

Age UK Croydon

Impact Report



2023 - 2024

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A message from our Chair and CEO

"Money is not the only commodity that is fun to give. We can give time, we can give our expertise, we can give our love, or simply give a smile. What does that cost? The point is none of us can ever run out of something worthwhile to give."

- Steve Goodier

The past years have been a testament to Age UK Croydon's unwavering resilience in the midst of change and uncertainty. Despite the risk to several of our service contracts, we emerged at the end of the year in a remarkably strong position, fully prepared to continue delivering crucial services to our beneficiaries. This achievement is a direct result of the hard work and resilience of all those involved, and we extend our heartfelt gratitude to them.

As an independent charity, one of our key strategic aims is to diversify our income streams, a crucial step towards ensuring the sustainable funding of Age UK Croydon. Recognising the challenges of the funding environment, we are actively exploring new sources of funding, including trusts and foundations, community sources, and paid-for services, to secure our financial future.

This report highlights our impact in 2023-24 through dedicated, strong, and experienced team of staff and volunteers.

We launched our new strategy at our AGM in September 2023 and reviewed it with our teams and the Board in April 2024. These reviews guide us on progress and challenges, helping us redefine our actions as needed in line with our overall strategic objectives.

This year, we also had our first general Engaged Client Group (ECG) meeting, which helped us get involved, understand, and get feedback from our clients. We will further develop this initiative to ensure our clients can contribute to and shape the charity's strategy.

We successfully completed Phase 1 of the refurbishment project for our main office at Brigstock Road. We thank the HM Prison & Probation Service Community Payback Project and our community for their support. More work still needs to be done as we secure funding to ensure that our hub is fit for purpose as our main office and meeting space to provide services and support for our community.

We want to thank all our funders, staff, volunteers, partners, and board of trustees for supporting the development of our strategy and delivery of services to older people in Croydon.



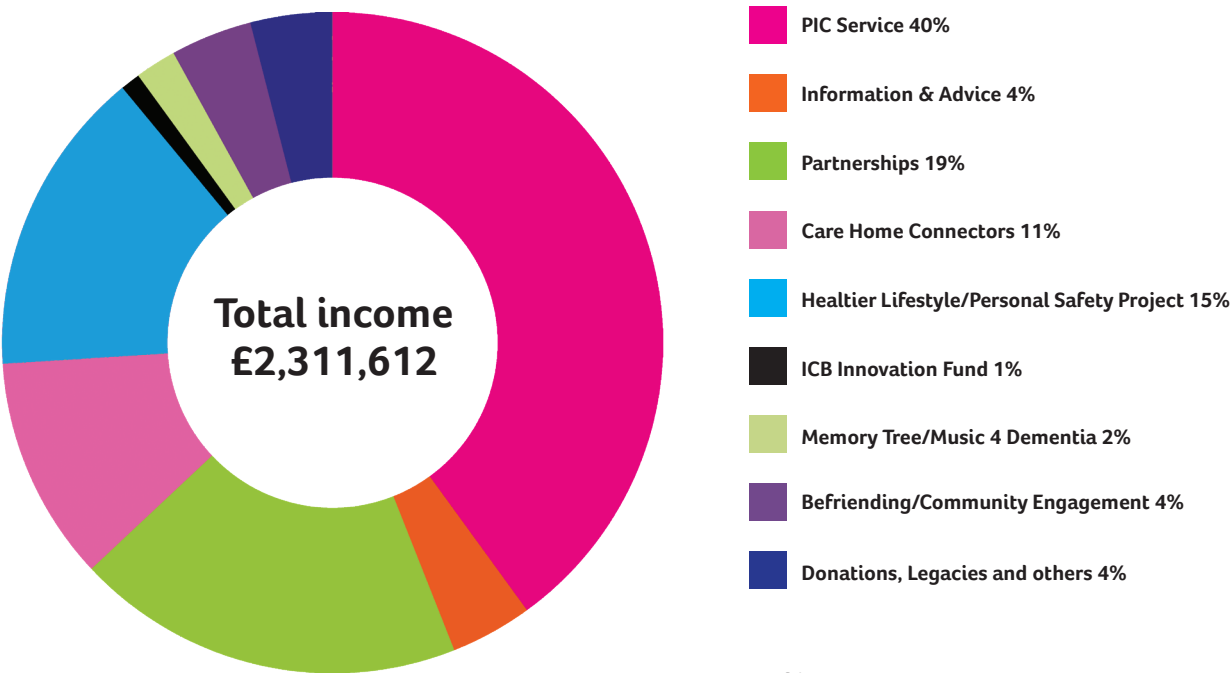
Sam Nicklin
Chair



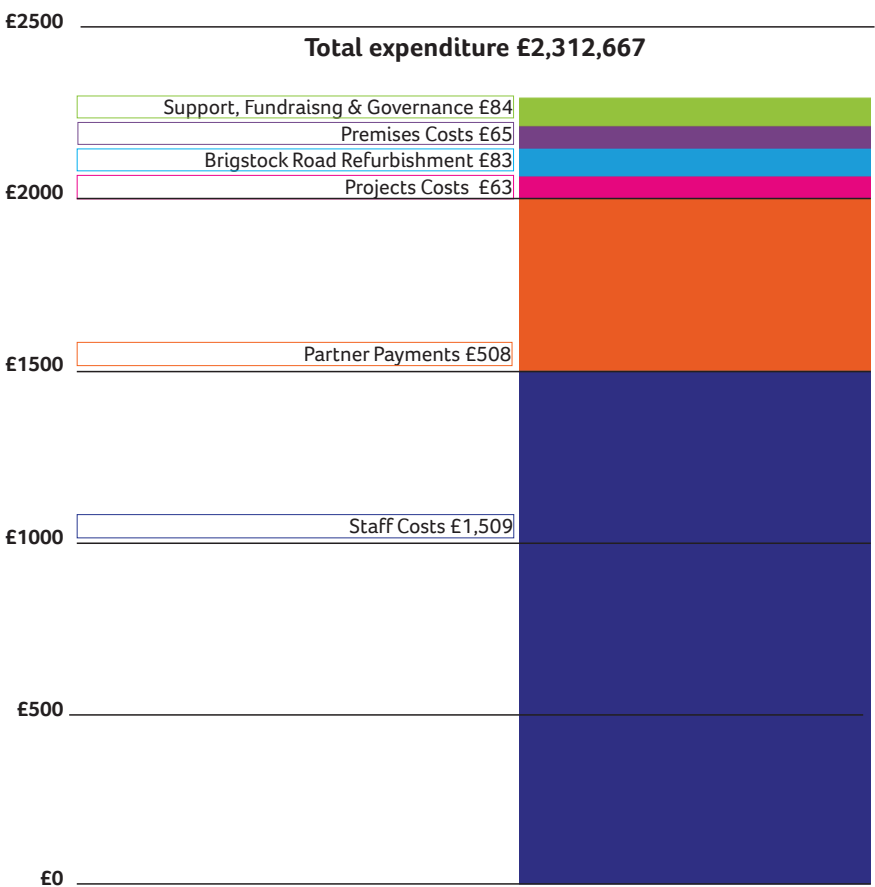
Sanjay Gulati
CEO

Financial information

Income, 2023-24, £'000



Expenditure, 2023-24, £'000



Figures have been extracted from the financial statements for the year ended 31 March 2024 which give a fuller picture of the charity's finances. These are available on request from the charity or via the Charity Commission website.

Strategy 2024 – 2026

We will continue to embed QED Q (Quality), E (Engagement), and D (Data) across the organisation to ensure that these three key areas are embedded in all of our service delivery and operation while investing in skills development and an increased knowledge base that includes all staff and volunteers.



Our strategy is guided by our Vision and Mission and underpinned by our values and our One Team One Organisation Approach to integrate our service offer and provide a truly person-centred approach to working with older residents in Croydon. AUKC will continue to deliver service in a mixed environment of challenge and opportunity. The fundraising landscape is indeed challenging, oversubscribed, and competitive as the charity sector battles against funding cuts and increased demand for their work. However, we see this as an opportunity for the Voluntary and Community Sectors to engage and succeed in winning new contracts. This will support the Integrated Care Networks and health and social care interventions locally, where people need them, and pave the way for a brighter future.

We have strong working relationships with funders and commissioners and hold existing NHS contracts where we have a track record of delivering successfully.

Dementia support will continue to be a key area of service growth in collaboration with partners

across the borough in line with the Croydon Dementia Strategy and through the work of the Croydon Dementia Action Alliance.

AUKC service teams will continue to collaborate with our Voluntary, Community, and Faith Service (VCFS) partners to contribute to the aims and ambitions of Healthy Communities Together. This includes participating in Local Community partnership meetings, being a key partner in the further growth and development of Community Hubs and Health hubs, and constantly looking for opportunities to collaborate with partners to achieve our mission.

We will continue to embed QED Q (Quality), E (Engagement), and D (Data) across the organisation to ensure that these three key areas are embedded in all of our service delivery and operation while investing in skills development and an increased knowledge base that includes all staff and volunteers.

If you would like to get involved with us by giving your time, support, and funds, please contact us. We will be happy to discuss this further with you.



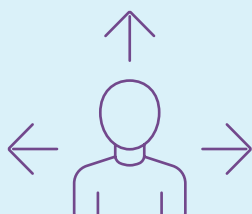
Following several planning and discussion sessions with the Trustee Board, Senior Leadership Team, Integrated Leadership Team, and Age UK Croydon Staff between April and September 2023, our three-year strategy was launched in November 2023.

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We have 5 key objectives for the strategy



Achieving sustained income growth, focusing on unrestricted income, so that we can invest, innovate and build capacity



Expand our reach in our community, so that more people know about us and can benefit from our services. (Particular focus on making our services accessible, accessing underrepresented groups)



Working together to deliver a holistic client journey, making every contact count



Building one diverse, skilled and empowered team. We will attract, retain and nurture staff and volunteers, so that everyone fulfils their potential

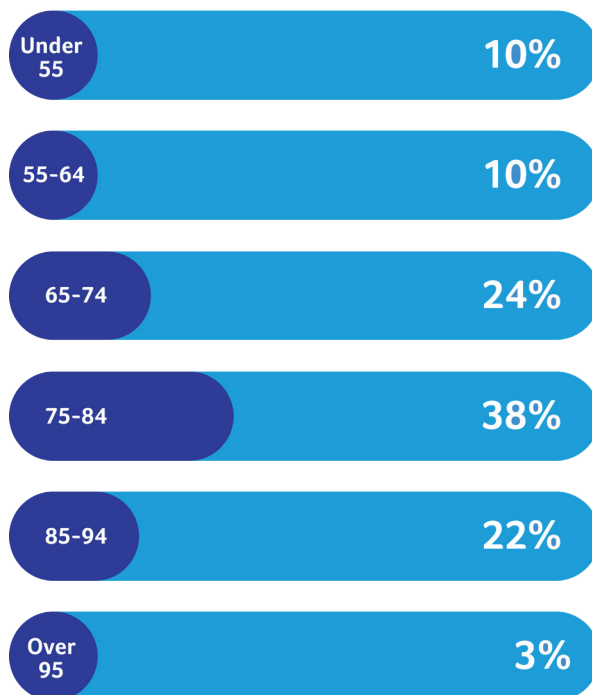
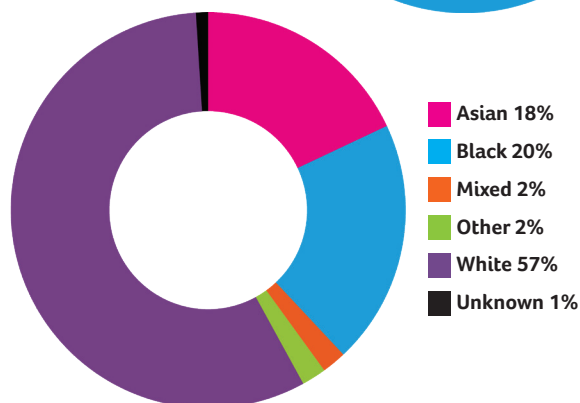
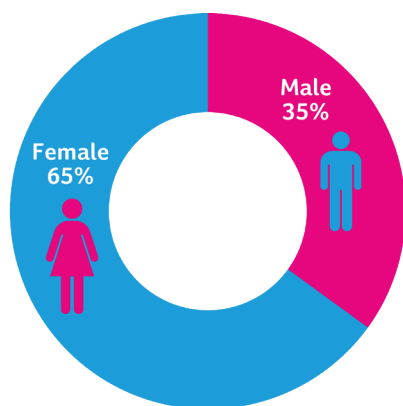


Becoming the organisation of choice for funders, partners and as an employer



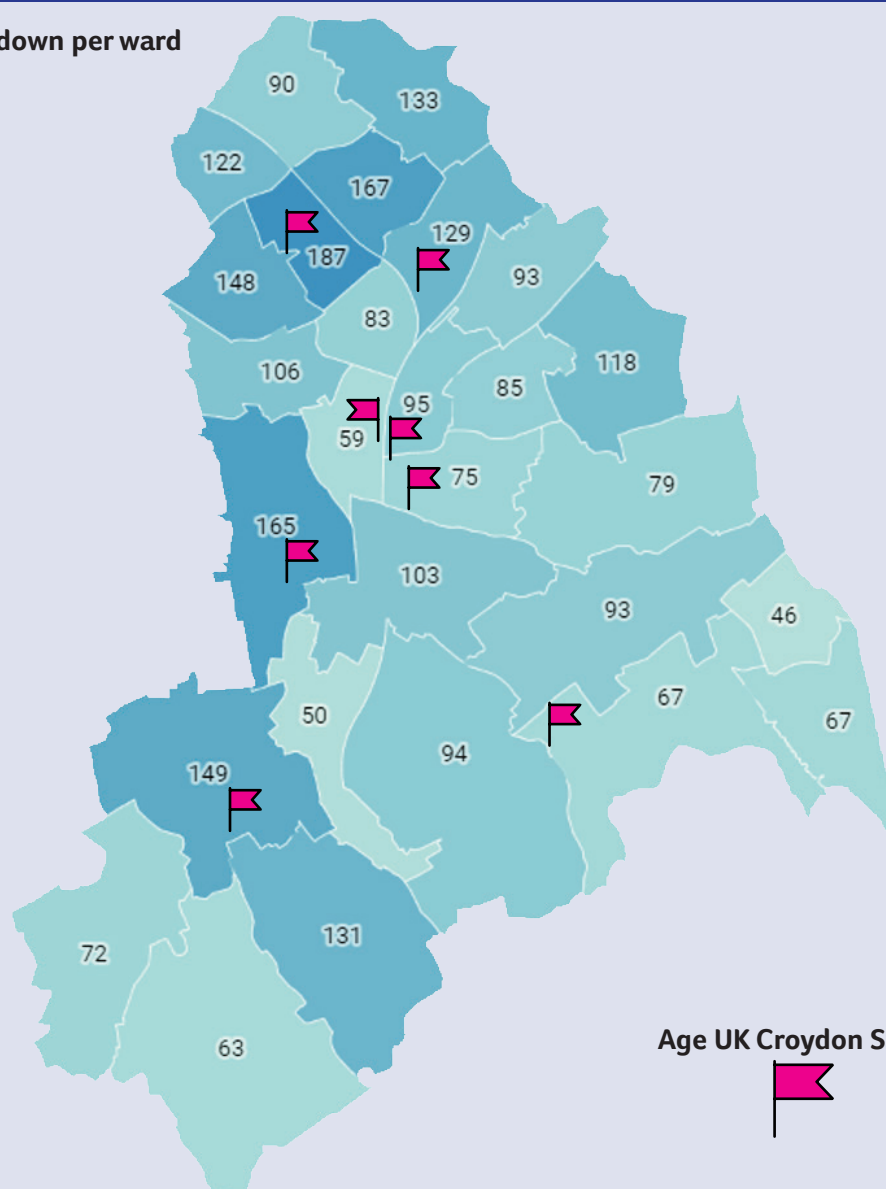
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Who we work with



Clients Per Ward

46 - 187 Client breakdown per ward



Year in Numbers



3281

referrals
received



3328

clients
accessed our
services



38947

client
contacts



***17175**

attendances
at events/
classes

* Includes
anonymous



1228

classes/
events run
across 8
locations



4943

phone/email
enquiries
received



**£1,263,
517.25**

income
generated for
clients

Improving health and wellbeing

Healthsmart Health Hubs

Healthsmart delivers Health Hubs to clients in community settings across Croydon. These Health Hubs aim to improve health promotion and awareness through exercise sessions, health & wellbeing talks and through the delivery of basic health checks such as blood pressure, BMI, waist circumference and diabetes screening.

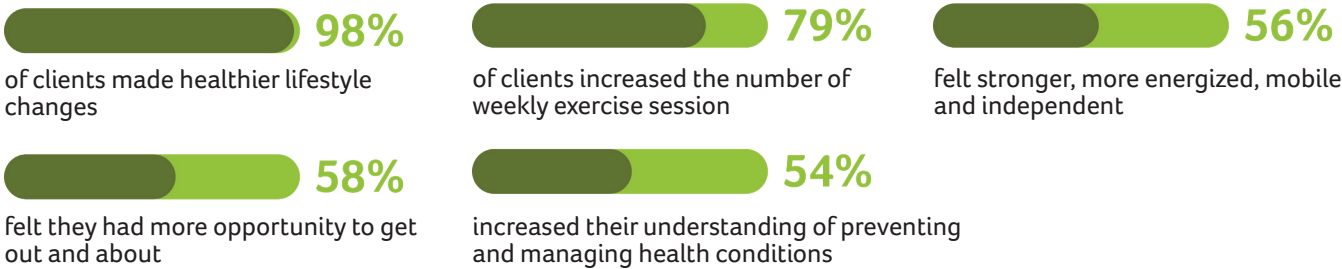
Starting in February 2023, the last year has seen us set up and establish 6 Health Hubs across the borough. Each hub location has continued to grow in popularity month on month and we have had to set up additional hubs due to reaching capacity in some areas.

The whole team becoming qualified to deliver health checks has meant that we can carry out many more check each week. This has proved to be pivotal for many clients, as our brief intervention has led clients to seek a GP/nurse appointment and has resulted in them starting/altering medication and adopting lifestyle changes.

Our partnerships and joint working arrangements with other local organisations has also blossomed this year. Services such as Parkinsons UK, BME Forum, Ovia, Croydon Council and NHS Pharmacists have delivered health & wellbeing talks at our hubs and enabled our clients to become aware of other services available to them. We have also worked very closely with Croydon Health Homes and St George’s Hospital Bowel Cancer Screening team to deliver ongoing talks, workshops and promotions to clients. Over the past year 437 clients have engaged with Health Smart with 5269 attendances at Health Hubs and a further 121 attendances at Outreach sessions. In total we ran 284 exercise sessions and conducted 1227 health checks.

We measure impact by comparing baseline and 12-week post intervention assessments.

These tell us that:



As well as this our clients have commented

“The team are very attentive to everyone and we all love them. The hubs are pleasurable and enjoyable.”

“I enjoy coming to the Health Hubs. It helps me keep fit and gives me lots of support to stay healthy at home.”

“Healthsmart are very helpful with my knee and shoulder issues. The hubs have been helping me lots to stay fit and healthy. Thank you so much!”

Personal Safety Project (PSP)

PSP is a minor aids and adaptations service aimed at preventing falls and increasing safety and confidence in and around the home.

PSP are an effective team that has continued to exceed targets this year with the support of its volunteers. Typically, a client will receive a home visit from one of our trusted assessors within two weeks of receiving a referral. During the visit, a risk assessment will be performed, and the equipment supplied and fitted by Croydon Equipment Services will be ordered on the same day. Equipment can vary from grab rails inside and outside of the property to perching stools and bathing equipment. The team works closely with Croydon Council's Occupational Therapy (OT) team, which is grateful for the PSP service as it continues to reduce non-complex referrals to the OT Team. The speed of our intervention is especially valued by our clients, who often come to us fearful and anxious about how they will cope.

This year PSP received 400 referrals. 888 risk assessments and follow ups were carried out. Handrails were fitted in 372 properties and other non fixed equipment provided in 280 properties.



87%

of clients
reported
feeling more
confident
about safety
in the home



88%

of people
reported
feeling less
afraid of
falling at
home



97%

of people
reported
no further
falls since
intervention

There were **219** falls reported pre-intervention compared with **15 post intervention**.

We know how much our clients value this service based on the feedback they give us and from the reduction in falls after our intervention. People report feeling safer, more confident, more independent and less afraid.



"The rails up the stairs are wonderful – I use them every time I go up and down. I have 33 stairs altogether and being able to hold a rail both sides make me feel much safer. Before I felt vulnerable. The rail over the bath is a help and gives me stability and the knowledge I have something to hold on to. I am very grateful for your help and how quickly it was all done."

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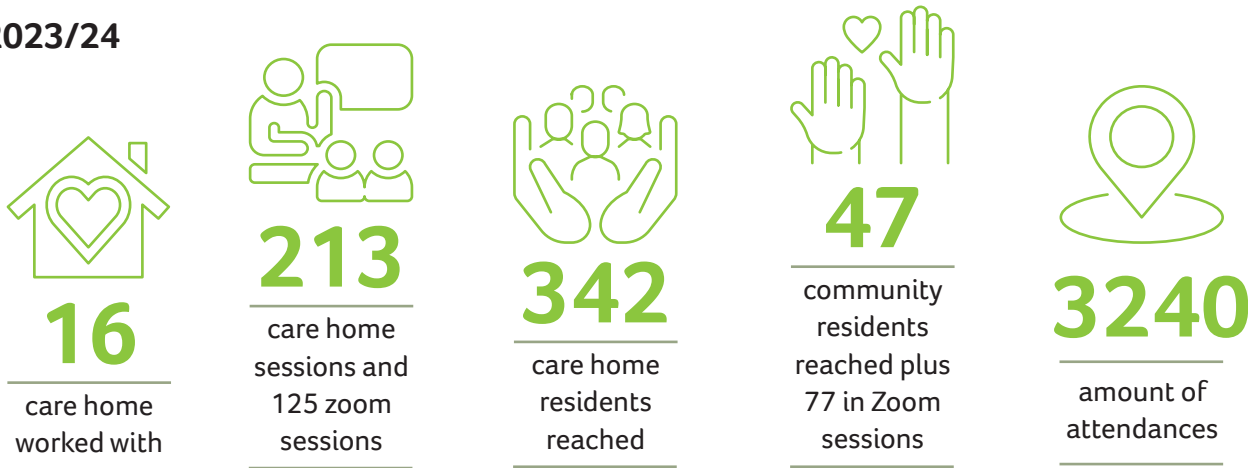
Live Love Later Life

Live Love Later Life (LLLL) stands out as a unique service, delivered in partnership with care homes across Croydon and the wider community. It offers a comprehensive physical activity and health promotion programme, specifically designed for care home residents. The aim is to enhance their physical strength and independence, setting it apart from other generic health programs.

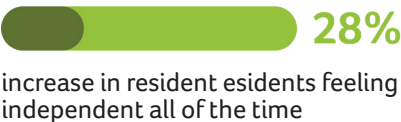
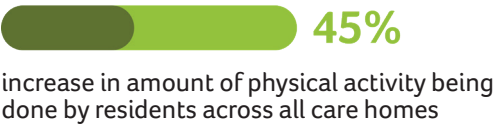
LLLL provides regular exercise, which is proven to improve mobility and strength. These are both things required for physical independence, which can be lacking in residents of care homes. Our skilled team works with care home residents to

build confidence in their ability to progress in their physical fitness. We also promote key messaging around good hydration, healthy eating, and pelvic floor exercises, all of which contribute to reducing the risk of falls. The service also provides 3 x week Zoom exercise sessions, which offer adapted exercises (standing and seated) to anyone living in Croydon. This helps reach those who find it difficult to attend exercise sessions and provides a social connection. This year, we have adapted the way we engage with care homes to provide a more consultative approach, which will have a greater impact on sustainability in terms of the care homes carrying on our work.

In 2023/24



The funding for LLLL is based on the principle that those living in care homes should have access to the same services as people living independently in the community. Our intervention aligns with this and has demonstrated the following impact.



Our residents love the group sessions and look forward to them- they appear more alert after the exercise classes

"Helpful for residents who cannot get out and about and engage with others."

"I really enjoy the sessions and feel much more confident."

"My confidence has got much better."

"Nice to be all together."

"The exercise sessions are the highlight of my week."

"Some of the moves make me feel like a ballet dancer."

Memory Tree Café (MTC) and MTC in a care home

We have three established 'Memory Tree Cafés' for people living with dementia (PLWD) and their carers in North, South and East Croydon. The cafés give our clients access to social engagement, other people with the same lived experience, information and signposting to other services, and a range of fun, stimulating activities.

Our cafés are led by two experienced dementia project officers and a fantastic team of nine volunteers who together work to provide a safe and supportive environment for our MTC members.

The cafés have a mix of activities for everyone, ranging from music, reminiscence, entertainment, physical activity, games, quizzes and crafts. We also provide information and signposting on other valuable services. This year, we have worked with a range of other stakeholders and organisations who visit our members to talk and promote relevant initiatives/

The cafés give our clients access to social engagement, other people with the same lived experience, information and signposting to other services, and a range of fun, stimulating activities.

The service benefits our clients as demonstrated through

100%

of our clients said they look forward to coming to the café

85%

said they feel less isolated and more part of their community

95%

said they have access to information or services that can help them

70%

say they feel happier and more able to cope



111 people with dementia and their carers accessed this service with a total of **1214** attendances at cafes.

services such as Croydon's Healthy Homes, St George's Bowel Screening initiative and The Met Police's 'Herbert Protocol' (aimed at PLWD who are at risk of going missing). We continued our partnership with The BRITS school with a 5-week intergenerational workshop, which proved very successful.

We delivered **39** sessions at our café in a care home.

We delivered **75** sessions across 2 different community venues.

23 people, mostly care home residents accessed this service with a total of **235** attendances.

MTC is somewhere we can go. It's good for my loved one to get involved with different activities and I can chat to other people who understand'
Carer

Information & Advice

The Information & Advice Service works boroughwide to provide access to quality-assured, free, and impartial information and advice over the phone, via email and in person at home or in outreach venues.

Our helpline service has continued supporting clients, their relatives, friends and professionals across the borough. The helpline staff and volunteers assess needs and offer timely and relevant information and signposting responses. They also refer, where required, to our advisers or other Age UK Croydon services. The team continually updates their knowledge of local services to offer people the best possible information and signposting responses.

Our six helpline volunteers are skilled, reliable, and greatly valued, and enable us to manage increasing service demand.

We have a small team of one full-time and three part-time advisers who offer specialist advice face-to-face (including home visits) or over the phone. Demand for this service is constantly high, and there is a wide range of challenges. These commonly include cost of living issues, digital isolation, council tax arrears, housing problems, issues accessing support and applying for benefits, plus many more concerns relating to ageing and navigating statutory and other services for themselves or those they care for.

During 2023-24, the Outreach Adviser has continued to offer sessions in the community, attending a range of venues, including libraries, sheltered accommodation blocks, and day centres. The sessions involve a brief information and advice talk highlighting benefits such as Pension Credit and Attendance Allowance and explaining what they are for. Some sessions are offered with our Healthsmart Health Hubs for additional practical information and advice alongside health and wellbeing.



Output

<p>During 2023-24 our Helpline responded to</p> <p>4943</p> <p>enquiries on the phone or via email.</p>	<p>In addition, the number of in-person enquiries at our Brigstock Road office has grown rapidly, with 184 visitors during the year.</p> <p>We received 803 advice referrals during the year, and 324 outreach enquiries.</p>	<p>We have supported many clients to apply for benefits and maximise income, resulting in a total monetary outcome figure for the year of</p> <p>£1,209,530</p>
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Impact

Our information and signposting service continues to provide clients with solutions to their problems, empowering them to improve their situation and quality of life. Clients who receive our advice and casework support have reported to us that this makes a huge difference to their lives, with over 90% saying that the support offered improved their situation and wellbeing. Over 95% of clients who were offered benefits and other money-related support said they subsequently felt better about their financial situation.

In some cases, clients described the support offered as life-changing. As one client who was supported with a move to sheltered housing described it:

“My family have said that I am no longer under pressure or feeling anxious about things. I now feel that I’m in a good place; I don’t feel worried or anxious and I’m so grateful for all you’ve done for me.”



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Care Home Connector Service

The Care Home Connector Service is a partnership between Age UK Croydon and the Asian Resource Centre, with AUKC as the lead partner. This innovative service works with all types of care homes in the borough and care home residents over 18 who are registered with Croydon GP.

The team provides a valuable link between care homes, residents, and their families and the support and services available in the local community. Overall, the service aims to make care homes, residents, and their families feel more connected, informed, and less isolated. At the heart of our service is a guided 'what matters to you' conversation. This personal interaction between the resident and the

Connector allows us to truly understand and appreciate what is important to each individual.

Our dedicated Connectors take a proactive role in connecting residents to meaningful activities available in the local community. They support residents in accessing resources that enhance their quality of life and general well-being. They are there to facilitate access to health and social care services when required and follow up on actions.

The Connectors link care homes with services that visit the home and benefit a number of residents, such as the mobile library service, pet therapy, music, and reminiscence activities. They have also assisted family members by signposting them to relevant supporting organisations.



Here are some reflections from those involved:

"Your work has made a difference to our residents' lives."

- Care Home Staff

"Residents feel listened to, acknowledged and helped. (The Connector's) input made a significant change in resident lives."

- Care Home Staff

"Took stress off my shoulder. It benefited my client and staff."

- Care Home Staff



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In June 2023, we introduced a collaboration with our Befriending service to support clients experiencing loneliness and isolation. Since then, 20 matches have been made between our volunteers and care home residents. The service proved popular, offering many residents a valuable connection to the outside world.

By closely coordinating with our Live Love Later Life (LLL) team and introducing the service to care homes, residents have benefited from both the LLL and Care Home Connector services. This has improved their physical and mental health and helped them feel more in control of their lives within the care home.

We have also worked with many external services, including the Care Home Intervention Team, Dementia Liaison Nurse and St Christopher's on their Connections Project.

From April 2023 to March 2024



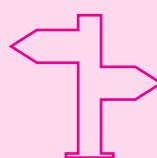
275

care home
residents
worked with



66

care homes
accepted the
service



610

signposts
and referrals
were made to
210 separate
organisations
and services



92%

of residents'
goals were
achieved

Personal Independence Coordinator (PIC)

The Personal Independence Coordinator (PIC) service works with older people (over 50) who have a complex range of health and support needs to help them identify their personal goals so they can retain and regain their independence. The aim is to help people become better informed about managing their health, live independently for longer, and minimise unplanned hospital visits.

The PIC Service is integral to the Integrated Community Network Plus (ICN+). The ICN+ programme has locality-based teams of professionals across health, the Council, and the voluntary and community sectors who aim to improve the outcomes for residents in Croydon by working preventatively and proactively. We provide a critical link between formal health and social care services and broader community support networks, helping people feel more in control of their health and well-being.

In a significant milestone, the NHS South West London Integrated Care Board (ICB) awarded us the Supporting Independence in

Croydon contract, acknowledging our role and contribution towards fostering independence among Croydon's residents.

We are continuing to work with the One Croydon Alliance Project Management Office to support the ICN+ in improving its effectiveness and playing an integral role in delivering Integrated Neighbourhood Teams and Proactive Care programmes.

Recognising the potential for greater impact through collaboration, we are exploring ways to improve our joint work with Social Prescribers, older adult social care, and other Voluntary Sector organisations to extend our reach and ensure that a broader segment of the community benefits from our service.

We have explored the role of volunteers in augmenting the support provided by the PIC service. A notable initiative is the piloting of Tech Volunteers, who assist clients in their homes to leverage technology to enhance their independence.



Overall, 75% of clients saw positive changes while working with PICs.



either maintained or saw further positive changes after the PIC engagement was complete.

Life Essentials Assessment Framework (LEAF) 7 is a preference-based Quality of Life self-assessment tool that addresses the needs of vulnerable older people. The person being supported rates themselves in relation to seven aspects of their life regarding their ability to have, be, and do the things they value.

This year’s LEAF 7 scores continue to show an overall improvement in almost all scores across the seven areas except for “Value” and “Enjoyment”, which showed the most significant increase of 21% between the 1st and 3rd scores.

Proportion reporting positive, negative or no change in total scores

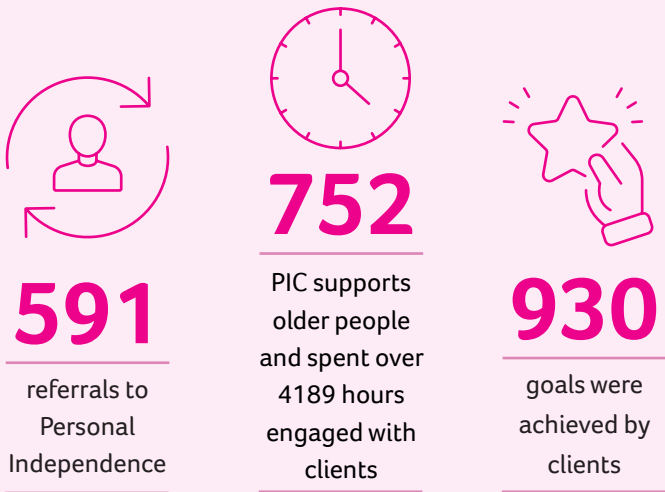
Total Scores	Change Level 1-2	Change Level 2-3
% Positive Change	75%	53%
% No Change	18%	35%
% Negative Change	8%	13%

Friends and Family Test



of clients supported by the service stated that they would either recommend or highly recommend the PIC service to family and friends.

From April 2023 to March 2024



Community Engagement

The Community Engagement Service has expanded its reach in Croydon this year. We have ventured out into the community, working closely with other Voluntary, Community, and Social Enterprise (VCSE) organisations, strengthening existing connections, and listening to the voices of new and existing clients to deliver a popular range of events and activities.

We actively engaged new clients through outreach at various community and voluntary sector groups such as the University of the Third Age, Croydon Vision, faith groups such as the Ahmadiyya Muslim Women’s Association and many more. Additionally, we played a pivotal role as hosts and delivery partners at the Brigstock Road ‘Community Hub’ as part of the Healthy Communities Together programme. Over the past year, our Brigstock Road site hosted 256 activity sessions, attracting 5,044 visits and 128 new activity registrations.

Supported by a team of 22 volunteers, we successfully launched and delivered new events and activities. We were fortunate to play a part in the London Borough of Culture 2023 with Croydon council, running creative events including accessible, dementia friendly garden workshops and poetry workshops with Croydon’s first Poet Laureate. Additionally, we have introduced a new in-person reading group delivered by a volunteer in partnership with The Reader. Other notable successes were our Silver Sunday ‘Cuppa and Chat’ celebration in October, which gave us the opportunity to hear the views of over 50 local residents, our collaboration with Croydon Vision to host a Diwali celebration including food and dancing at Bedford Hall, and, of course, our annual week of Christmas parties with live entertainment and a complimentary lunch.

The impact of our activities on client well-being and satisfaction is evident from the positive feedback received.



The testimonials from our clients underscore the profound impact of our activities and events:

“After losing my wife, I found a lot of friends.”

“It has given me an escape from my daily caring routine.”

“AUKC gave me a new life and made me live again when I had lost hope of living.”

We look forward to reaching more people in Croydon and continuing to engage with the community through our varied offering of events and activities, helping to tackle social isolation in the borough.

Volunteer Programme

This year, our Volunteer Programme prioritised growing the number of volunteers across the organisation, with a focus on improving engagement during the recruitment and onboarding process. We also created new volunteer roles in service teams, particularly within Personal Independence Co-ordinators (PICS) and activities. Another priority was to ensure that potential volunteers understood that we offer flexible volunteer roles that could fit into their weekly schedules.

In the reporting period from 1st April 2023 to 31st March 2024, our Volunteer Programme witnessed an impressive 80% increase in the number of active volunteers compared to the previous year reaching a total of 98 active volunteers. Our efficient conversion rate of 34% from volunteer inquiries to active participation demonstrates the effectiveness of our volunteer recruitment strategy this year.

Recognising the importance of data to better understand our volunteer team, we have been collecting demographic information and will continue to analyse and address underrepresented areas of the population.

We have taken a proactive approach to sourcing volunteers by participating in community events and launching a recruitment campaign aimed at addressing barriers to volunteering. This has enabled us to connect with potential volunteers who might not typically approach us.



We actively reach out to people who have never volunteered before, with 56% of our volunteer team having no prior volunteering experience. Despite this, we were pleased to see a high level of volunteer satisfaction, with 98% of volunteers reporting that they feel highly satisfied or satisfied with their experience with us. Additionally, 89% of our volunteers recommend volunteering with Age UK Croydon to a friend.

Since March 2023, the reach and inclusive nature of our Volunteer Programme has helped us achieve a more diverse volunteers pool.



We are demonstrating our appreciation of our volunteers by launching a new 'Meet the Volunteer' initiative, helping to connect employees and volunteers and in turn demonstrating our 'One Team' approach.

We have been exploring the impact of our volunteers on the older people they support by meeting directly with them, hearing their stories, and creating case studies to share with the wider organisation. We have received comments such as:

"She makes me happy when she is here, and I am still happy after she has gone."

"He is like a second son to me"

"I eagerly await her visits"

Befriending Service

Our Befriending Service continues to prove popular, with many volunteer applicants requesting to become befrienders. Most matches have transitioned from phone-based interactions to face-to-face meetings, reflecting a preference for more personal connections from clients. We successfully integrated our Befriending Service into the Care Home Connector initiative, pairing volunteers with residents in care and

nursing homes. This pilot program proved highly successful and popular for residents and volunteers who appreciated the opportunity to engage directly with care home residents. Currently, we have 58 ongoing befriending matches, with 52 volunteers actively engaged. The average length of these befriending relationships is 15 months, indicating a high level of commitment from both volunteers and clients.

Feedback from clients has been overwhelmingly positive:



94%

of clients reported being satisfied or highly satisfied with the calls and visits.



100%

of clients strongly agreed or agreed that the calls and visits made them feel less lonely.



100%

of clients indicated they would recommend the service

The Befriending Service has proven to be a vital component of our Volunteer Programme. Our client feedback highlights the significant impact of our Befriending Service in reducing loneliness and providing meaningful social interaction for clients. This year, the successful integration with the Care Home Connector Service and the positive feedback from clients and volunteers highlight the program’s success and potential. As we look to the future, we remain dedicated to reaching isolated people in Croydon through our Befriending Service to prevent isolation and loneliness.



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Case Stories

Who

Miss P is a 70-year-old client who attends our Health Hubs. Miss P lives with cerebral palsy and uses a walker to get around. In January, Miss P disclosed to us that she wanted to lose weight for her sister's wedding and would like to become healthier. To begin with, Miss P was quite resistant to pushing herself in the exercise sessions and changing her lifestyle habits (diet).



What We Did

Over the last quarter, working closely with Miss P and building a good rapport with her, we have been able to encourage and support her on her weight loss journey. In two months of attending the Healthsmart Health Hubs, Miss P lost 7kg (just over 1 stone) lowering her BMI and decreasing her risk of certain diseases. This initial weight loss, has given Miss P a better sense of confidence and built up a momentum for her continue being proactive in her health.

Unfortunately, in February, Miss P was admitted to hospital after contracting Covid 19. The Healthsmart made sure to pass on our best to Miss P during her stay. After a lengthy 3 weeks spent in the hospital, Miss P returned to the weekly hubs with even more drive and determination. She continues to take part in the weekly health checks, monitoring her blood pressure and BMI, which are continually lowering, getting nearer to the ideal range for Miss P's age and height. Miss P is also challenging herself in the exercise sessions, completing standing exercises which is strengthening her muscles and joints, decreasing her reliance on her walker.

The Impact

Miss P's progress as a Healthsmart client has been a joy to see by all the team. We not only have seen Miss P's physical health improve through weight loss, and building strength and mobility, but we have helped grow Miss P's mental resilience. Even after a big setback, such as her hospital stay, Miss P continues to prioritise her health and push herself week in week out. Continuing this work, we are sure that Miss P will be in a better position both physically and mentally for her sister's wedding this summer.

Case Stories

Who

Age UK Croydon PIC Client, Mrs. J was looking for someone to show her how to use her iPad. She hadn't been able to get out of the house to attend church and prayer meetings, which left her feeling isolated. She had been asking individuals to help her but could not get the support she needed until she was put in touch with AgeUK Croydon.

She told us "I used to be very independent. Not so anymore I'm 95 years old in July."

What We Did

Throughout 3 weekly visits, our PIC Tech Volunteer, Liz taught Mrs. J how to link up with prayer and other church meetings using Zoom. She also showed her how to access Radio 4 and BBC news channels.

Mrs. J told us our volunteer was "a delightful lady who does not move off from the subject until you have learned it."



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The Impact

Helping Mrs. J reconnect with the things she loves has had a big impact on how she feels. "It is so good to be able to open this up with the link and see everyone on the iPad, I feel part of the fellowship by connecting online. I can be in church without leaving my home. I feel like I am in the church with everyone. Organisations like Age UK Croydon help you to become independent and stay independent and that's what they do to help people. You have come in and been so supportive. I am very grateful to you." It doesn't stop there! Mrs J told us, "I want to keep learning so I can be in touch with more people."

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:



You can enhance our impact by donating to us via our website and volunteering with us.

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 more extensive network while remaining able to operate effectively as a local, independent charity. 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 retains the ability to create others according to need. Age UK Croydon has formed partnerships and has memberships with several organisations to support and further our work across the community.

We have been a partner in the Healthy Communities Together programme, helping to shape and influence the following workstreams: Funding and Commissioning, Empowerment and Engagement, and Leadership and Representation. We have provided a banker service for the funding from Kings Fund and National Lottery to provide a smooth and efficient process for managing the funds. This partnership enables Age UK Croydon to achieve a broader reach for its brand while maintaining the ability to deliver locality-specific services.

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
- 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 like-minded organisations, all looking to achieve similar outcomes for the people of Croydon. Partnerships help to harness the power of collaborative working while reducing duplication across the sector. This list is not exhaustive, as Age UK Croydon strives to work with all relevant groups and organisations to achieve its charitable purpose better. One such example has been AUKC hosting the Brigstock Road Community Hub every Monday at our Scratchley Hall, where any member of the public can attend to access support from both the voluntary and community sectors and statutory partners.

- Age England Association
- Asian Resource Centre of Croydon
- Clear Community Web
- Croydon Neighborhood Care Association
- Croydon Black & Minority Ethnic (BME) Forum
- Croydon Vision
- Croydon Voluntary Action
- Croydon Alms House
- Croydon Mencap
- One Croydon Alliance
- St Christophers Hospice

Charity information

Company number	03921436
Charity number	1081013
Registered and principal office	81 Brigstock Road, Thornton Heath, CR7 7JH
Country of registration	England & Wales
Country of incorporation	United Kingdom

Trustees

Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

Trustee Name	Title / Tenure
Ms S Nicklin	Chair
Mr O Sauba	Treasurer, Chair of Finance Committee
Ms B Scanlan	Chair of Governance & Nominations Committee
Mrs O Khan	
Mr I Mannan	
Ms D Davison	
Mr C Briggs	
Mr K Kyei	Appointed 6 March 2024

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



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Find out more:

www.ageuk.org.uk/croydon

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