

Age UK Croydon Impact Report



2021-2022

Contents

About us	3-5
- Message from our Chair and CEO	3
- Our work	4
- Our 5-Year Strategy	5
Key achievements for our clients	6-13
- Improving health and wellbeing	6-9
- Less isolated and lonely	10-11
- Greater access to information and services	12
- Greater independence	13
Governance review	14-15
- Our funders	14
- Memberships and partnerships	15

Our vision is a Croydon where everyone can love later life.

“Resilience is based on compassion for ourselves as well as compassion for others.”

- Sharon Salzberg

Resilience and compassion have been essential for the Age UK Croydon Team in the year April 2021 to March 2022.

Our mission is to lead the way in empowering, enabling, supporting, and connecting older people in the London Borough of Croydon to live well, healthily and independently. The Covid-19 pandemic created significant challenges this year, and our resilience and compassion helped us to overcome these challenges.

This year also saw some major changes in our Board and Senior Leadership Team. Both of us, Sam as Chair of the Board of Trustees and Sanjay as CEO started new roles this year. Despite this we did not lose sight of our Mission and Vision which we have continued to deliver this year.

By the last quarter of the year, we had a number of new opportunities to further drive our Mission forward, which included setting up new services and support, in a short space of time, to cover winter pressure.

We want to share our thanks with the staff team – and our funders who have trusted us to continue to deliver and evolve our vital services in Croydon. Well done to everyone involved.

We ended the year in a very strong position and will continue to build and develop collaborative partnerships by keeping the people of Croydon and their voices at the heart of all our services and support development.

We continue to explore new opportunities and overcome the challenges in front of us through empowerment, striving for excellence and innovation.

“She stood in the storm and when the wind did not blow her way, she adjusted her sails.”

- Elizabeth Edwards

Big thank you to all our supporters, volunteers, staff teams and Trustees – you are the wind in our sails.

Age UK Croydon Leadership Team



Sanjay Gulati
- CEO

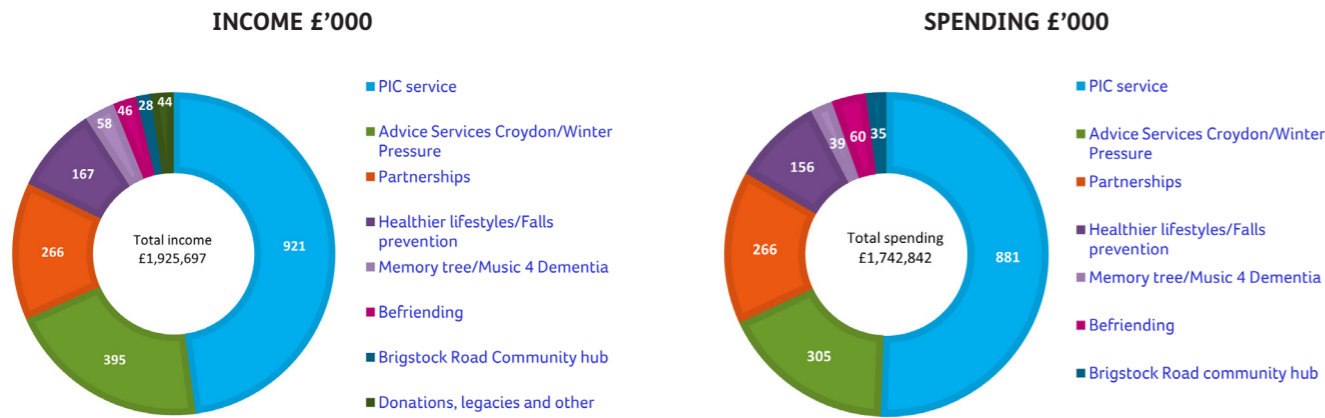


Samantha Nicklin
- Chair

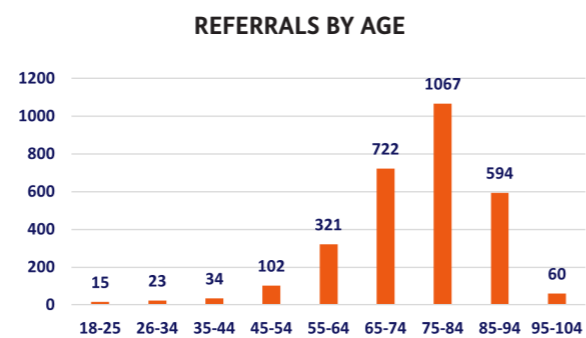
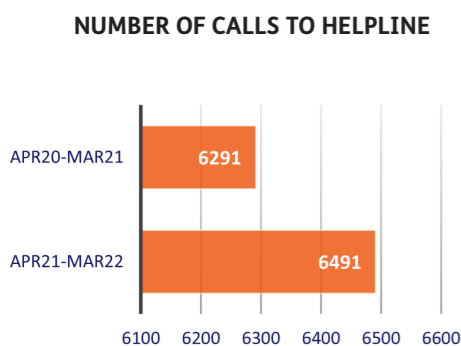
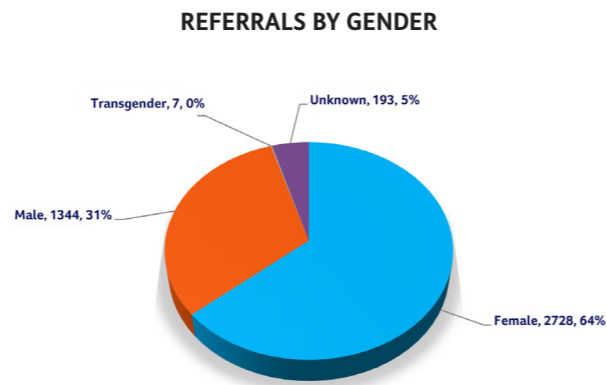
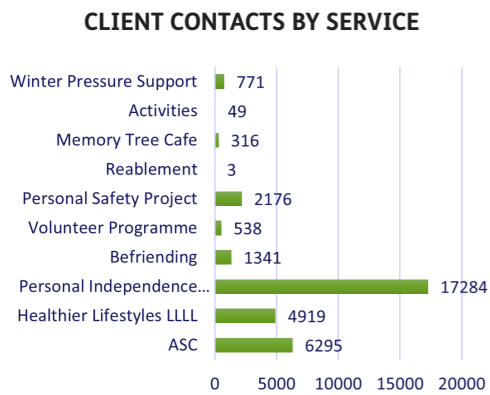
About Us

Our mission is to lead the way in empowering, enabling, supporting and connecting older people in the London Borough of Croydon to live well, healthily and independently.

We have an expert team of 48 staff and around 90 volunteers who work together to deliver our extensive range of services and activities. With services spanning information and advice, health, wellbeing, falls prevention, dementia support, one to one personal independence coordinators, befriending and social activities, Age UK Croydon offers a holistic solution for older people to access the services they require in one place.



Figures have been extracted from the audited financial statements for the year ended 31 March 2022 which give a fuller picture of the charity's finances. These are available on request from the charity or via the Charity Commission website.



Our 5-year Strategy

We continue to be guided by our Five-Year Strategy and our desire to serve our community.

Strategic Objective	Organisational Developments April 2021 – March 2022	Outcomes for older people April 2021 – March 2022
Generating Unrestricted Income Ensuring our unrestricted income keeps up with the pace of growth	<ul style="list-style-type: none"> Change of name from Trading to Generating Unrestricted Income Principally the same, but with a broader scope to generate income through means other than trading Fundraising <ul style="list-style-type: none"> - Huge developments here in line with the adjustment of the title of this objective - Appointed Community Fundraising Manager 	We have the ability to deliver services we know older people want (information gathered through various consultation process) through our own funding
Development and Innovation Ensuring our services continue to develop, grow, and innovate	<ul style="list-style-type: none"> Service Planning sessions to involve every team in the development of the service we deliver Delivering services both online and face-to-face through our own community space and partner sites across the borough 	<ul style="list-style-type: none"> Inclusion of 'the voice of clients' in service planning to ensure we continue to meet their needs Greater access to services through a variety of means and locations
Good Governance Ensuring our people, systems and infrastructure can support and lead growth	<ul style="list-style-type: none"> Employee Survey Alignment of staff and volunteer recruitment and onboarding to support a one team approach Invested in e-learning addressing the topic 'unconscious bias' 	Investment of time and resources into our staff team, enables us to provide the best support to meet the needs of our clients

Our Trustees

In 2017 Age UK Croydon engaged Professional Governance Services (PGS) to carry out an external governance review. In 2020, Age UK Croydon decided to commission another review by PGS. The review confirms that the board has made significant progress in developing its governance, despite the departure of the CEO and Chair, the financial challenges of the Borough, and the impact of Covid. The trustees have continued with the strategic development of the charity, which have required trustee input on three working groups – Project Gemini, Project Brigstock and the Croydon One Alliance Project. It is a credit to the trustees that they have been able to resource these projects at a time of considerable uncertainty.

Improving health and wellbeing



PSYCHOLOGICAL IMPROVEMENTS



MORE ABLE TO MANAGE A HEALTH CONDITION



PHYSICAL HEALTH IMPROVEMENTS



SUSTAINING PEOPLE'S MENTAL WELLBEING

Healthwise

Our Team: 3 staff and 2 volunteers

Healthwise was a health promotion project aimed at older people in Croydon. We ran health hubs in various community venues which included trial exercise classes, health and wellbeing talks, basic health checks and 1:1 behaviour change intervention. It was also an excellent opportunity for people to socially connect and meet new people. We also took our work into voluntary groups in Croydon such as 'The Tamil Group', 'Stroke Association' and faith groups who are based in Croydon.

During 2021, we continued to deliver services through a combination of online classes and telephone support, ensuring those who are digitally connected had access to the healthier lifestyle sessions, and those who were unable to connect online still had regular contact and encouragement.

Unfortunately, long-term council funding for Healthwise ended during this period so our



capacity to offer community sessions has reduced whilst we seek alternative funding. We do continue to provide some community-based health promotion and exercise through our new 'Live Love Later Life Project'.

As an additional complimentary service, we delivered 'Just 4 Men' community exercise classes and 'Happy & Healthy' sessions within Extra Care Sheltered Housing schemes which were funded by the LVP (Local Voluntary Partnership).

KEY STATISTICS

- 100%** Everybody we asked said they had made at least one positive change to their lifestyle (e.g. managing weight, changes to diet, more exercise, looking after themselves more), since accessing this service
- 100%** Said sessions improve wellbeing
- 100%** Said they have greater awareness of healthy choices
- 224** Clients accessing service
- 202** Healthwise clients accessing digital service

Live Love Later Life

Live Love Later Life is a service designed to enhance the health of older people in Croydon's care homes and the wider community.

The main focus is to tackle falls and frailty in care homes. We do this through exercise classes that focus on increasing strength and balance. We also educate people about the modifiable risk factors for falls and cover topics around; bone health, joint pain, staying hydrated, eating well, muscle mass, pelvic floor exercises.

Via this funding we provide regular community sessions in Thornton Heath, Selsdon and online classes which are available for anyone in Croydon to access.



Peony Court

KEY STATISTICS

- 9** Homes actively engaging
- 89** Care home residents engaged
- 9** *Non care home residents engaged
- 98** Total Croydon Residents have engaged
- 66** **Sessions delivered
- 51** Residents engaging in face to face outreach sessions

*Non care home residents are people who are living in their own homes and accessing the session independently.

**One session is either, 1 exercise, talk or healthy joints session.

The Params

We took our weekly chair-based exercise classes to 'The Params' - a specialist learning disability care home in Purley. We showed residents how to use resistance bands to work on core and upper body strength as well as standing strength and balance exercises.

"Our classes are great fun and we soon developed a loyal group of residents at The Params who attended every class. The residents are always pleased to see us and ask when we are coming back. It is very rewarding to see their smiles."

Becky Stebbings
Healthier Lifestyles Manager

Standing exercises within the sessions included sitting to stand, standing on one leg, dancing to music, marching with a parachute and playing with a beach ball. Plenty of informal discussion is encouraged, especially around healthy eating including how to use the 3D Eatwell guide.

"We go over tips and advice several times and in different ways to help clients remember the steps. Another technique we practised which was really popular was using relaxation techniques - residents told us the tips really helped when trying to sleep."

Personal Safety and Falls Prevention

This year our falls prevention service saw an increase in referrals from Social Workers, GPs and Social Prescribers for clients with complex needs. We made extra effort to keep in touch with clients while they wait for delivery of adaptations and equipment by Croydon Equipment Services, whose schedules have suffered due to the pandemic. Client feedback has been positive, our team have continued to have a positive impact, improving people's mental health, wellbeing and reducing the risk of falls.

Congratulations to one of our long-standing volunteers who won the 'Outstanding Achievement Award'.

KEY STATISTICS

- 389 Referrals
- 2378 Assessments, visits and follow ups carried out
- 86% Reduced the number of falls clients have post intervention
- 92% Reported no further falls since intervention
- 93% Clients said they now feel less afraid of falling at home

"Everything is very helpful. Both of us find that the stair rails make us safer and have prevented falls; we had not realised how helpful they would be until they were in place. We are very pleased with the service and how quickly everything was done."

"I appreciate the aids and adaptations Bill arranged: the trolley, stool, and stair and bath rails help me a great deal, and I am very glad of the grab rails at the front and back doors, as I would not be able to go outside without them - I do like to be out in my garden. You treat older people very well."

"The perching stool has made a big difference. I now have something to rest my back against when I'm in the kitchen preparing food. I'm so happy to have had your help. Everything that was ordered for me has made life easier - the bathing aids, the raised toilet seat and the sofa raisers. Age UK Croydon are amazing!"

Memory Tree Café

Team of 2 staff and 6 volunteers

This year saw the delivery of a blended model for Memory Tree Café, our community dementia café for those living with the condition and their carers. Starting off with a virtual and telephone service in April and transitioning into a blended delivery model from September 2021 when we welcomed people back to community-based sessions, in Thornton Heath and East Croydon.

When we first transitioned it took time for members to start coming to face to face sessions again and Zoom sessions were still well attended. The face-to-face sessions became the most popular until we gradually phased out online sessions.

"We love coming to the café and meeting others"

"Feel very welcome and enjoy the activities"

KEY STATISTICS

- 122 Clients supported by Memory Tree Café
- 83 Clients accessing digital Memory Tree Café
- 956 Attendances at MTC virtual or community sessions

Music For Dementia

In June 2021 we successfully applied for and received one year's funding from Music for Dementia which is a national campaign calling for music to be made accessible for everyone living with dementia.

Music for Dementia has enabled us to fund a great variety of musicians, dancers, entertainers, singing coaches to join our Memory Tree Sessions and provide an additional monthly musical session to anyone affected by dementia. These events took place in a variety of locations in Croydon. The levels of engagement have been excellent, and our clients have been able to laugh, sing, dance and interact more with each other.

KEY STATISTICS

- 80 Clients supported from June to March by Music For Dementia
- 553 Attendances at Music for Dementia events
- 128 Clients accessing digital service



"Enjoyed the Bollywood dancing"

"We had fun dancing with the Morris Men"

Less isolated and lonely



BRINGING PEOPLE TOGETHER



GREATER ACCESS TO HEALTH AND WELLBEING



ARRANGING COMMUNITY EVENTS



BRINGING OUR SERVICES TO CLIENTS

Befriending

Team of 2 staff and more than 65 volunteers.

Our Befriending service matches volunteer Befrienders with older adults in Croydon who would benefit from regular home visits or weekly calls.

We faced some big challenges at the end of 2021, with many people living alone and feeling isolated. Demand for our service increased, while we operated on limited resources. Continued uncertainty around Covid, as well as people returning to work places and having less time, meant that our volunteer numbers dropped.

A new service lead and part time administrator were appointed by the start of 2022. We expanded our volunteer team and began onboarding new befrienders. Since the start of January the number of new befriending matches has steadily increased and we now regularly support and offer guidance to our volunteers with supervisions and peer support groups.

Many of our volunteers have been supporting their befriendees for more than one year! Our befriending matches often turn into true friendships, with a little support from Age UK Croydon.

“My befriender is nice to talk to and we have a good chin wag.”

KEY STATISTICS

- 60 Referrals
- 60 New matches
- Over 100 People engaged in the service
- 67 Volunteers recruited
- 91 Clients reported positively benefiting from the service
- 100% Volunteers say they feel more a part of the community



“Makes me feel free for that half hour or so. Makes for a more pleasant life, and I don't feel so cut off. She is lovely. It is really great to have someone like that to phone me.”

Our Volunteers

KEY STATISTICS

- 8 Virtual volunteer coffee mornings
- Over 6000 Total number of volunteer hours
- 96 Total number of volunteers

In September 2021 we made a conscious effort to integrate volunteering and staff processes by improving how we deliver recruitment, onboarding and training.

We have kept far more volunteers on hold than usual, as the pandemic has been disruptive for everyone. However, we have retained many loyal and committed volunteers through regular communication. Allowing people to stay on hold and on our books for longer, has been an effective way to retain valuable volunteers. We held virtual coffee morning and volunteer get-togethers at Scratchley Hall.

The amount of time people spend volunteering with us has continued to grow, with over 90 volunteers giving more than 6,000 hours of their time. We saw enquiries from people wanting to volunteer with us drop and we will take a more proactive approach in recruiting new volunteers in 2022-23.



Volunteer Anthony's Story

Anthony has been volunteering at Age UK Croydon for about 15 years as a lend-a-hand and garden volunteer.

He says, “I enjoy helping people out and volunteering also gives me a feeling of wellbeing too. Helping out with the gardening is a great way to spend time in the fresh air.

“In my role as a lend-a-hand volunteer I get to see the difference my help makes straight away. Sometimes I'm the only human contact that person has with someone all day. Just recently, a lady told me that I had made her day, that feels great to hear.”

Brigstock Road Community Hub and Garden

We were excited to re-open our doors to Age UK Croydon community hub and garden back in September 2021.

Our activities are Knit and Natter, Art Group, Choir and Board Games.

113

Total number of individual clients visiting a group during this period



Greater Independence



INCREASING PEOPLE'S MOBILITY



FEEL GREATER CONTROL OVER THEIR LIVES



REDUCING THE RISK OF FALLS



INCREASING FINANCIAL INDEPENDENCE

Personal Independence Coordinator (PIC) Service

The Personal Independence Coordinator (PIC) service works with people who have a complex range of health and support needs, to help them regain their independence and live the life they want.

During Covid restrictions we saw a shift in clients' needs, towards feelings of isolation, following the closures of social groups, needing more help with benefits, as well as help around the home.

A review of how we measure wellbeing led to the introduction of a new quality of life assessment and outcomes measurement tool, developed by Age UK Wakefield District. The LEAF 7 assessment takes a more holistic approach and uses a guided conversation technique to achieve a more accurate picture of the impact our service has on our clients' wellbeing, and deliver a better quality service

Our PIC Service remains an integral part of the Integrated Community Network Plus (ICN+) across the borough. A full-service evaluation was conducted and we are now working to implement the key recommendations.

KEY STATISTICS

3669 Clients Supported

1828 Goals achieved

6441 Hours engaged with clients

855 Referrals

Up 3.15 points Average improvement after 2 month review

100% Friends and family recommend the service

Under 50s pilot

Our Under 50s pilot project was well received by clients, who gave positive feedback on the service. The pilot area was extended from Thornton Heath to the borders of Mayday and Woodside/Shirley, but unfortunately the funding came to an end in July 2021.

“In many ways they act like an alternative to a relative or a friendly neighbour, for the people who don't have one of those.”

- Local GP

Greater access to information and services



EMPOWERED TO MAKE DECISIONS



PROVIDING SERVICES IN THE HOME



ACCESS TO ONLINE INFORMATION



ACCESS TO AFFORDABLE SERVICES

Information and Advice

The service works borough-wide to provide access to free, impartial information and advice over the phone, in person, or on email. 2021 – 2022 has been another challenging year for older people and the Information and Advice service. Throughout the year we have seen increased demand for the service which has created pressure on the team and has led to waiting lists as they try to tackle the demand. Much of this increase in demand is a reflection of the financial challenges experienced by Croydon Council and the closure of a number of services including the Welfare Rights team.

Our helpline saw a fifty percent increase in demand for benefits, housing and legal enquiries. Enquiries for travel, including blue badge and taxi card enquiries, increased by 100 percent. We also helped older people affected by the increased living costs, higher fuel bills,

housing challenges and the additional challenge of getting back out in the community following COVID. Our dedicated advisers and volunteers helped people to complete online applications. Digital inclusion remains a big challenge and tackling this issue is a priority.

We reopened our Brigstock Road office in Thornton Heath in September 2021 for accessible advice appointments and we returned to essential home visits with full risk assessment in place. Our team continued to offer a blended service. We found telephone appointments to be more efficient, reducing travel time, and enabling us to reach as many people as possible.

The service achieved the Quality of Advice standard in November 2021.

Winter Pressure

Winter Pressures was set up in January 2022 in response to a clear need for a preventative service that connects with people before they hit a crisis point. We identified a need at a critical time for older people in Croydon and were able to assist people to gain access to benefits, help around the house and access to social activities.

KEY STATISTICS

6491 Calls to helpline 3.2% more calls than last year

346 Home visits

781 This year we processed 781 cases for our clients, an increase of 50%. Casework handled by our Advisers included applications for PIP, AA and DLA, Blue Badge, Dial-A-Ride, Taxicard, Income, Benefits

Up 3% We exceeded our target this year for our Information and Signposting service by 3% due to increased demand for information on Benefits, Housing and Legal issues.

Funders

We are extremely grateful to all the individuals and organisations who supported us during the year and would particularly like to acknowledge contributions from:



Partnerships and Memberships

Age UK Croydon is a brand partner within the Age UK national network, whose aim is to ensure that Age UK Croydon benefits from the strength and support of a larger network, while remaining able to operate effectively as a local, independent charity. The partnership enables Age UK to achieve a broader reach for its brand, whilst maintaining the ability to deliver locality-specific services. The terms of the partnership are set out in the Brand Partner Agreement, which allows Age UK Croydon to develop its operating policies alongside Age UK and other brand partners, but also retain the ability to create others according to need. Age UK Croydon has formed partnerships and has memberships with several organisations in order to support and further our work across the community.

Memberships

Our memberships offer us a valuable source of up-to-date information, peer support and best practice guidelines, as well as confirmation and assurance that we follow our statutory obligations.

- Association of Chairs
- Association of Chief Executives of Voluntary Organisations
- Association of Volunteer Managers
- Befriending Networks
- Croydon Dementia Action Alliance
- Croydon Safeguarding Adults Board
- Institute of Money Advisers
- National Council for Voluntary Organisations
- SAFE CIC

Partnerships

Our partnerships enable us to provide streamlined, relevant, people-centred and holistic services that form strong connections with other likeminded organisations, all looking to achieve similar outcomes for the people of Croydon. Partnerships help to harness the power of collaborative working, whilst reducing duplication across the sector. This list is not exhaustive, as Age UK Croydon strives to work with all relevant groups and organisations to better achieve its charitable purpose.

- Age England Association
- Asian Resource Centre
- BME Forum
- Clear Community Web
- Croydon Covid-19 Mutual Aid
- Croydon Neighbourhood Care Association
- Croydon Vision and Disability Croydon
- Croydon Voluntary Action
- One Croydon Alliance

Charity information

Company number	03921436	
Charity number	1081013	
Registered and principal office	81 Brigstock Road, Thornton Heath, CR7 7JH	
Country of registration	England & Wales	
Trustees	Ms S Nicklin	Chair
	Mr O Sauba	Treasurer
	Miss R Broad	
	Mr V Emmanuel	Resigned in September 2021
	Mrs O Khan	
	Miss K Nurcombe	
	Ms B Scanlan	Chair Governance and Nomination Committee
	Mr A Shillabeer	

You can enhance our impact by donating via our website www.ageuk.org.uk/croydon/get-involved/donate/

Or by donating some of your time and volunteering with us. You can find out more about volunteering with us here on our website www.ageuk.org.uk/croydon/get-involved/volunteer/



Find out more:

www.ageuk.org.uk/croydon

Contact us:

Phone: 020 8686 0066

Email: aukc@ageukcroydon.org.uk



@AgeUKCroydon