

Strategic Plan

September 2021 - August 2024

Age UK Richmond upon Thames
The White House Community Centre
45 The Avenue, Hampton
TW12 3RN

Tel: 020 8878 3625

Email: info@ageukrichmond.org.uk

Registered Charity No. 1084211
Registered in England & Wales No. 4116911



Report Highlights

Part 1: Introduction

Part 2: Mission

Part 3: Vision

Part 4: What we do

Part 5: Our values

Part 6: Strategic Objectives

Part 7: External Environment

Part 8: How you can help

Introduction

Age UK Richmond upon Thames (AUKRuT) was first registered as a charity in August 1965 and since 2000 it has been registered as a company limited by guarantee under the supervision of a board of Trustees drawn from different parts of the borough and surrounding areas.

The Board is supported in the day to day work by a strong staff team led by the Chief Executive Officer. Around 80 registered volunteers play an active role in supporting and delivering a wide variety of services. AUKRuT has an annual turnover of approximately £1.8million.

AUKRuT is an independent charity and although a Brand Partner of Age UK national, we receive less than 1% of our funding from the national charity leaving us heavily reliant on local funding support.



Mission

To provide support to help local older people to live healthier, happier and more independent lives.



Our Vision

We aspire to create a community where all older people can love later life.

Our Values



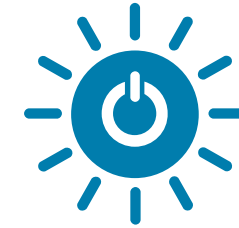
Person centered and responsive

Putting all older people at the heart of everything we do.



Inclusive and welcoming

Celebrating the diversity of older age and the contribution all older people make.



Innovative

Delivering high quality activities and services, to meet the needs of older people.



Respectful of our community and our partners

Being a trusted, invaluable part of the local community in every Ward across the borough.



User Led

Continually trying to learn and improve our work and embrace user feedback.

What we do

Nightingale Service

Our service supports older people leaving hospital or who have become unwell in the community. Our team builds a support plan with them to help them continue to live independently.

The service offers a wide range of practical and emotional support to help people get back on their feet again, such as creating a safe space on returning from hospital, arranging adapted furniture to be delivered . Also help around the home, picking up the shopping, arranging transport or accompanying individuals to appointments.

Home Services

Our friendly Home Services team which includes Handyperson, Gardening and Housekeeping strive to enhance the quality of life for older people by focusing on safety, security and independence, allowing them to live happily in their own homes for longer.

"My garden was impacting my mental health - Age UK Richmond gardeners have given me peace of mind"

Age UK Richmond user in 80s

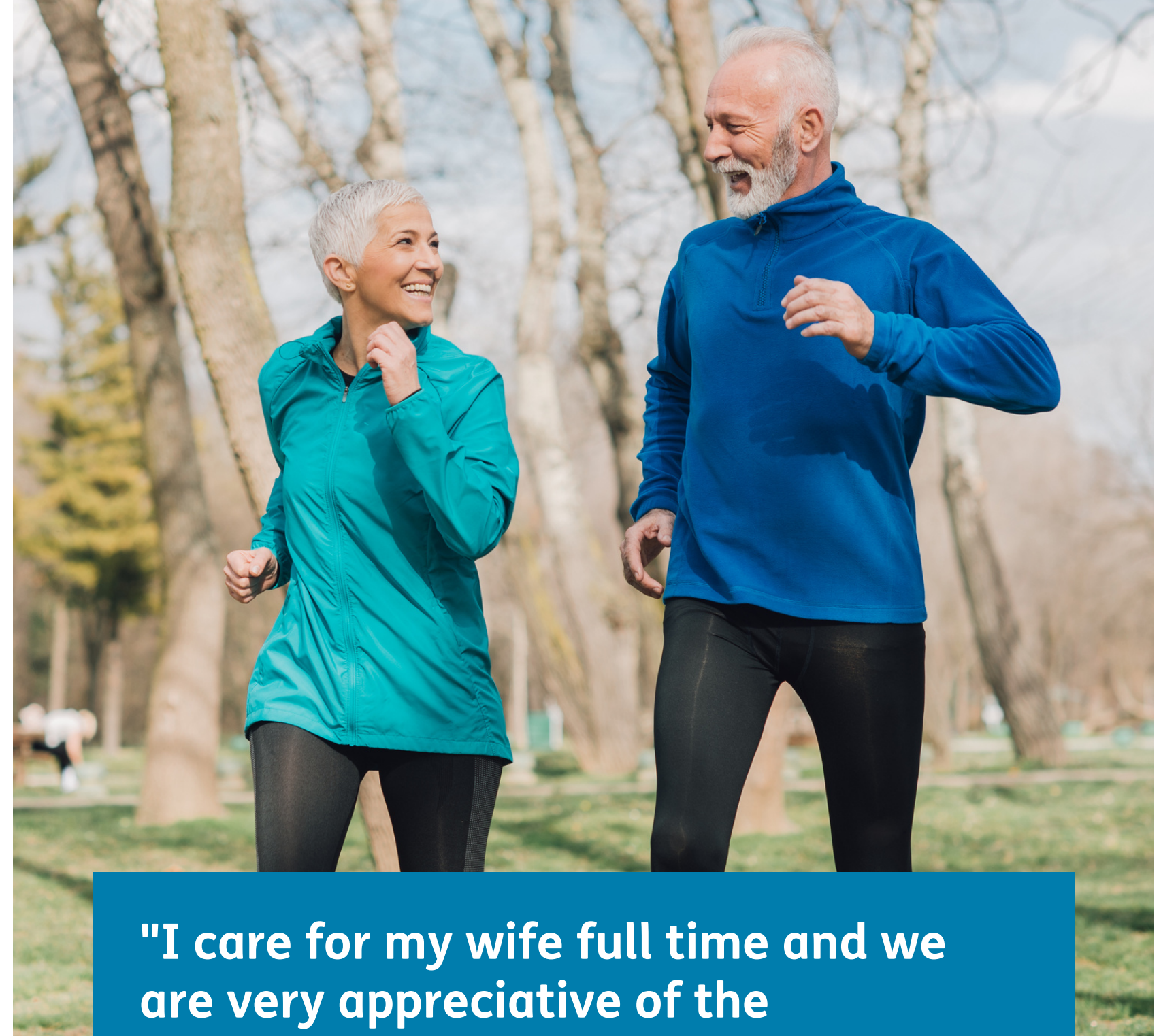


What we do

Dementia Friendly Richmond

Dementia Friendly Richmond aims to create an inclusive borough where all residents affected by dementia are empowered and supported to live well. It helps support those with dementia and their carers to:

- Travel to where they want to go safely
- Live somewhere they feel supported, understood and included in community life
- Receive the help they need to access quality health care and support services when and where they require it
- Be able to participate in all that Richmond upon Thames has to offer in arts, culture and leisure
- Feel confident to visit local high streets and town centres



"I care for my wife full time and we are very appreciative of the Housekeeping Service which we use twice a week - I could not manage without this excellent service and our housekeeper also brings welcome good company for us."

Age UK Richmond user in 60s

What we do

Information & Advice and Welfare benefits

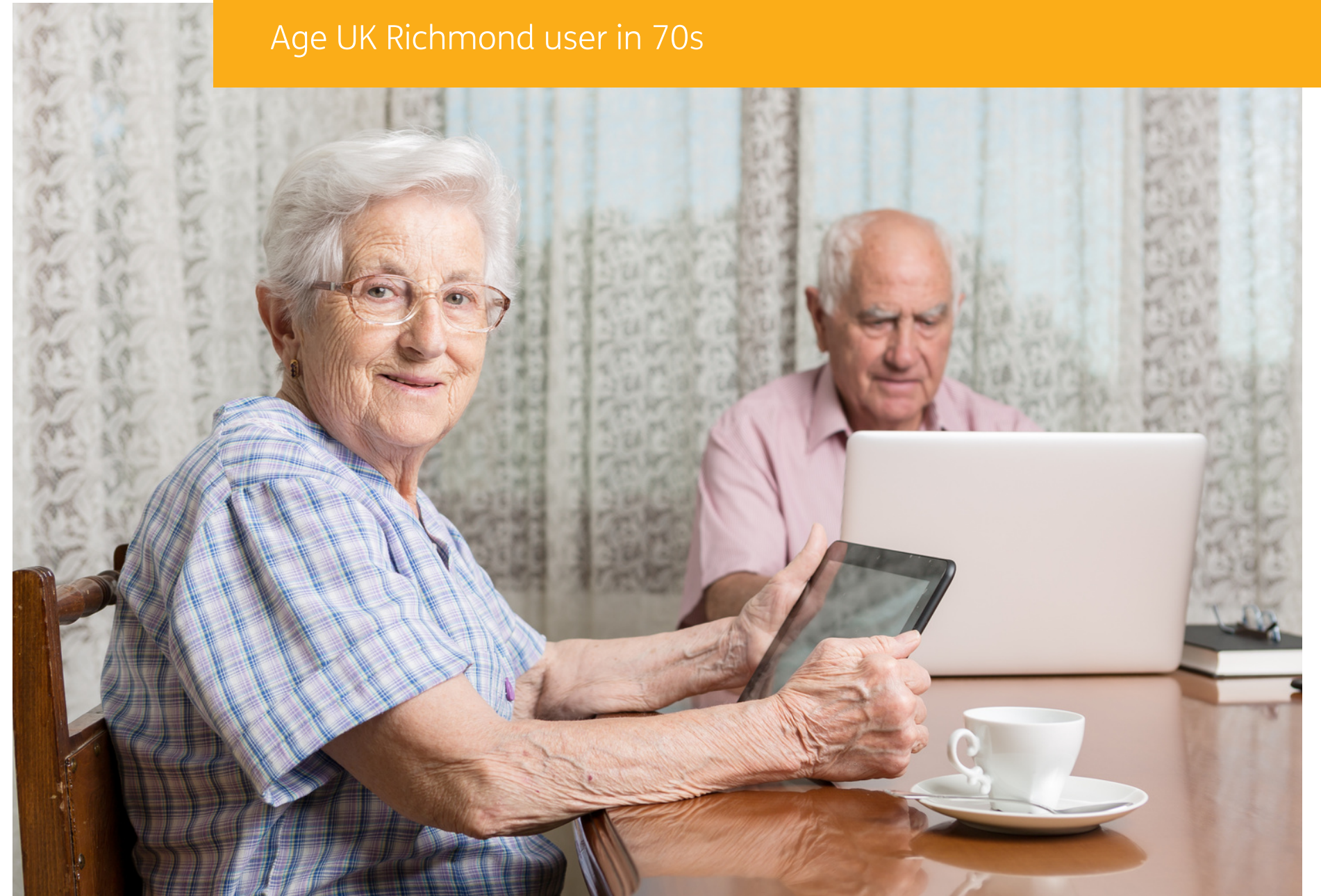
We offer an Information & Advice service which enables older people to have access to the information they need. Our skilled advisors provide information & advice on a wide range of issues, including specialist welfare benefits support, housing, Adult Social Care and locally available services. We provide support over the phone, by email, by appointment. Our specialist welfare benefits advisors also help fill in all the forms.

Connect to Tech

We can help older people get online and connected, introducing them to the world of computers or helping them to develop their existing skills.

"The IT session made a great difference. I have actually had several Zoom sessions since installation. I am so very happy to have been offered this help. I feel as if slowly I am connecting with the outside world."

Age UK Richmond user in 70s



What we do

Our Social and Wellbeing Centres

We provide many opportunities for older people to improve their health and wellbeing at our three busy social and wellbeing centres. Our popular centres in Barnes, Whitton and Twickenham offer an amazing 3,000 activities yearly and we are always happy to welcome new members. We've something for everyone, whether its learning a new skill, enjoying a beauty treatment such as a manicure or simply meeting up with friends.

Wellbeing Services

The aim of our Wellbeing Services is to help promote healthy living and to improve physical and emotional wellbeing. The services we provide are aimed at getting people out and about and taking part in sports and companionship activities. We want to get people into good routines of staying active, learning new skills and taking part in activities that promote forming friendships and peer support groups.



CILS - Community Independent Living Service

CILS is a partnership of 20 local charities, funded by the Local Authority, supporting adults of all ages to live independently, improve wellbeing and stay connected with their local community. Age UK Richmond manages this partnership on behalf of the council.

Key Strategic Objectives

1

Deliver services and outreach work across the Borough and ensure we reach as many vulnerable, isolated clients as possible

2

Provide a fully inclusive offer

3

Develop a Dementia offering that meets the needs of the community

4

Monitor outputs and outcomes to ensure our beneficiaries experience the best possible service

5

Continue to improve sustainable funding models and maintain reserves to ensure we can continue to deliver services for older people in the future.

Objective 1

Deliver services and outreach work across the Borough and ensure we reach as many vulnerable, isolated clients as possible.

- Ensure we promote services making use of all multimedia formats.
-

- Strategically target areas of deprivation and potentially underserved communities
-

- Maintain existing and build new links with care homes / sheltered accommodation
-

- Continue to work in partnership with a diverse mix of stakeholders
-

- SMART target – increase in new users across all services from areas of deprivation and underserved communities

Objective 2

Provide a fully inclusive offer.

- Ensure all users and potential users of Age UK Richmond feel welcome and included in all services

-
- Increase understanding of different user needs by:
 - Building on CILS partner relationships
 - Working with community and faith groups

-
- Provide services that are based on user need

- Increase staff awareness of different user needs including staff training on the Equality Act

-
- Ensure marketing materials reflect diversity and inclusion

-
- Continually review our client base, geographically, age, gender etc.

-
- Develop new services with clients, carer and user group feedback

-
- SMART target – increase in new regular users from diverse backgrounds

Objective 3

Develop a Dementia offering that meets the needs of the community.

- Continue to deliver the Dementia Friendly Richmond work
-

- Build relationships with NHS and health colleagues in this space
-

- Build understanding of current provision and gaps across the Borough

- Grow expertise among this staff in this area and ensure all staff have Dementia Friends training as a minimum
-

- Work in partnership with Alzheimer's Society and be responsive to gaps in service provision as this evolves over time
-

- Put in place a short, medium and long-term plan to grow our dementia offering based on need in the area
-

- SMART target – ensure the Borough has sufficient services for people with dementia across Age UK Richmond and partners

Objective 4

Monitor outputs and outcomes to ensure our beneficiaries experience the best possible service.

- Ensure each service area has SMART monitoring and evaluation processes in place
-

- Work with the managers and the wider team to shape monitoring

- Make appropriate training available to staff
-

- Report impact internally to staff and trustees and externally
-

- SMART target – produce internal and external impact reports and put in place joined-up reporting criteria where possible to help inform impact of whole organisation

Objective 5

Continue to improve sustainable funding models and maintain reserves to ensure we can continue to deliver services for older people in the future.

- Increase efficiency – reduce costs where possible and optimise return on funding
-

- Maintain progress made with regard to community fundraising
-

- Diversification - Ensure a good mix of funders are in place where possible to reduce risks

- Envisage funding horizon - Regularly monitor the funding matrix and proactively put in place continuation funding or find sources of additional funding if appropriate
-

- Maintain reserves at current proportion of total income as size of organisation grows
-

- Regularly review financial policies and procedures
-

- SMART target – set realistic budgets and meet them year on year

External Environment

Notable Features



Borough of Richmond

- Richmond has one of the highest proportions of older people amongst London boroughs. 15.1% of the population in Richmond are 65 years of age or over compared to London at 11.6% (2016)
- The population is ageing; the number of people aged 65 years or over is projected to increase by almost 60% in the next 15 to 20 years - from 28,900 in 2015 to 46,000 in 2035
- Richmond has the highest proportion of people aged over 75 and living alone in London which can lead to social isolation and loneliness - 51% in Richmond vs. 35% for London



- It is estimated that 2,075 Richmond residents have dementia. Around 50% of the estimated number of people with dementia have received a formal diagnosis, which is similar to the national average
- An estimated 14% (3,442) of older people in the Richmond borough are carers, providing help and support to a partner, child, friend, relative or neighbour due to age, physical or mental illness, addiction or disability
- Currently, Black Minority Ethnic (BME) older people aged 65 and over make up approximately 6.3% of the total older population. This is below the borough profile for BME residents which shows that 14.1% of all residents are BME. However, this proportion is projected to rise to 12.1% of older people by 2035

How you can help us

Age UK Richmond upon Thames is a local independent charity and we are dependent on local support for the vast majority of our income.

There are many ways that businesses or organisations can support our work

Financial support:

- Nominate us as your charity of the year
- Make a donation
- Sponsor us – we have lots of opportunities
- Hold staff fundraising events

Volunteer support:

- Volunteer your skills, time or resources

Raise Awareness:

- Raise awareness of what we do and the services we provide
- Let others know who we are – an independent charity who needs local support

Give us feedback:

- What's working well, where can we improve

**To find out more about how you can work with us to make a real difference locally, please get in touch 020 8878 3625
info@ageukrichmond.org.uk or visit our website
www.ageuk.org.uk/richmonduponthames**



Age UK Richmond upon Thames
The White House Community Centre,
45 The Avenue, Hampton, TW12 3RN

020 8878 3625

info@ageukrichmond.org.uk

www.ageukrichmond.org.uk

Registered charity number 1084211. Company number 4116911. © Age UK Richmond. All rights reserved.