



Job Pack

**Goal-Focused (GOF)
Befriending Coordinator**

This pack contains

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- Role description and Person Specification

Age UK Westminster exists to promote the well-being of older people in the City of Westminster and to help make their lives a fulfilling and enjoyable experience. We focus on services that reduce financial hardship, disadvantage and social isolation for older people in our local community.

Information & Advice Team

Age UK Westminster is a delivery partner for the "Westminster Advice Services Partnership", focused on the delivery of I&A services for older people in Westminster. We provide "drop-in surgeries" and appointments at community locations across the borough; outreach into the community, home visits for those who are housebound, and an enquires line for information and signposting.

Complex Needs Support Service

We provide Information, Advice, Advocacy & Support to older people and their carers in Westminster on and around a range of complex issues they are facing in their lives. This includes but is not limited to welfare benefits, housing & social care, health care, bereavement, family life and loneliness.

Cost of Living Advice

This involves supporting clients to maximise their income. The advisor assists clients by carrying out benefit checks and benefit applications. For those on means-tested benefits, low income, referrals are made on their behalf to the Cost-of-living support fund and for charitable grants.

Information and Advice Global majorities

Age UK Westminster received funding from Westminster City Council to deliver information and advice to clients from Global communities. The focus is within Arabic, Somali and Bengali communities. Our advisers and volunteers support Westminster residents aged 50+ to increase and manage their income, including take up of pension credit, Housing benefit, and Council tax support

Befriending

This project provides weekly visits by a volunteer to older people to reduce their social isolation, particularly when they are housebound. A telephone call is available for those who don't want a volunteer visit.

General & Older Volunteering

This project provides a wide range of volunteer opportunities suitable for all ages, needs and abilities with no upper age limit to who can apply.

Digital Inclusion

This project helps older local residents make the most of the internet and their electronic devices in later life and help towards preventing loneliness and isolation. Age UK Westminster offers both group sessions and 1:1 support.

CNWL Digital Inclusion

Funded by CNWL NHS Trust, the KCW Social Isolation project is delivered by Age UK Kensington & Chelsea and Age UK Westminster in partnership. The project provides digital inclusion learning and guidance to adults aged 55+ referred by the bi-borough Older Adults Mental Health team.

Maintenance Cognitive Stimulation Therapy (MCST)

Face to face sessions available for people living with dementia in Westminster. Group members take part in meaningful and stimulating activities through our weekly 24-session Maintenance Cognitive Stimulation Therapy (MCST) programme proven to help maintain memory and mental function. The groups provide a fun, supportive environment where people can build new relationships.

The Heart of Westminster Memory Cafe

The Heart of Westminster Café is a Memory Café for Westminster which offers a relaxed, informal setting for people with dementia and their family, friends and carers to get together. The Heart of Westminster Café provides a mixture of talks, information and advice, entertainment and activities.

Post Hospital Discharge

Provides vital assistance to older Westminster residents as they return home after a hospital stay or major health event. This free service from our Wellbeing & Connections team supports those aged 60 and over in making the adjustment back to independent living.

Exercise at home

Exercise at Home is a service that offers home-based sessions for individuals who might be housebound, living with chronic conditions, having mobility and balance issues, and find activities of daily living challenging.

Fit4Life

Age UK Westminster's Fit 4 Life project provides a range of activities and fun exercise classes at a range of community venues across the borough, as well as in the comfort of their own home.

Activities

Offering a diverse array of activities and services to support older people in the local community. Helping older adults live independently, stay active, and remain engaged with their local surroundings.

How to apply

Please email your CV with a supporting letter (showing how you meet the person specification) to enquiries@ageukwestminster.org.uk

What we offer

- Flexible and hybrid working
- Training and development
- Basic Health Plan
- Blue Light Discount Card
- 7% pension contribution
- 28 days annual leave (plus bank holidays) rising to 30 days after five years of service (pro-rata for part time staff)
- London Living Wage employer

Closing date for applications: 31st July 2026 at noon. Applications will be reviewed on a rolling basis, and interviews may be conducted before the closing date. We reserve the right to close the vacancy early should a suitable candidate be appointed.

The Role: Goal-Focused (GOF) Befriending Coordinator

Salary: £27,500 FTE per annum plus 7% contributory pension, basic health plan, and Blue Light Discount Card.

Hours: 3 Days (21 hours) Flexible

Responsible to: Wellbeing Services Manager

Based at: Beethoven Centre, Third Avenue, London W10 4JL / City of Westminster, London (community, home visits and partnership settings)

Main purpose of the job:

The Goal-Focused (GOF) Befriending Coordinator is responsible for delivering a structured, outcome-focused befriending service for older residents experiencing loneliness, social isolation, poor wellbeing, and complex life circumstances. Using a strengths-based and person-centred approach, the coordinator will manage a caseload of residents, coordinate support interventions, develop partnership pathways, and ensure residents are connected to appropriate community and wellbeing services. The role combines direct client support, partnership working, volunteer coordination, safeguarding oversight, monitoring, and outcome measurement to improve independence, confidence, wellbeing, and community engagement for Westminster residents.

The Coordinator will lead on project delivery and measurable outcomes using recognised assessment tools including:

- Life Satisfaction Measures
- Loneliness Scales
- Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS)

The service aims to support approximately 100 service users per year through structured and goal-focused interventions.

The role is primarily an onsite and community-based role across the London Borough of Westminster, involving office working, home visits, partnership engagement, volunteer supervision, and community-based wellbeing activities.

The Coordinator will also support the development of community connection opportunities, including establishing and coordinating a monthly Befriending Café to encourage social engagement, peer support, confidence building, and progression towards greater independence and community connectedness. The postholder will contribute towards the organisation's continuous improvement objectives, including supporting the service in working towards and maintaining recognised Befriending Quality Mark standards.

Understanding Our Clients

Many residents accessing the GOF Befriending Service:

- Experience chronic loneliness and social isolation
- Live with long-term physical health conditions or reduced mobility
- May experience cognitive decline or memory difficulties
- Have experienced bereavement, trauma, or significant life transitions
- Manage long-term mental health challenges
- Present with complex emotional, social, or safeguarding concerns
- May experience poverty, housing insecurity, or limited support networks
- May face cultural, language, or accessibility barriers

The coordinator must demonstrate empathy, resilience, emotional intelligence, and professional judgement when supporting vulnerable adults with varying levels of complexity. The role focuses on empowering residents towards sustainable positive change, improved wellbeing, increased independence, and stronger community connections.

Key Responsibilities

Service Delivery and Case Management

- Manage and coordinate a caseload of older residents receiving goal-focused befriending support.
- Complete assessments, support planning, reviews, and outcome-focused interventions.
- Develop person-centred support plans with clear, achievable goals.
- Deliver structured support through home visits, telephone contact, guided conversations, and community-based engagement.

- Use guided conversations and strengths-based approaches to help residents identify goals, barriers, aspirations, and practical steps towards increased independence and improved wellbeing.
- Support residents to improve confidence, independence, and social connection. Encourage engagement with local activities, community services, and wellbeing opportunities across Westminster.
- Identify barriers to engagement and provide practical and emotional support to overcome them.
- Support residents to progress towards greater independence, community participation, and sustained social connectedness.
- Ensure interventions remain strengths-based, outcome-focused, and time bound where appropriate.
- Contribute towards supporting approximately 100 service users annually across the GOF programme.
- Develop and coordinate group engagement opportunities, including a monthly Befriending Café, to reduce isolation and encourage peer support and community engagement.
- Identify opportunities for residents to transition into volunteering, peer support, or wider community participation where appropriate to their personal goals and wellbeing outcomes.

Partnership Working

- Work collaboratively with Westminster City Council services, health partners, voluntary and community organisations, and wider stakeholders.
- Build and maintain effective relationships with local organisations and community networks.
- Participate in multi-agency meetings, case discussions, and partnership forums, including GP Federation network meetings where appropriate.
- Promote the GOF Befriending Service across partnership networks and community settings.
- Develop referral pathways and partnership opportunities that support residents to access wider wellbeing, community, and independence-focused services.

Volunteer Coordination and Support

- Support the recruitment, matching, induction, and ongoing coordination of befriending volunteers.

- Identify and support administrative volunteers and befriending volunteers through internal and external referral pathways to strengthen service delivery and community involvement.
- Provide guidance, supervision, and ongoing support to volunteers managing complex or vulnerable client situations.
- Conduct regular volunteer check-ins, support sessions, and reflective discussions to ensure safe and effective practice.
- Monitor volunteer engagement and wellbeing.
- Promote safe working practices and professional boundaries.
- Contribute to volunteer development, training, and retention initiatives.
- Support volunteers to understand safeguarding responsibilities, confidentiality, equality, diversity, and professional boundaries.
- Contribute towards the development and maintenance of high-quality befriending standards and practices in line with recognised Befriending Quality Mark expectations.

Monitoring, Reporting and Outcomes

- Maintain accurate, confidential, and up-to-date case records using agreed systems.
- Lead on monitoring project outcomes and service impact.
- Use recognised outcome measurement tools including:
 - Life Satisfaction Measures
 - Loneliness Scales
 - Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS)
- Contribute to KPI monitoring, funding reports, and contract requirements.
- Support service evaluation, quality assurance, and continuous improvement activities.
- Ensure data collection and reporting requirements are completed accurately and within deadlines.
- Support evidence gathering and quality assurance processes linked to Befriending Quality Mark standards and service excellence.

Safeguarding and Professional Practice

- Act in accordance with safeguarding policies and procedures at all times.
- Identify and respond appropriately to safeguarding concerns, risk issues, and wellbeing deterioration.
- Maintain professional boundaries and confidentiality.
- Ensure all work is delivered in line with organisational policies, procedures, and values

General

- Ensure all relevant administration and reporting is completed in a timely manner as required.
- To behave in a professional manner to build good working relationships with colleagues and external agencies.
- To support colleagues with the provision of information as requested for other functions within the organisation.
- Implement the delivery of new standards as they arise.
- Comply with and promote equality, diversity, and inclusion as specified by policies and procedures.
- Report any maintenance or Health and Safety issues for further action as they arise.
- Attend team meetings as required.
- This role is based across community, home visit, partnership, and office settings within the London Borough of Westminster.
- Be flexible, as some evening and weekend working may be required from time to time.
- Undertake other duties that may from time to time be reasonably required.

Skills, Experience and Knowledge

The successful candidate will ideally demonstrate:

- Experience supporting vulnerable adults, older people, or individuals with complex needs.
- Experience delivering outcome-focused support or wellbeing services.
- Understanding of loneliness, isolation, mental wellbeing, and barriers affecting older adults.
- Experience facilitating guided conversations, strengths-based support planning, or motivational approaches.
- Experience of partnership and multi-agency working.
- Knowledge of safeguarding adults procedures and risk management.
- Strong interpersonal, communication, and active listening skills.
- Ability to build trusted professional relationships while maintaining boundaries.
- Experience coordinating, supporting, or supervising volunteers or community based support services.

- Ability to manage a varied caseload and prioritise effectively.
- Good IT, record-keeping, and reporting skills.
- Ability to motivate and empower individuals towards agreed goals.
- Awareness of local community resources and support pathways.
- Understanding of community engagement approaches that promote independence and social connectedness.
- Commitment to equality, diversity, and inclusion.
- Understanding of quality standards within befriending or community support services, including awareness of Befriending Quality Mark principles.

Values and Behaviours

The GOF Befriending Coordinator is expected to:

- Treat all residents with dignity, compassion, and respect.
- Promote independence, choice, and empowerment.
- Demonstrate integrity, accountability, and professionalism.
- Work collaboratively and inclusively with colleagues and partners.
- Value diversity and lived experience.
- Prioritise safeguarding and wellbeing in all aspects of practice.

Support and Development

The organisation will provide:

- Induction and ongoing training
- Safeguarding and wellbeing training
- Goal-focused working and outcomes framework training
- Regular supervision and management support
- Opportunities for partnership networking and professional development

Expected Impact

The GOF Befriending Coordinator will contribute towards:

- Reducing loneliness and social isolation
- Improving wellbeing and life satisfaction
- Increasing confidence and independence

- Strengthening community engagement and support networks
- Improving access to local services and support
- Supporting residents to sustain meaningful social connections and increased independence
- Delivering high-quality befriending interventions aligned with recognised quality standards
- Delivering measurable and sustainable positive outcomes for older residents in Westminster