

# Age UK Enfield

Strategic Plan 2022 - 2027

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# Introduction



Age UK Enfield is the Borough's leading charity supporting and enhancing the lives of older people. As such, the Charity's Board and Senior Management Team are consistently reviewing the environment in which we operate.

The world is a very different place today to when our last plan was developed in 2018. There has been a global pandemic, the myriad effects of which are still reverberating today, and there have been significant changes to health and social care and support.

The needs of the older people of Enfield are greater and more complex than at any other time. Despite Enfield's historic reputation as a leafy outer London Borough, it is now a place with inner London problems but with outer London funding and infrastructure.

We are a forward-looking Charity, constantly evolving to respond to the needs of our clients.

As part of our developing the initial 2022-2025 strategy plan, which we have now revisited and extended to 2027, we consulted widely with clients, staff and volunteers. We listened carefully to their needs, where we felt we should build and where we could continue to improve.

The information gathered has enabled us to outline the six priorities set out in this plan and which remain central to all that we do.

Significant progress has and continues to be made on developing our existing services, processes and ways of working. We are focused on developing our existing services and our operating model. Additionally, we are planning to embark on our next phase of development which will require a move to new premises.

We look forward to working with our local partners, stakeholders and funders in establishing an age-friendly Enfield where everyone can love later life.



# Vision

an age friendly Enfield where  
everyone can love later life

# Mission

to improve the lives of older people in Enfield by  
ensuring they are valued, active, connected,  
and able to live the life they choose



# Values

## **People-Centred**

We put people's needs and preferences at the heart of all we do.

## **Kind**

We are welcoming, respectful, and empathetic.

## **Inclusive**

We celebrate and value the diverse communities of Enfield and the contributions they bring.

## **Creative**

We work together to find new solutions to challenges facing older people.

## **Professional**

We are dedicated to delivering the highest quality services and activities.

## **Collaborative**

We believe teamwork and partnerships are central to achieving our vision.





# About Enfield

Total Population  
of Enfield:

**333,600**

**23%**

forecast **growth** in 65+  
age group to 2025

Cockfosters, Highlands and  
Grange wards have highest  
proportions of older  
residents:  
**19% over 65s**

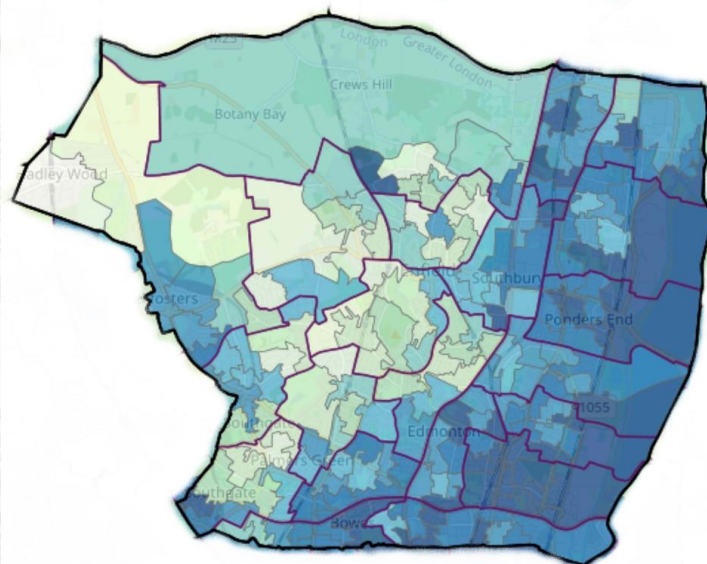
**10%**

households occupied by a  
**single person aged 65+**

**2<sup>nd</sup>**

highest 65+  
cardiovascular disease  
death rate in London

**Deprivation affecting older people**  
(darker areas are more deprived)



The **east** of the  
borough has several  
areas which are in the  
10% most deprived  
areas of England

**2<sup>nd</sup>**

highest dementia  
diagnosis rate in  
London

Sources:

NOMIS

Enfield JSNA

Enfield Council 2020 Borough Profile

Productive Healthy Ageing Profile (PHE)

# Our Services and Activities

## Parker Centre Dementia Day Care

The Parker Centre is a specialist dementia care day centre in Edmonton, providing high quality day care, activities and events for people with early memory problems, to advanced dementia, as well as respite for their carers.

## Home Care and Support

Age UK Enfield's award-winning Home Care and Support Service provides bespoke in-home care and support from trained, professional and friendly staff, enabling people to build confidence, and continue to live safely and independently in their own homes.

## Home from Hospital

Supports local residents who are leaving hospital and require some extra help and support for up to three weeks. The Home from Hospital Service can help with shopping, domestic tasks, basic food preparation and medication collection.



**“Very important, it gives me a break, makes a big difference in our lifestyles... she’s got friends there and the staff are absolutely A1.”**

Mrs L, Parker Centre Client’s family member

# Our Services and Activities



**"I'm very satisfied with the service given from Age UK Enfield advisors. I feel relieved each time when leaving the office."**

Mrs B, Information and Advice Client

## **Information, Advice and Advocacy**

Provides information, support and signposting on a wide range of issues including access to benefits and accessible transport, housing and pensions, and much more.

## **Planning for Later Life**

Provides information sessions on a wide variety of later life issues, including funerals, wills, advanced decisions, how to care for your pets, bereavement services, and much more.



# Our Services and Activities

## iCan

iCan supports adults who may be facing social or economic challenges, have a long-term health condition and are isolated to improve their health and wellbeing, enabling people to remain independent, and connect with others and their community. iCan is a community navigation service led by Age UK Enfield, with Alpha Care Specialists, Attend and Enfield Carers Centre.

## Enfield Wellbeing Network

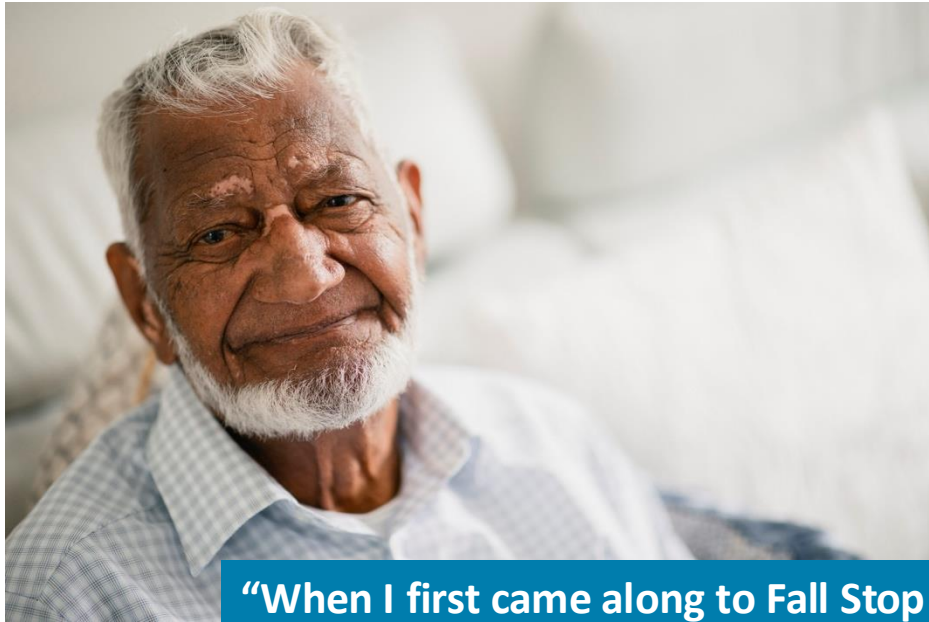
The Enfield Wellbeing Network is a collaboration between several local community organisations, which aims to enable people to set and achieve realistic goals to improve their health and wellbeing.



**“I wish I'd spoken to someone sooner. The ICAN navigator really took time to listen to my concerns and provided me with so much information, things I didn't know before. I'm really grateful for the help.”**

**Mrs P, ICAN Client**

# Our Services and Activities



**“When I first came along to Fall Stop I couldn't walk to the end of my road, I was breathless and unsteady. I can now attend longer walks and talks, I've lost weight and my GP is happy.”**

**Mr R, Fall Stop Service User**

## **Fall Stop Service**

Provides a range of information, advice, exercises and activities to help people who have had a fall or are at risk of falling.

## **Memory Care Navigation**

Supports people newly diagnosed with dementia, or who are seeking diagnosis, offering information and advice on how to navigate the many support services available.

## **Memory Meet Ups**

Fortnightly social and activity groups, supporting people with dementia, and their carers.

# Our Services and Activities

## Fit for Life

Our Fit for Life project has been running for nearly 20 years in the borough. It provides a wide variety of exercise classes, activities and walks at a range of community venues across the borough.

Our classes are suitable for all, from gentle exercise to Zumba, and challenging country park walks.

Classes are fun, friendly and welcoming, and some provide the opportunity for refreshments and socialising after the class.



**“Thank you to all at Age UK Enfield for encouraging us to keep fit. Walks are so important for us all - not only the physical benefits but on the social side for our mental health.”**

**Mrs A, Fit for Life Walk Participant**





## Parker Centre Dementia Day Care

“I have been working with Age UK Enfield’s Parker Centre for over ten years and always I have found it to be a reliable, person centred and supportive service towards the most vulnerable people of Enfield.

The Parker Centre has been not only flexible with families and clients in adjusting to their needs but also have been a valuable resource to us social workers in meeting the outcomes of the people we are supporting.”

*Social Care Coordinator,  
London Borough of Enfield*



# Strategic Priorities 2022-2027

1. Developing our Services

2. Participation and Influence

3. Partnerships and Collaboration

4. Measuring our Impact

5. Developing our People

6. Income Generation and Sustainability



## Priority 1: Developing Our Services

*Expanding our service offer to ensure we are there to support, advise, connect and inspire older people across the borough*

We will be recognised as a centre of excellence for dementia services

We will build on our success in delivering services that combat loneliness and isolation

We will increase our capacity to provide information and advice

We will ensure our services are delivered to the highest possible quality

We will ensure our services and activities are delivered from settings and locations that meet the needs of the community and our people

We will make it even easier for people to access clear and up-to-date information on how to access our services



## Priority 2: Participation & Influence

*Amplifying the voices of older people in the running of our charity and their influence in our communities and throughout Enfield*

We will expand the opportunities for older people to influence the planning and delivery of our services

We will further our reach into the diverse communities of Enfield, ensuring we are accessible and inclusive in all we do

We will develop a strong volunteer base from across the community

We will speak up on issues that concern older people

## Priority 3: Partnerships & Collaboration

*Further developing our partnerships with statutory services, funders, other VCS organisations, and community groups*

We will build on our collaborations with local voluntary sector organisations and develop new relationships with organisations who add value to the local community

We will continue to influence older people's services locally through our relationships with the local authority and health services

We will explore opportunities to develop our work with neighbouring Age UKs

## Priority 4: Measuring our Impact

*Measuring the difference we make to the lives of people who come into contact with us, and using that evidence to improve the services we offer to older people*

We will take a consistent approach to monitoring and evaluating our impact

We will listen to older people, using data and their feedback to help us understand what older people in Enfield want

We will learn and improve based on the evidence we gather, and be transparent with our findings



## Priority 5: Developing our People

*Focusing on promoting diversity, providing training and development, and recognising and rewarding all our staff and volunteers*

We will ensure our mission, vision and values are embedded in all that we do

We will invest in our people to ensure we are rewarding people fairly for the work they do

We will take positive steps to ensure our organisation is diverse, equitable and inclusive

We will ensure our internal communications are clear and consistent

We will enhance the knowledge and skills of our trustees, staff and volunteers

## Priority 6: Income Generation & Sustainability

*Ensuring a secure future for the charity, so  
we can continue to support older people in  
Enfield*

We will ensure all our services and activities are financially viable and achieve full cost recovery

We will develop new sustainable and diverse income sources

We will ensure our governance is effective and efficient

We will enhance our operational capability by investing in people, processes and systems

We will aim to be environmentally responsible in our operations

# How you can get involved



We exist to create an age friendly Enfield where everyone can love later life – and we need your help!

We are always looking for volunteers to support delivery of our services or helping with our campaigns and events.

If you are able to support our work financially, you can do so through donations, remembering us in your will, or fundraising.

For more information, visit: [www.ageuk.org.uk/enfield/get-involved/](http://www.ageuk.org.uk/enfield/get-involved/)



**Age UK Enfield**

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