

Age UK Croydon
**Impact
Report**



2022 - 2023



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A message from

our Chair and CEO

“Teamwork is the ability to work together towards a common vision. The ability to direct individual accomplishments towards organizational objectives. It is the fuel that allows common people to attain uncommon results.”

- Andrew Carnegie

As we embarked on our journey of ‘One Organisation, One Team’ last year, the Age UK Croydon (AUKC) team has done great work in integrating our services to give our clients a holistic experience. We’ve seen our Personal Independence Coordinator Service (PICS) working with the Befriending team, Information and Advice working with PICS, and the support team (HR, Finance, and Facilities) working more closely with the Integrated Leadership Team. All these initiatives have helped us understand the strength of teamwork.

Last year was no less challenging due to the funding cuts in our Information and Advice service, as well as the cost-of-living crisis which saw high energy bills and high inflation impacting our staff and clients. Teamwork was the only strength that carried us all through these unprecedented times.

We started developing our new strategy in the last quarter and held a series of consultations with staff, clients, and volunteers. We ran Away Days for the leadership teams, our board of trustees and all staff. We will be developing our pathway further in 2023 to launch our new strategy in September 2023.

Our new strategy will guide us for the next three years as a live document, which we will review year on year due to the uncertainties around us. Everyone in the AUKC team will continue to empower, strive for excellence, and innovate themselves and their teams to support older people in Croydon.

We would like to thank all our funders, staff, volunteers, partners, and board of trustees who supported us to deliver services to older people in Croydon.



Sam Nicklin
Chair



Sanjay Gulati
CEO

“If everyone is moving forward together, then success takes care of itself.”

- Henry Ford

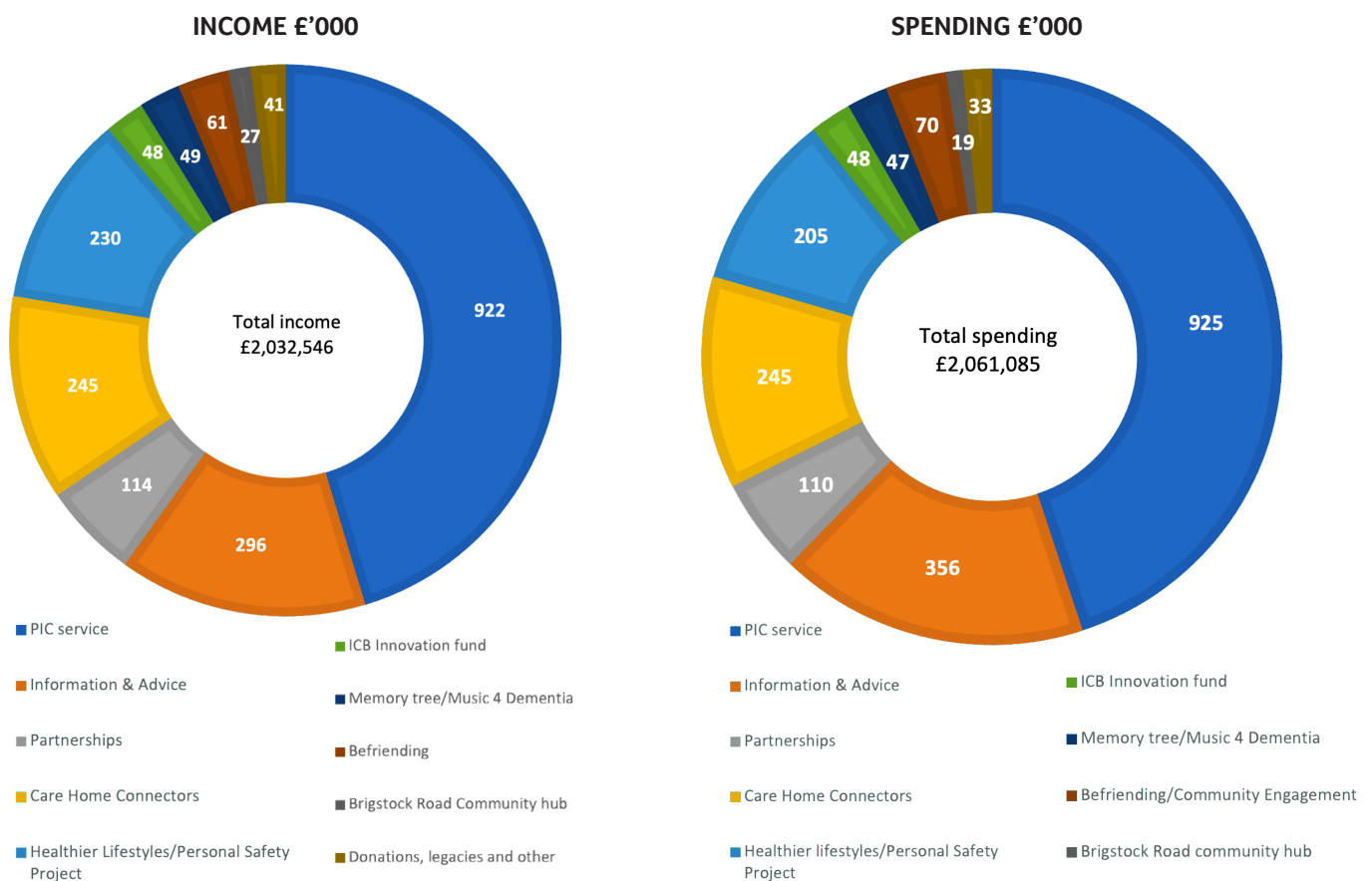
About us

Our mission is to lead the way in empowering, enabling, supporting, and connecting older people in the London Borough of Croydon to live well, healthily, and independently.

We have an expert team of 50 staff and 84 volunteers who work together to deliver our extensive range of services and activities. With services spanning information and advice, health, wellbeing, falls prevention, dementia support, one-to-one personal independence coordinators, befriending, care home connectors, and social activities, Age UK Croydon offers a holistic solution for older people to access the services and support they require in one place.

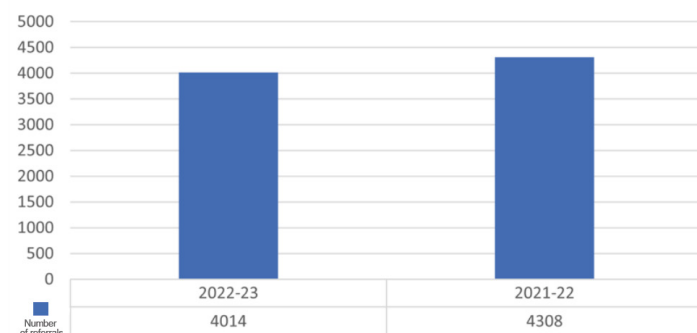
Financial Impact

Figures have been extracted from the audited financial statements for the year ended 31 March 2023 which give a fuller picture of the charity's finances. These are available on request from the charity or via the Charity Commission website.

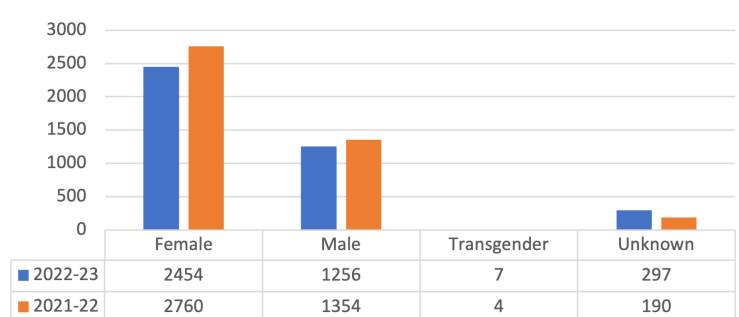


Organisational Impact

Total number of referrals in 2022-23, compared to previous year

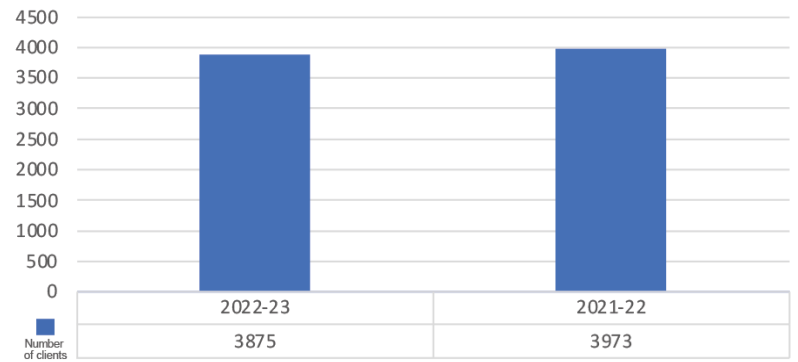


Referrals by gender 2022-23, compared with previous year

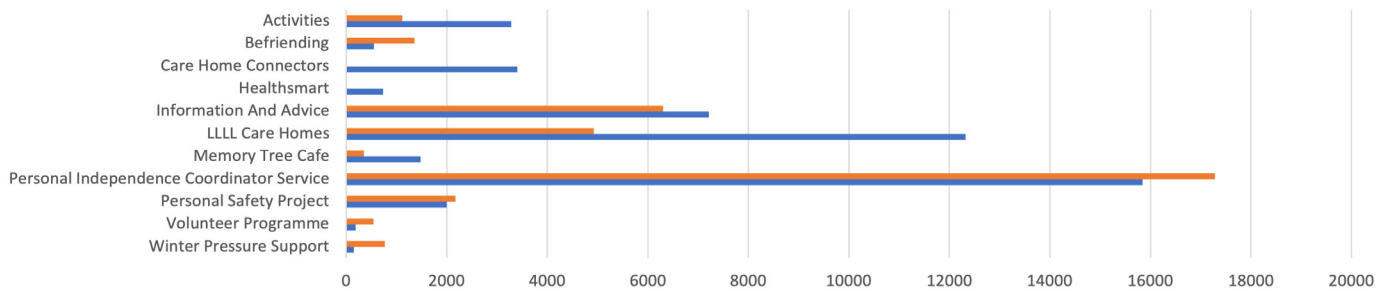




Total number of clients accessing services in 2022-23, compared to previous year



Contacts by service: 2022-23 compared to 2021-22*

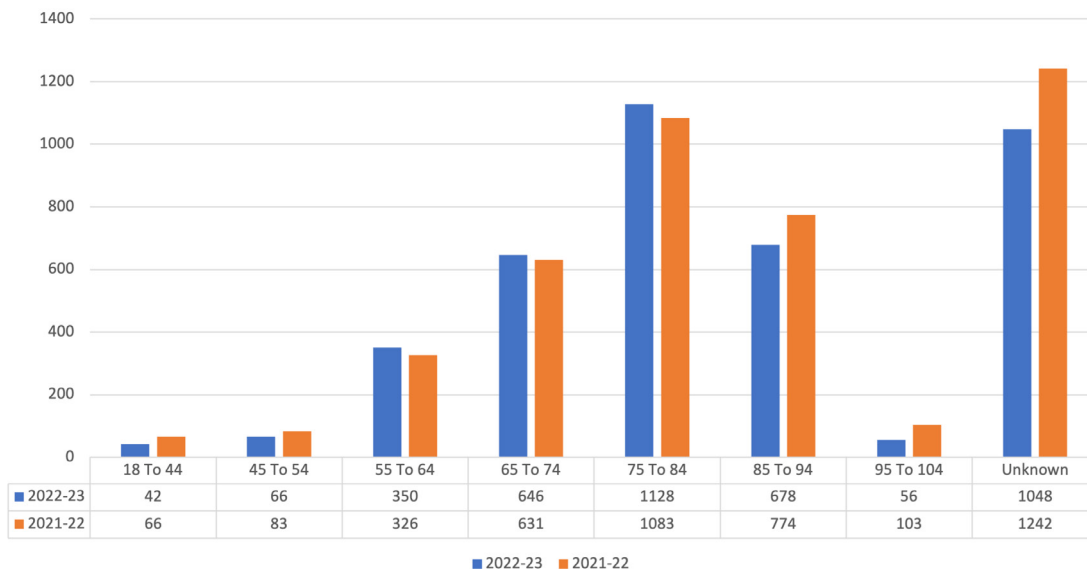


	Winter Pressure Support	Volunteer Programme	Personal Safety Project	Personal Independence Coordinator Service	Memory Tree Cafe	LLLL Care Homes	Information And Advice	Healthsmart	Care Home Connectors	Befriending	Activities
2021-22	771	541	2176	17286	353	4921	6303	0	0	1355	1113
2022-23	156	186	1996	15840	1481	12322	7209	734	3403	552	3282

*Each contact with a client is counted once

2021-22 2022-23

Referrals by age range 2022-23, compared with previous year



Our 5 Year Strategy

We continue to be guided by our five-year strategy and to serve our community.

Strategic Objective	Organisational developments April 2022 – March 2023	Outcomes for older people April 2022 – March 2023
<p>Generating unrestricted income Ensure our unrestricted income keeps up with the pace of growth.</p>	<p>We developed several opportunities this year from which we expect to see an outcome and start a pilot in 2023-2024. We are exploring a partnership to offer a help-at-home service, including domestic support, handy person and maintenance, and personal care. The pilot will include older people using Attendance Allowance and personal payments.</p>	<p>The demand for help at home has increased since the pandemic ended. We expect this partnership will improve our clients' living environment and put them in control of spending. The support will improve client independence and well-being.</p>
<p>Development and innovation Ensuring our services continue to develop, grow, and innovate.</p>	<p>We partnered with Asian Resource Centre of Croydon to pilot a Care Home Connector (CHC) service helping care home residents to be included in the community, reduce isolation, and improve well-being.</p> <p>The CHC service linked with our Live Love Later Life (LLLL) service, enabling our Healthier Lifestyles services to deliver a new model in care homes.</p> <p>We support care home residents with learning disabilities, mental health needs, and older people. We launched a care home café for residents living with dementia and invited local residents to attend. Our volunteer programme worked with LLLL and the CHC service as an integrated team to enhance the client delivery model.</p>	<p>Care home residents are viewed as Croydon residents with access to the same support and social interaction as other residents in the borough. Our integrated service delivery in care homes started to show a positive impact on care home residents through connections made to local activities and care support, and working in collaboration with the care home teams and local GPs.</p>
<p>Good governance Ensuring our people, systems and infrastructure can support and lead growth.</p>	<p>We achieved the Information and Advice Quality Programme (IAQP) and Advice Quality Standard (AQS) quality standards. We achieved the standard required for the NHS Information Government (IG) Toolkit. We reviewed our HR and Governance policies and set up internal employee working groups to embed policies, procedures and employee voice.</p> <p>Our Trustee Board maintained oversight of risk and continue to work within our governing documents. We continue to embed 'Striving for excellence' and 'Innovation' as our support, supervision, and appraisal system.</p>	<p>Our service delivery is quality assured, robust, and client focused. Our services are provided in a secure and confidential way and clients feel we are trustworthy and supportive.</p> <p>Our staff teams are engaged, empowered, and supported to achieve their full potential and impact positively on service delivery.</p> <p>The trustees consider governance matters and make decisions with the client at the core of our organisation.</p>

Our Board of Trustees

We take this opportunity to acknowledge our Trustees, who give an enormous amount of time, energy and skills. We are extremely proud and grateful to them for their contributions. The Board continues to focus on AUKC's strategic development despite the financial challenges of the borough, ensuring our clients are at the forefront of decision making. As we come to the end of our five-year strategy, we look forward to setting our strategic direction for the coming years. We will strive to ensure our leadership reflects our charitable purpose, appropriately transparent and trustworthy, while remaining ambitious for staff, volunteers, clients, and community. We look forward to investing in our Brigstock Road premises in Thornton Heath, considering our environmental impact, as well as empowering our CEO and team to deliver high quality services.

Improving health and wellbeing

Healthsmart Health Hubs

Our team: 1 staff and 1 volunteer.

The Healthier Lifestyles team launched the Healthsmart service in February 2023, which will see six 'Healthsmart Health Hubs' created across the borough in each Integrated Care Network locality. The weekly health hubs are aimed at older people (but do not exclude others who feel they will benefit) and consist of a variety of different exercise sessions, health checks to monitor blood pressure, weight, BMI and diabetes screening, as well as health and wellbeing talks from local organisations.

We have already launched two health hubs, one in Thornton Heath and another in Selsdon - both are already well attended, and the number of people attending each week is increasing. We look forward to next year and continuing to expand our health hub network to bring a proactive and preventative approach to the health of older people in Croydon.



Health check at Healthsmart Health Hub.



2 Healthsmart Health Hubs up and running



109 Clients engaging



436 Total attendances to hubs



27 Health checks completed



2 Health and wellbeing talks delivered



“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!”

Live Love Later Life

Our team: 3 staff and 1 volunteer.

Live Love Later Life is a service which focuses on delivering physical activity and health promotion in Croydon care homes to help reduce falls and frailty. We aim to deliver, educate and provide care homes with a sustainable model with which to continue once our intervention ends.

This year we delivered a varied programme to 14 care homes. We measured outcomes for participating clients using both questions and physical assessments. Our service has increased levels of physical activity, strength and functional movements in a cohort of clients who can have very complex physical and cognitive needs. Other outcomes show improved confidence and social connection among participants.

We also developed a continuation pack which is designed for care home staff to carry on delivering our interventions once the service has moved on to work with residents in another care home.



34.5% Average increase in physical activity levels across all homes and residents



16% Increase in those saying they feel steady on their feet with no fear of falling



17% Increase in ability to do three 'sit to stands' within 15 secs



14 Care homes actively engaging



197 Care home residents engaged



15 *Non care home residents engaged



475 Total Croydon residents engaged



496 **Care Home sessions delivered



263 Residents engaging in Zoom/face-to-face outreach sessions

** One session is for example; 1 exercise session, 1 talk, 1 healthy joints.

*Non care home residents are people who are living in their own homes and accessing the session independently.

Numbers of people engaging is based on Live Love Later Life full year Q1-Q4.



“It is nice to go out to do something that is for exercise with others. We thoroughly enjoy coming each week.”

Personal Safety Project (PSP)

Our team: 3 staff and 1 volunteer.

PSP delivers a very successful service that facilitates minor aids and adaptations to be made in the homes of people over the age of 60 living in Croydon. Our Trusted Assessors do a full risk assessment before recommending and sourcing equipment that can aid independence and reduce the risk of falls. The project aims to enable people over 65 to remain at home and maintain or regain independence. This year PSP exceeded the number of visits expected from them which contributes to relieving pressure from statutory Occupational Therapy services.



376 Referrals



1018 Risk assessments and follow ups



151 Falls pre intervention



23 Falls post intervention



229 Clients who said they now feel less afraid of falling at home



“It is all going really well, I am surprised at how great the changes are and it has made a positive difference. We are very grateful. My father was initially very resistant, but he is using everything now. You guys are doing a fantastic job.”

“We are very grateful for everything that has been installed to date. Bathing and getting up the stairs are much easier, and it is fantastic. My husband can also access the garden more easily – he is doing very well.”

Memory Tree Café (MTC)

and MTC in a care home

Our team: 2 staff and 6 volunteers.

Memory Tree Café is a varied activity session attended by clients with mild to moderate dementia and their carers. The cafe provides a range of different activities, workshops and entertainment to its members in an environment that is understanding and free from judgement. Our cafés continued to run in Thornton Heath and East Croydon and more recently we established a Memory Tree Café in a South Croydon care home.

Our members enjoyed a five-week intergenerational workshop delivered by The BRIT School, as well as Royal celebrations, musical entertainers, and art, craft and singing sessions. Our clients also enjoyed simply sitting around a table over tea and cake and having a good chat.

A highlight has been establishing AUKC's Memory Tree Café in a care home in the south of the borough.



Our aim is to connect care home residents with local people living with dementia to support the integration of care homes in the community.



73 MTC sessions delivered



145 Clients supported by Memory Tree Café



1083 Attendances at MTC



3 MTC sessions in a care home



12 Clients supported by MTC in a care home



22 Attendances at MTC in a care home

“BRIT School students are wonderful, good to have young people.”

“We enjoyed making magnets.”

“I enjoyed the craft activity.”

“Music was fantastic.”

Greater access to information and services

Information & Advice

7 staff and 6 volunteers (before November 2022)

5 staff and 7 volunteers (after November 2022)

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

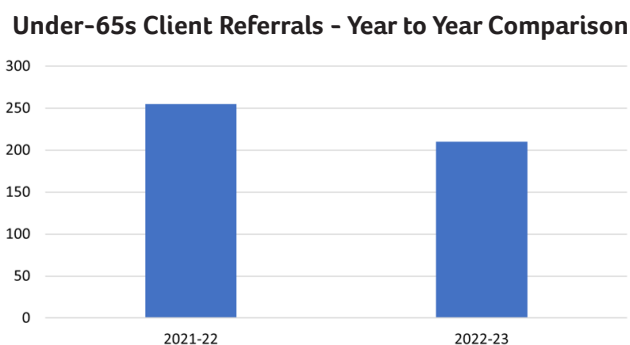
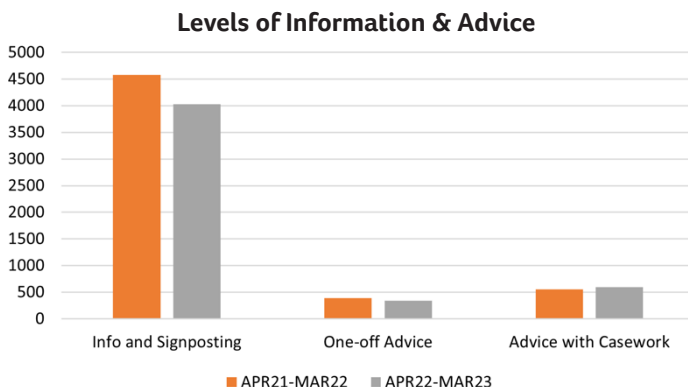
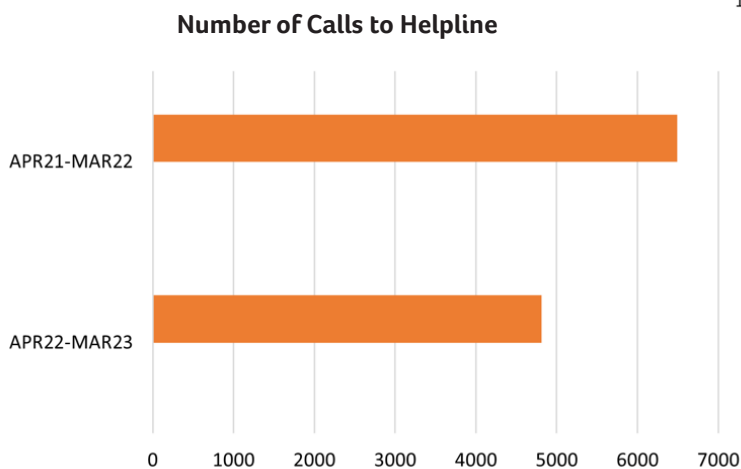
2022 – 2023 has yet again been a challenging year for the service with high levels of demand putting pressure on the capacity of the service. While it began with better news for older people, amid the easing of the pandemic and a return to I&A home visits, the cost-of-living crisis and fuel poverty became a reality and an increasing source of concern and worry for many in the borough. This resulted in a marked increase in calls to our Helpline during 2022, as well as a rise in the number of more complex cases during the summer and autumn.

At the beginning of Q2, Casework Advisers began to build increased waiting lists (due to very high referral numbers in Q1), which continued until the end of the year. We had to temporarily suspend the service to manage this list, but we supported a number of people and their families to take action for themselves with a range of resources including fact sheets, online benefit checks and information booklets.

The Service has been supported by an amazing team of committed and loyal helpline volunteers. Along with the advisers, the team had a very positive impact on how we managed the backlog of enquiries and continuing demand, especially with reduced funding and a reduced staff team.

The service faced a significant cut in funding at the end of December but negotiated a new contract with Croydon Council that would see the service working more closely with the Adult Social Services Front Door team. New funding was also secured from Emanuel Foundation via Age UK, and from the Healthsmart project to provide proactive and preventative advice support.

The team ended the year by reopening for advice appointments in Brigstock Road and began planning to reintroduce the drop-ins and appointments at different hubs across the borough.



£1,045,717 Income generated for clients in 2022-23



595 Number of Advice with Casework cases, up from 551 last year



822 Number of home visits, up from 346 last year



62 People reached by new Outreach service (February to March 23)

Greater independence

Care Home Connector Service

Our team: 7 staff (full team in place from December 2022, 4 staff employed by AUKC and 3 by Asian Resource Centre of Croydon) and 2 volunteer befrienders.

June 2022 saw the start of the Care Home Connector service which is run in partnership between Age UK Croydon and the Asian Resource Centre of Croydon, initially on a one-year pilot. This innovative new service works with residents aged 18 and above who live in a care home within the Croydon borough.

Our team of Care Home Connectors work with care homes, residents and their families to provide a valuable link with health and social care teams. We also inform residents about the various support services and activities which are available in the local community.

Since the start of the service, the team has worked on establishing the service, taking referrals for residents

and building relationships with care home staff. We have worked with more than 50 care homes, to connect care home staff, residents and their families to many different services, projects, and activities across the borough.

The team regularly attends Integrated Community Network Plus, Multi-Disciplinary Team meetings and local community partnership meetings which are held in each of the six Croydon localities.

The CHC service created strong referring links and worked as an integrated team with other internal Age UK Croydon services including Live Love Later Life, Befriending, and the Information and Advice team.



54 out of 128 care homes engaged with the service



110 residents supported



173 resident goals achieved



364 separate connections/signposts provided to Care Homes, residents and families to 99 different organisations and services



“We have found the Care Home Connectors very useful and helpful. It has been a pleasure to see some of our residents reconnecting with the outside world in a meaningful way. We can see the benefits and the positive impact on our residents.”

“The Care Home Connector has helped steer us in the right direction, very useful. Helps get the right information for our situation.”

Personal Independence Coordinator (PIC) Service

Our team: 20 staff supported by 5 volunteers.

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

The PIC Service is an integral part of the Integrated Community Network Plus (ICN+). The ICN+ programme has locality-based teams made up of professionals across health, the Council and the voluntary and community sector who aim to improve outcome for residents in Croydon by working in a preventative and proactive way. We provide a critical link between formal health and social care services and the wider community support networks, helping people feel more in control of their own health and wellbeing.

The total number of referrals was below target this year; however, we have been actively developing more links with voluntary sector and community groups to encourage more community referrals, which has resulted in an increase in community referrals of 263% (from 74 in 2021 - 2022 to 269 in 2022 - 2023). We are also working with the One Croydon Alliance Project Management Office initiatives to improve the effectiveness of the ICN+ and increase referral numbers.

The Life Essentials Assessment Framework (LEAF) 7 (a quality-of-life assessment and outcomes measurement tool introduced in 2021) shows an overall improvement in most scores across the seven areas, with the most significant improvement seen in the area of 'Enjoyment'. The top three areas people wanted help with were Information, signposting and referrals to local services and groups; support with benefits and grants; and support to access travel concessions.



866 Clients supported



1684 Goals achieved



6,349 Hours engaged with clients



705 Referrals



Up1 Average improvement after 2-month review *



100% Friends and family recommending the service

*Clients' wellbeing scores calculated using the Life Essentials Assessment Framework (LEAF) 7 created by Age UK Wakefield.



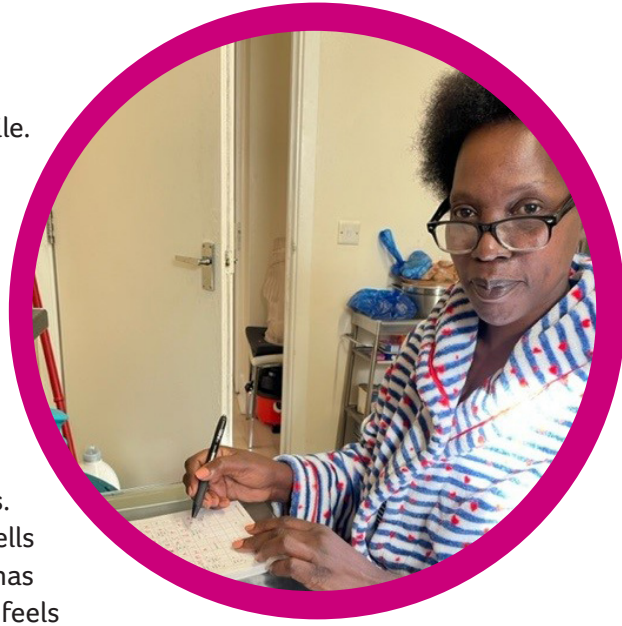
Mr P said, "Before I started with the PIC service, I was worried about how I would cope with my eyesight and the darker days going into winter, but now I'm starting to feel excited about things and to realise that I can still do things and get on with my life..... It's made me feel that so many more things are possible – and that feeling stays with you even after the PIC Service ends - it carries you forward".

"I am very happy I can now see better and do my knitting and I am looking forward to having a befriender."
(Family and friends - August)

Case story

“

Kezia's daughter said, "PIC support was 100% worthwhile. She has become a bit less anxious and more willing to do things independently. You are like a 'friend outside of the family'. She feels comfortable with you. She can laugh with you ... because you know her background it has pushed away her worries. When you have visited she tells me what she has done. She has a sense of achievement and feels proud of herself."



Dawn said, "I feel more hopeful for the future now and am looking forward to making new friends outside of my own family".

”

Since support from the PICS, Dawn feels much more informed about what is available locally, feels more confident to access social opportunities and has the means to access them independently. She also feels more confident that she can reach out should she need help in the future.

Mr P said, "Before I started with the PIC service, I was worried about how I would cope with my eyesight and the darker days going into winter, but now I'm starting to feel excited about things and to realise that I can still do things and get on with my life..... It's made me feel that so many more things are possible – and that feeling stays with you even after the PIC Service ends - it carries you forward".

"Before the PIC service I wouldn't talk to anyone and I'm a different person now. Even my husband has noticed it. It has changed my life...I'm actually excited about the future. You came to help me with walking, but you've done so much more than that; you've helped everything."
(Family and friends - December)

"I am very happy; I am now able to go on short walks on my own. This all happened when I started attending the chair-based exercise classes at AUKC Brigstock Road and the Knit and Natter group, I have got my confidence back."
(Family and friends - January)

Community Engagement

Volunteer Programme



Derina - Befriender June 2023

Our volunteers are at the heart of AUKC, and can be found in all services, from our Meet and Greet volunteers at Brigstock Road, to Information and Advice helpline volunteers. In November, we brought the wider volunteer programme and the Befriending service together to fall under the newly-formed Community Engagement Services team. We spent the start of 2023 improving and streamlining the volunteer onboarding process which will enable us to welcome many more volunteers in the coming year.

“I had never volunteered before joining Age UK Croydon, and now I’ve been volunteering as a befriender for just over a year. I visit my client who lives in a care home once a week and have been meeting him for about seven months. He often says how nice it is to have someone to talk to regularly and how it really makes a difference to his week, which is lovely to hear. I enjoy making a positive difference to someone’s day. It is such a worthwhile way to spend an hour of your time!”

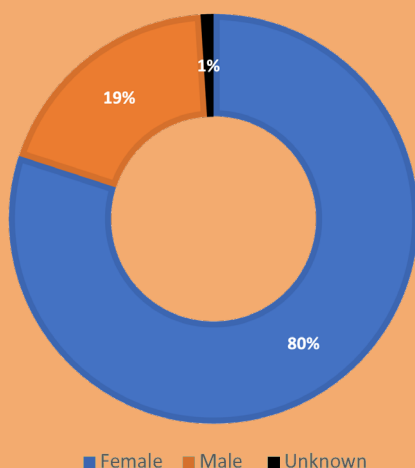


84 Total number of active volunteers

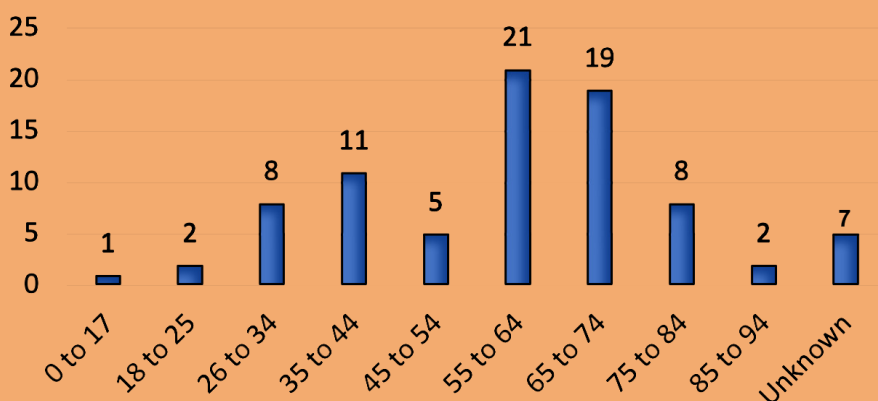


88 Volunteer opportunities filled each week (average)

Stated gender of volunteers 2022 - 2023



Volunteer age, 2022 - 2023



Befriending Service

Our team: One Befriending Officer and 34 volunteers

Our Befriending Officer matches volunteer befrienders with clients for weekly visits at home or telephone calls. The Befriending Officer provides ongoing support to the volunteer and client to ensure everyone is happy with the ongoing match. The average length of a befriending match

in 2022 - 2023 was 15 months, which demonstrates the success of our initial matching process. This year, we piloted our 'Go with' befriending model, which saw Befrienders going for a walk with their client or going to a café together. We also began matching Befrienders with residents in two care homes.

"My telephone calls with my befriender are the highlight of my week and it gives me a sense of purpose. It's lovely to have someone to express myself to and I feel like my befriender genuinely cares about me."



46 Referrals



27 New matches



64 Number of ongoing befriending matches at any point in year



36 Number of volunteers actively befriending a client



80% Clients reported being highly satisfied with the befriending call or visit



15 months Average length of befriending match

Brigstock Road Community Hub and activities

Our Scratchley Hall community centre at Brigstock Road in Thornton Heath hosted a full diary of in-person weekly activities this year, including Knit & Natter, Tech Support with Clear Community Web, Gardening, Games and Chat, Choir, and Art Group. In September, the Brigstock Road Community Hub was launched at Scratchley

Hall. The Community Hub is a collaboration between AUKC and Community Facilitators from the Asian Resource Centre of Croydon. Members of the public can drop in and have a chat with a range of community and voluntary sector organisations, along with Croydon Council and the Department for Work and Pensions.



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 larger 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 retain 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 better achieve its charitable purpose. 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 voluntary and community sector, as well as statutory partners.

- Age England Association
- Asian Resource Centre of Croydon
- Clear Community Web
- Croydon Neighborhood Care Association
- Croydon Vision
- Croydon Voluntary Action
- Croydon Alms House
- Croydon Mencap
- One Croydon Alliance

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
Miss R Broad	Resigned 1 December 2022
Mrs O Khan	
Miss K Nurcombe	Resigned 30 March 2023
Ms B Scanlan	Chair Governance and Nomination Committee
Mr A Shillabeer	Resigned 30 September 2022
Mr I Mannan	Appointed 6 September 2022
Ms D Davison	Appointed 6 September 2022
Mr C Briggs	Appointed 8 March 2023

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



Find out more:
www.ageuk.org.uk/croydon

phone: 020 8686 0066

email: aukc@ageukcroydon.org.uk

