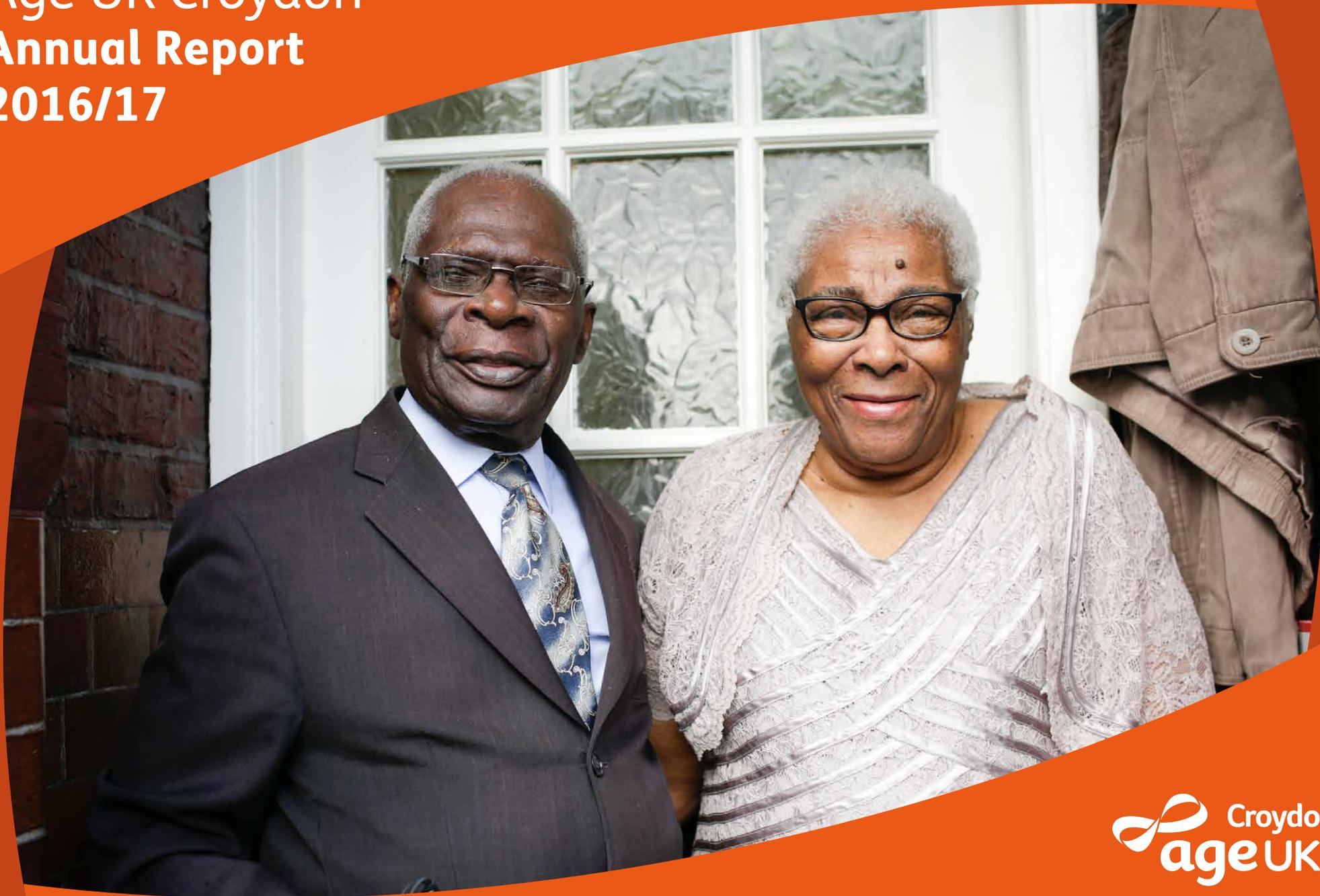


Age UK Croydon Annual Report 2016/17



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A message from our Chair



The last 12 months have been a time of great change for Age UK Croydon, during which we faced some unprecedented situations.

It gives me great pleasure, therefore, to report that we were able to close the year on a very optimistic and positive note. This is, undoubtedly, due to the continued support of our team and our funders and I would like to take this early opportunity to record my thanks to you all. Without your amazing dedication, we would not be able to deliver all that we do for the older people of Croydon.

During the year, we placed great focus on the sustainability of our organisation, and began to strengthen our ability to increase unrestricted income. We also overhauled our financial controls and improved the transparency of our forecasting and budgeting process.

This will allow the Board to be more courageous in its decisions regarding investment in future projects and services.

Our portfolio of services has increased this year, and are described more fully within this report. Notable, however, was the introduction of a pioneering new service offering personalised care to our clients. The Board and the Senior Management Team worked very closely together to ensure this service is delivered well and can achieve impactful results for its clients. I am very excited to see how this programme, as the vanguard of the new integrated Model of Care in Croydon, will continue to develop.

Our Advice Service continues to offer high quality information and advice; and the Board is proud of the team's achievements in increasing its impact for our clients year on year, despite no increases to the resources over previous years.

Moving forward, we will continue to make steps to improve our operations to ensure our clients remain at the heart of what we do.

We will keep innovation at the forefront of service delivery, so that we remain agile in our ability to adapt to the changing needs of our stakeholders, be they clients, funders, partners or our team.

Age UK Croydon thrives because it is able to blend the skills of a loyal army of volunteers with those of its highly committed staff team to create a potent array of services and activities. May I take this opportunity to thank our Chief Executive, Kate Pierpoint, for her tireless commitment to improving the organisation; to her team in understanding the need for change and being able to adapt; and all our volunteers who help champion the organisation and deliver an excellent experience to Croydon residents.

Deborah McCluskey,
Chair, **Age UK Croydon**



About us

“ The combination of an **ageing population** and **cuts to public spending** make it increasingly **difficult for older people to receive the support** they need to have a good quality of life.

- **Kate Pierpoint**
CEO, Age UK Croydon

Our work at Age UK Croydon

Age UK Croydon is a charitable organisation that supports, inspires and values people later in life.

We promote independent living for people within the London Borough of Croydon, ensuring the voice of older people is heard, their views expressed and their needs met.

Age UK Croydon's services mostly target Croydon residents over the age of 50. However, helping to build our community and reduce isolation is important to us, which means we also offer a number of services to people of all ages.

A lack of preventative services in particular results in the issues older people face becoming serious health problems, leading to greater hospital admissions.

“ We act with respect, understanding and sensitivity helping older people to achieve what they want in their lives



Brian Calvert, Age UK Croydon's Financial Advocate, accepts his City & Guilds Medal for Excellence

Much of Age UK Croydon's work focuses on reducing the 'health gap', by offering a range of services regardless of ability to pay.

With services which span health, wellbeing, employment, home care, and advice, Age UK Croydon offers a holistic solution for older people to seek out the services they require in one place. Physical and social isolation in older people is an issue it aims to tackle.



Our Services

We lead the way in empowering, enabling and supporting older people



INFORMATION & ADVICE

Both in house and outreach we provide independent, impartial, free and confidential information and advice



BEFRIENDING

We promote independent living by arranging home visits from volunteers, telephone calls and social gatherings



ADVOCACY

We offer financial advocacy including benefit checks and housing options



COMMUNITY HUB

The Brigstock Road hub offers a range of activities for older people and also the wider community



VOLUNTEERING & JOB SUPPORT

We offer a range of volunteering opportunities and employment support



HELP AT HOME

We offer home from hospital support, tools to reduce the risk of falls and preventative care plans



HEALTH & WELLBEING

We provide preventative services to enable older people to make healthy lifestyle choices



TRIPS & HOLIDAYS

We offer affordable opportunities for trips to various locations in the UK

A directory of all Age UK Croydon's services can be found online at www.ageuk.org.uk/croydon

Our Finances

How we raised our money

Total incoming resources in the year were £1,569,872 (2016: £1,090,210) and showed an overall increase of £479,662 (44%) over the previous year.

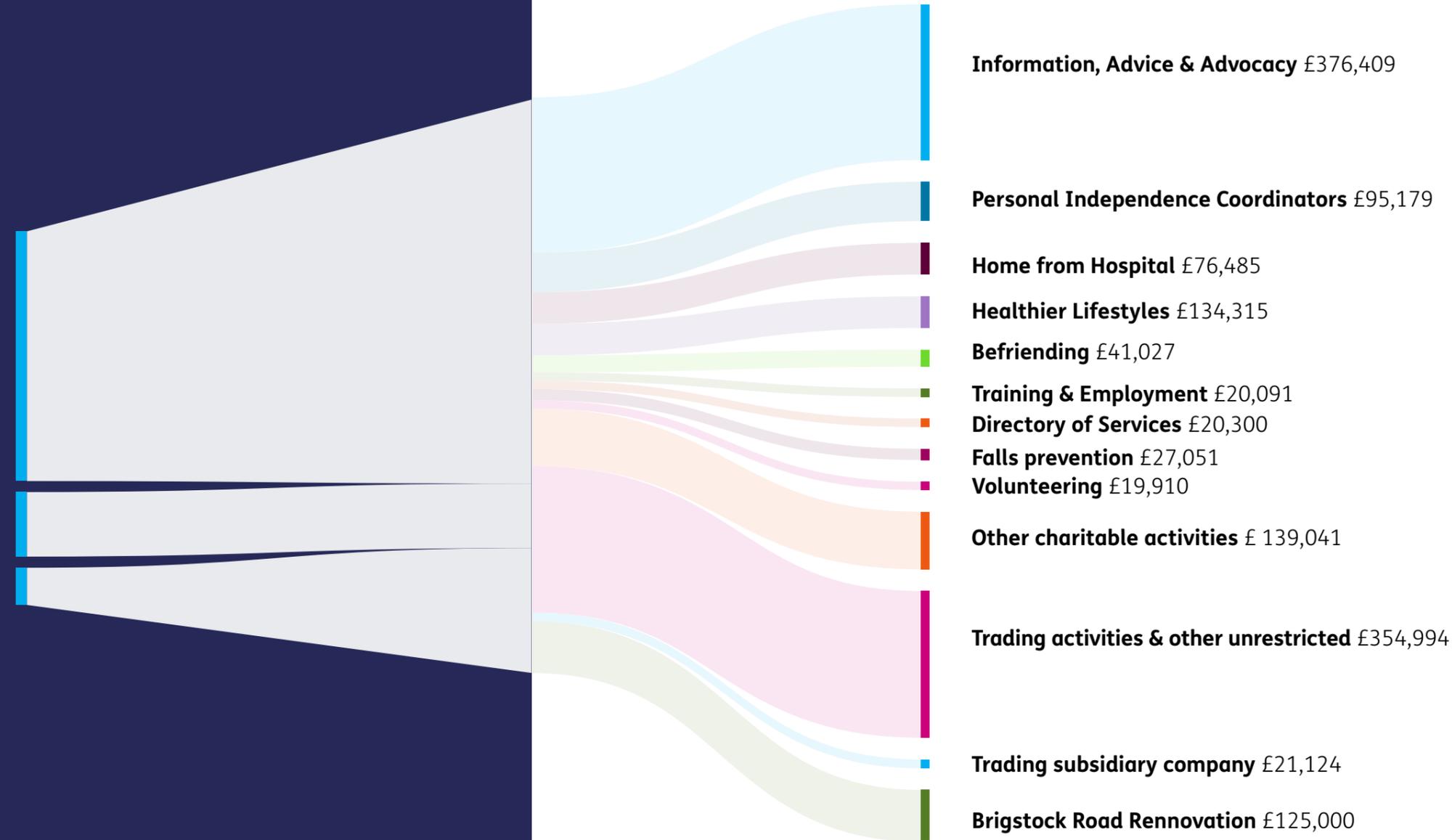
Age UK Croydon's income from charitable activities increased from £774,846 to £1,130,280 (46%). This increase reflects a mix of projects finishing and new projects starting together with income raised to fund the renovation of Brigstock Road (£100,077). Two significant projects which started in the year were the Personal Integrated Care Programme (income £142,000) and Smart Health (income £67,483).

The fundraising activities, including chargeable services, raised £278,725 in the year (2016: £298,955) - a decrease of £20,230 (7%) demonstrating the challenges faced by these services during the year.

Charitable activities
£1,130,280

Other trading activities
£278,725

Donations and legacies
£160,677



How we spent our money

Total costs increased by £274,106 (26%) from £1,051,820 to £1,325,926.

The income for Brigstock Road renovation was fully spent in the year. There was no uncertainty about the going concern status of the charity throughout the financial year.

The total expenditure on charitable activities and Brigstock Road renovation was £1,267,695 - an increase of £386,326 (44%) in line with the increase in charitable income.

Age UK Croydon has £84,799 (2016: £50,486) in restricted funds and £835,324 (2016: £623,388) in unrestricted funds. However a significant proportion of the unrestricted fund is held in the form of freehold property that is not readily available to fund short-term service delivery.

The level of funds available is £383,636 (2016: £297,885). Of these reserves, £260,000 has been ear-marked for emergencies and to cover Age UK Croydon's obligations in the unlikely event it were to ever face closure.



Our Key Achievements

Big problems being tackled locally by Age UK Croydon



Before



After

Community Hub renovation was completed in February 2017

Brigstock Road Hub has been renovated, allowing us to develop a welcoming space for the community to get together.

£100,000 was contributed from Relief in Need, City Bridge Trust, The Bernard Sunley Charitable Foundation, the estate of Mr Wally Garratt, the Ahmadiyya Muslim Association, Cllr Manju Shahul-Hameed and The Beatrice Laing Trust. The new entrance was officially opened in February 2017 by The Worshipful Mayor of Croydon, Wayne Trakas-Lawlor and Deputy Mayor Toni Letts.

Advice Services Croydon (ASC) achieved IAQP quality standard

Our information and advice centre, based in central Croydon, achieved IAQP quality standard in September 2016.

With more partnerships, increased funding and training, the team successfully secured funding for a Warm and Well project, providing three days a week of benefit support for clients. The service has succeeded in putting more money into the Croydon economy via money raised in benefits or debts cancelled, to a value of just under £1million each year for the last 3 years.

The 'One Croydon' Alliance Programme

In 2016 we became a key partner on the 'One Croydon' Alliance Programme.

The programme aims to develop and implement a more integrated and preventative health and social care across Croydon. This opportunity potentially offers ten years of continuity for many of Age UK Croydon's services. It reinforces Age UK Croydon's excellent reputation for service delivery and will allow us to influence the health and social care system in positive and powerful ways.

The Personal Integrated Care Programme (PIC)

Age UK Croydon was successful in securing funding from Age UK National and the Croydon Clinical Commissioning Group to deliver a pioneering pilot project.

The programme provides personalised care support to individuals who are frail, vulnerable and in need of proactive and preventative planning. Personal Independence Coordinators provide critical links between formal health and social care services and the wider community support networks to improve self-management and access to voluntary and community services.

As a result, people will be empowered and enabled to stay active, healthy and independent for as long as possible.

Mr Knox is one of the clients who is benefitting from the programme. A Personal Independence Coordinator has been supporting Mr Knox, who is partially-sighted, to set achievable targets to help him maintain his independence in his own home.

Working with partners from across the health service, the council and the voluntary sector, our PIC team are able to call on other services for support, including providing Mr Knox with a signature guide which helps him sign his paperwork in the right place, despite his loss in vision.



(Mr Knox, PICs client)



Our Impact

Our projects have benefited 15,000 older people in Croydon this year

“ The Befriending Service has given me the opportunity to be a positive part of someone’s life...”

– Eleanor,
Befriending Volunteer

“ I feel I have some **independence** after two years going backwards...”

– Martin,
PICs Client

We are... reducing isolation

The Befriending Project

Physical and social isolation in older people is an issue we aim to tackle through all of our services, by ensuring accessibility and projects which adapt to the requirements of different people.

The Befriending Service offers companionship to clients who suffer isolation, connecting them to other local services and supporting them in achieving personal goals to improve their health and wellbeing.



Home Visits

Clients receive weekly visits from a volunteer. Some of the clients enjoy a game of scrabble, chess, jigsaw, playing cards with their befriender and one of them is enjoying doing crafts.

Telephone Befriending

Many of those who have been referred to the project have not wanted someone to visit them at home, but have welcomed a regular telephone ‘check’ call.

The project currently manages **29 befriending relationships** (a total of 44 relationships to date) and **16 telephone befriending relationships**.

Over 15 of the relationships have continued for over 6 months and 5 have lasted over a year. The project has been successful in developing new partnerships with organisations like Goodgym.

Activities at Brigstock Road Community Hub

The hub engaged over **500 people** with over **6,000 classes** and sessions this year for the community, including:



Bingo



Balance & movement



Zumba



Golden Voices Choir

Holidays & Day trips

The Hub also organised affordable holidays this year for the community, taking **91 people to Cornwall and Scotland**.

There were **six day outings, taking 264 people** to various locations across England, with a full coach travelling and spending a day in the city of Bruges.

The aim of the holidays and outings is to provide affordable and suitable opportunities for older people to take part in, enjoying the coast, countryside and cities.



We are... promoting healthier lifestyles

The Healthier Lifestyles service

The Healthier Lifestyles Service supported over 1,200 people this year to improve their health and manage long-term health conditions better.

The Healthier Lifestyles project offers a wide range of services, activities and outreach opportunities, tailored to meet the needs of diverse local communities. The services offer older people the opportunity to improve their health and wellbeing by making changes to eat healthily and becoming more physically active.

One of the services is the Healthier Lifestyles Hub, a free drop-in service which provides individual and group support for healthy eating, weight management, taster exercise, health information, talks and screening of BMI and blood pressure. Our free health events run regularly across the borough.

90% of clients said they felt the project had **increased their awareness** of the benefits of a healthier lifestyle and **felt more positive** about their community.

Other services include:

- Outreach to older people's community and housing groups
- Referrals to telephone and visiting befriending services
- Referrals to health and social care services and local community activities
- Malnutrition screening and community support

and... reducing hospital admissions

Personal Safety and Falls Prevention

Our Personal Safety and Falls Prevention service supported **953 clients this year (2015/16 – 500 clients)** with provision of adaptations and equipment for the home, handyperson work, advice and follow up consultations to reduce the risk of falls.

We aim to help older people who have fallen or are at risk of falling at home, by identifying and helping to reduce risks and hazards and to promote independence in the home.

We carry out a comprehensive risk assessment to highlight potential causes of falls in the home and can arrange for additional stair rails, grab handles and other aids to be supplied and fitted, free of charge.

As part of NHS Croydon's Integrated Falls Team, we can also make an onward referral to other services, such as assessment by occupational therapist, or domiciliary physiotherapy, for those with more complex needs.



As a result of the "Falls Prevention Service"...

93% reported
no falls after
using the service

94% now feel
less afraid of
falling at home

by... empowering & building independence

Personal Integrated Care Programme (PIC)

The Personal Independence Coordinator service launched in November 2016 aimed at supporting older adults to set and work towards the goals that are important to them.

Over a 12-week period, PICs support people to achieve their goals, helping to empower the individual to build on their independence, and remove barriers to their improved health and wellbeing.

The PICs work with health and social care providers to proactively identify older adults that would benefit from the PIC service, which ultimately aims to minimise risk of hospital admission or to prevent re-admission.

The PIC team have worked with over 220 people, helping set and achieve over 500 goals. By the

end of 2017, PICs were engaged with 28 out of 58 surgeries as part of an Integrated Community Network with a strong engagement model in place to engage the further 30 surgeries by March 2018.

220
people

12
weeks

500
personal
goals

118 people in Croydon supported this year by...

The Home from Hospital & Reablement Project



A significant impact of the project is the improvement of communication between patients/families and their carers while in hospital. After being discharged, some client's families are left to fend for themselves without proper information, advice or support.

The project team visit and assess service users in their own home and make referrals or refer clients onto other Age UK Croydon services or local facilities, to ensure clients and their families can continue to access a range of support services.



Our Future Plans

Meeting the changing needs of older people in Croydon



We have ambitious plans for the future of Age UK Croydon to ensure our services meet the changing needs of our clients, as well as reaching more older people across the Borough.

As part of our goals, Age UK Croydon aims to continue to be the lead organisation on older people's issues in the Borough. Age UK Croydon's five year strategy is now under review and I am keen to ensure that our staff, volunteers and clients are central to these plans.

During the year, we made significant improvements to our operations, governance and controls. By continuing to do so, this will give us a strong framework upon which to build and develop our portfolio of services. In particular, we will work to improve how we demonstrate and communicate the wide-reaching and long-term impact we know we are making for our clients.

The new Personal Independence Coordinators service will be a key area to focus on this year. As a flagship service - designed through 'One Croydon's integrated Model of Care 10 year programme' - it has huge potential to bring health and social care together in providing more holistic care to our clients.

In the coming year, Age UK Croydon is due to lose funding for its befriending service. However, this has only reinforced to us the need to continue this service and to re-introduce the service in 2018, with a new

strategy, giving us the opportunity to innovate and build partnerships.

Moving forward, strengthening our trading activities will continue to be a priority for Age UK Croydon. Our Help at Home service and our Brigstock Road Community Hub operate as social enterprises, providing affordable, vital services to our clients, without having to rely on grants or local authority funding.

Investing in our staff and volunteers will also be a priority for Age UK Croydon in the coming years, to ensure we get better at rewarding and recognising talent and commitment, whilst also strengthening opportunities for personal development. We will continue to establish and build partnerships across the health and social care sectors; especially with other local Age UK's, with the aim to support each other to be able to offer a consistent, high quality service across South West London.

I would like to take this opportunity to thank the Board for their continued support and commitment to Age UK Croydon; and to my team for their hard work, compassion and dedication to their clients, which is the strength of our organisation and has been at the heart of our success.

Kate Pierpoint,
CEO, Age UK Croydon

With thanks to...



We'd like to thank all our donors, campaigners, customers and supporters for their valued contributions, as well as our staff, volunteers and local, national and international partners. Special thanks also go to the following businesses, public bodies, trusts and foundations for their generous support.

- London Borough of Croydon
- NHS Croydon / The Croydon Clinical Commissioning Group
- Age UK
- The Big Lottery Fund
- Charities Aid Foundation
- European Social Fund
- Relief in Need
- City Bridge Trust
- The Bernard Sunley Charitable Foundation
- Estate of Mr Wally Garratt
- The Ahmadiyya Muslim Association
- Cllr Manju Shahul-Hameed
- The Beatrice Laing Trust

We'd love your support

You can help Age UK Croydon in many ways.

- Donate
- Volunteer
- Fundraise
- Campaign

To find out more about how you
can get involved with Age UK Croydon

visit: www.ageuk.org.uk/croydon or
call: 020 8683 7100

Age UK Croydon
81 Brigstock Road
Thornton Heath
CR7 7JH

