Supporting Jean, William and their family over the next few months, we helped them to make a number of lifestyle changes.

***They are both still on the programme and doing really well, by working with the group and setting goals together, we are slowly reducing their sugar and risk levels and hopefully at the end of the 12-month programme in June, we will see them discharged from the risk list altogether.***

# Supporting resilience and sustainability

We believe that the role of our charity is to offer solutions and support that are sustainable, not reliant solely on grant or commissioned funding, and focussed on serving the needs of our older population. We are the masters of our own design and our primary aim is to offer information, guidance, support and services that people want and need.

We seek funding if it reflects our principles and where we feel we can add value. Examples include; contributing to resilient communities, researching, testing and developing new activities that improve wellbeing, creating a legacy for the future and providing an environment that enables people to thrive.

### Digital tools for connection

✓ **Cornwall Link** - With our partners Made Open, we provide a platform for everyone to share information on services, community groups and organisations.

✓ **Community Hubs** - Working with local organisations and communities, we are supporting community hubs that act as a focal point to foster greater local activity and bring residents, the local business community, and smaller organisations together to improve the quality of life in their areas.

### Partnerships

✓ **Macmillan** - Since 2015, our partnership with Macmillan has gone from strength to strength. By empowering community champions, volunteers and developing support groups we will continue to reach a large number of people affected by cancer.

✓ **Social Prescribing** - Working as a network of providers and GPs, we act as a link, that helps to build confidence, motivation and provide access between healthcare and all that communities have to offer.

✓ **Electric Vehicles** - Working with CRCC and local business, we are offering more choice for transport through our electric vehicle programme.

### Development & Research

✓ **LINCOS, INTEREG and SEFAC** - These are three European research programmes that offer an opportunity to test and develop new approaches designed with the people we all support.

### Legacies

✓ **Fundraising & Donations** - This is vitally important to us, ensuring that the Charity provides funding for vital gateway services, programmes of support and future research.

### Our Success

Cornwall Link has created over 900 new group listings, and had an average of over 4,600 page views every month.

In 2018-19, Fundraising, Donations & Legacies received was £214.531, which solidifies our financial stability

Our digital mediums have seen page activity and user engagement rise by over 100%, meaning we have provided more information using this method than ever before

### Building resilience in the community

**The Fowey Befriending Scheme** - In October 2013 Age UK Cornwall were invited by Volunteer Cornwall and Truro Diocese to be involved in an event at The Eden Project for lay pastors. Over 100 attended this event, including **Al Trenary from Fowey**, who contacted Age UK Cornwall after the event to look at the possibility of setting up a local scheme to support Fowey residents. After two meetings with volunteers and a sortie to the GP practice, Al set up the scheme to be run locally, with Age UK Cornwall offering advice/support when needed.

Al states: “The Fowey Befriending Scheme was set up in April 2014 with the help of Age UK Cornwall and the support of the local doctors. Since then, we have had a total of 22 Befrienders who have helped the same number of Befriendees. The help has generally involved a weekly visit to lonely elderly folk to offer company and support and has sometimes also involved visits to the doctors or trips to the shops or cafés. The scheme is well known in the town, and most of the Befriendees have come by recommendation from the community, but a few have come from Age UK Cornwall and some from the doctors. **The support we offer is much appreciated by those we help and is also a source of pleasure to the Befrienders, 5 men and 17 women who all have a heart to give help to those in need”.**

# Living well in Later life

*We will always focus on the difference we make and the value we bring to people in Cornwall. It is essential that we measure what matters to people the most. We will strive to embed a culture of positive solutions by coaching across the organisation, supporting teams to take responsibility and making the right decision at the right time. We want to create an inspiring environment for all who work for us and with us.*

**We want to thank our supporting partners, fund raisers, volunteers and staff, who all add so much to improving well being in later life.**

## Our team

**Staff & Volunteers** - this amazing team is made up from 510 people, which includes 90 paid staff and 420 Volunteers. Simply put, we would not be here without them!

## Mentoring

**Training** - Any person that joins our team receives an induction and E-learning, together with ongoing developmental support. Our Charity is shaped and formed by the skills of those that work with us and has embedded opportunities for shared learning, co-design of activities and continual improvement.

**Code of Conduct** - This sets the framework for our approach to everything we do and our relationship to others, [click this link to view the Code of Conduct.](#)

**Business Coaching** - We have developed a cultural change training programme enabling us to offer expertise across a range of businesses; from front line practitioners to strategic leaders

## Growth

**Quality Improvement** - We are committed to reviewing and refining our working practices to ensure quality and improvement. Over the last year, we have successfully achieved the Age UK organisational quality standards, CHAS (Health & Safety Scheme) and DSP (Data Protection Toolkit), whilst also embedding General Data Protection Regulations and processes in everything we do.

## Engagement

**Workshops, Meetings & Forums** - In every area we involve the people who work with us and the individuals who might want our services. Our World Café event style is supported through our work with Duchy Health Charity.

**Executive Board** - The Board of Trustees work closely with Senior Directors, Staff & Volunteers to monitor our strategic objectives and set strong measurements that reflect our values and what's important to people.

## Who we are

**Phil's Story** - My career with Age UK Cornwall began over four years ago when I took up an Administrative role in the Liskeard office as part of the Living Well team. I learnt a lot about the organisation during this time and thoroughly enjoyed working with a varied team, both at our Liskeard office and during my weekly trips to Truro to liaise with the central admin team. I spent a lot of time working with the various software systems we were using at the time, such as RiO, and Carefree. A lot of my work was centred around, supporting the delivery team with their data input; organising referrals and consent data for the team to ensure compliance was maintained; helping the frontline staff facilitate the volume of referrals being received in the Eastern part of the county.

**In 2016/17** I was transferred to Boscawen House, Truro, to assist with administration in the Care Office. I continued to dive into the software systems in place, and expanded my learning with new systems that were increasingly being trialled within the organisation. My primary focus at this time was overseeing the administration of the Information & Advice project - liaising with volunteers to arrange visits to clients who wanted support with form filling, benefits checks etc. along with fielding calls from clients who wanted to utilize the service and other general admin tasks related to other projects.

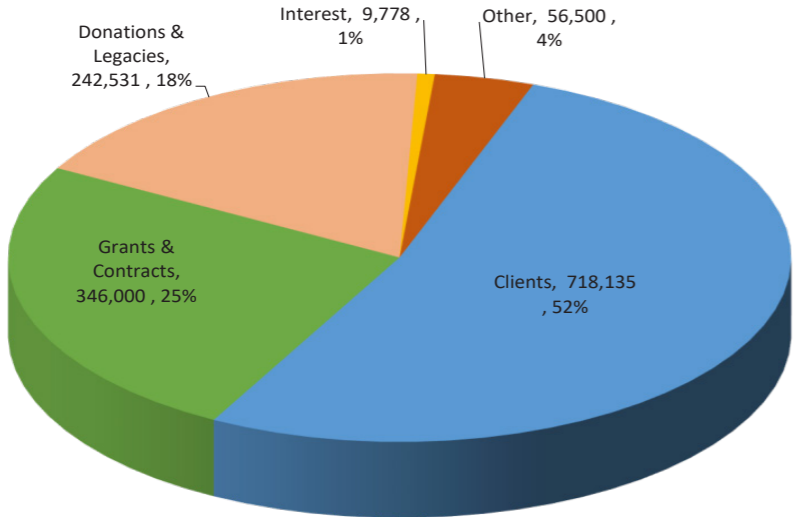
**In April 2017**, a role became available within the IT team, as a keen hobbyist in the field of computing and with a technology focussed academic background, I leapt at the opportunity and was delighted when the role was offered to me. Since then my work has covered a wide range of topics and continues to inspire and challenge. Some highlights over the last two years include migrating a number of services to our Client Relationship Manager software, developing the infrastructure for these projects and ensuring that we can generate reliable and useful data to help inform service delivery and project performance. Together we have also modernised the administrative side of the Day Centres. Recently, I am proud to be a part of the creation of our own eLearning platform, which offers us greater flexibility in providing training materials to our staff and volunteers. I am also working with partners to create and maintain the Cornwall Link community networking site, ensuring that our systems and processes are GDPR compliant, and busy learning the Transport side of the organisation in preparation for a colleague's retirement.

***"The warmth and friendliness of all the staff in the organisation, and the satisfaction of helping to deliver support to an often neglected sector of the community is very fulfilling and I am proud to be a part of it."***

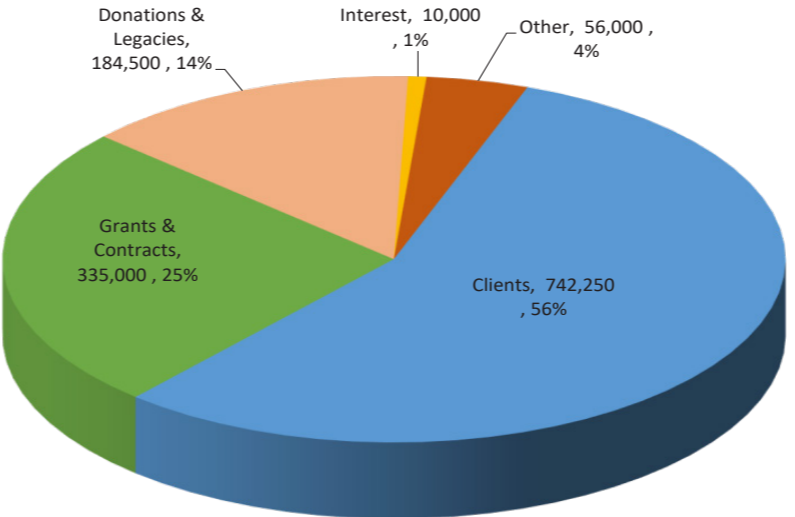
# Income and expenditure

The charts below show our budgeted income & expenditure for 2018-2019 and projected income & expenditure for 2019-2020.

**Budgeted Income 2018/19**



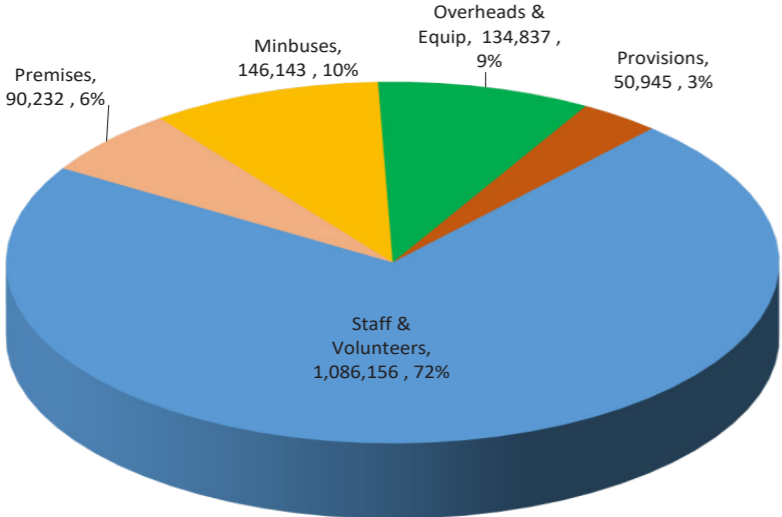
**Projected Income 2019/20**



**Our Success**

- Our Volunteers contributed over **132,000 hours of support** in 2018-19.
- Last year we provided information, services, group support, transport and assistance to **over 55,000 people**.
- We have inducted and provided training for **56 new Volunteers**

**Budgeted Expenditure 2018/19**



**Projected Expenditure 2018/19**

