



Kingston upon Thames

# Making a Difference



**Impact Report 2007**

**Welcome to Age Concern Kingston's Impact Report for 2007** which clearly demonstrates the difference our organisation has made – the real impact it has had – on individuals and organisations in the Kingston region and beyond. As you can see, our work covers four key areas: Centre Based Services, Health & Well-being, Projects and Service Support. The depth and breadth of what we do is revealed in the record of achievements for each section.

Being inclusive, involving and welcoming to all, is key to our work. Whether we are working with users at a one-to-one level, or acting in partnership with other bodies, we are passionate about empowering all those who use our services.

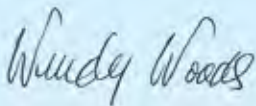
This year we have continued to celebrate the diversity of all our users and volunteers. A vibrant and thriving Parseyan Lunch Club for the Iranian community has been established as part of our community development work during the year and, at our Bradbury Centre, the social needs and experiences of all older people are continually addressed.

As well as developing positive, innovative and creative projects, Age Concern Kingston (ACK) has built on the strong foundations of existing services to improve overall effectiveness. We continue to deliver a high standard of service to our users and are now the most successful and largest independent organisation supporting and working with older people in south west London. We are also one of the first local independent organisations to work with such a large number of schools and young people.

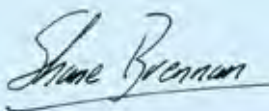
We understand and value the importance of partnership. It is by working together with users, volunteers, members and external stake holders (statutory, voluntary, independent and academic) that we can not only provide choice and variety in our services, but at the best value and of the highest quality.

A clear highlight during the year was the news that we had been awarded The Queen's Golden Jubilee Award for Voluntary Service by Groups in the Community 2007, in recognition of our school-based work. This prestigious Award, which recognises excellence in voluntary activity, is not given lightly. We were one of only seven organisations in the London Region and 71 in total throughout the UK to receive the Award.

Above all, we want to make a real difference to those who use our services, and help improve their quality of life. This report, we are pleased to say, shows we are doing just that.



Wendy Woods  
Chair of Trustees



Shane Brennan  
Chief Executive

## Impact Report 2007 highlights...

- Established a new Active Living Project in partnership with Kingston Council
- Developed a new, popular, low cost podiatry service
- Expanded emotional, health and well-being services
- Over 400 people accessed Centres and Lunch Clubs every week
- Launched First Contact telephone advice line
- Enhanced Advice and Advocacy Service
- Achieved Quality Counts Award
- Increased the number of active volunteers to 110
- Doubled the number of schools involved in intergenerational work from seven to 14
- Presented schools based work to Parliament
- Received the **Queen's Award** for outstanding voluntary work with schools



## Last year we said we would

- Evaluate the Bradbury Centre to identify future service direction and development
- Analyse feedback of Centre users to review programme of activities, ensuring a balanced mix of social and adult learning opportunities, and exercise, is available
- Provide weekend social activities

## What we did

- ✓ Published the first stage in the Bradbury evaluation – *Active Ageing: New Model of Day Care* – in collaboration with Kingston University
- ✓ In response to user feedback, established more than 20 different groups and activities, including massage, reflexology, Spanish and Scrabble. Members have also worked with Kingston University students on projects including art and design, photography and television production
- ✓ Successfully gained permission to extend opening hours at the Bradbury Centre to provide a more flexible social events programme
- ✓ Increased attendances at the Bradbury Centre and recruited over 335 members
- ✓ Hosted presentations from health professionals on topics ranging from dealing with long term conditions to blood pressure tests
- ✓ Established a new Lunch Club, in partnership with Pavilion Trust, in the north of the borough
- ✓ Hosted local government forums to seek members' views on a range of issues e.g. libraries, self-assessments, carers' needs, disabilities. Members have also expressed their views during community consultation exercises
- ✓ Provided a range of activities and outings at the Lunch Club for residents of the Cambridge Road estate, in conjunction with the Bradbury Centre
- ✓ ACK dealt with an increased number of people with depression referred by GPs and local support agencies. Feedback from referral agencies indicates demonstrable improvements to individual well-being for those taking part
- ✓ Ensured that our lunch clubs and centres run at capacity. Raleigh Centre now hosts external support groups, for example, Social Eyes, a visual impairment group

## Next year we will

- Establish a new business plan for the Bradbury Centre
- Review role and capacity of centres in the light of new preventative care strategy
- Develop business plan to ensure income from centres covers costs
- Work more closely with carer support groups via our centres



Centre  
based  
services

# Health & well-being



## Last year we said we would

- Work in partnership with Kingston Council to establish an Active Living Project
- Establish a low cost podiatry service
- Develop a later life counselling service offering one-to-one counselling and therapeutic group support

## What we did

- ✓ Established, in partnership with Kingston Council, an Active Living Project aiming to increase physical activity among the over 45s
- ✓ Introduced a regular low cost podiatry service
- ✓ Established one-to-one counselling service and therapeutic support groups
- ✓ Initiated Healthy Eating Lunches with local schools, bringing teenagers and older volunteers together. 150 teenagers attended 12 lively and informative lunches. The lunches have helped them learn about nutrition while improving their social skills and self-confidence; older people have said they found the project both fulfilling and rewarding
- ✓ Worked in partnership with Kingston Primary Care Trust on the Obesity Prevention Programme, targeting inactive and isolated older people. Over 60 people have taken part in the Step-O-Meter programme which provides individual advice and support on how to increase activity levels
- ✓ Provided daily programme of exercise in all Centres including Tai Chi, Yoga, Chair-obics and a weekly walk starting from the Bradbury Centre
- ✓ Established programme of health talks and events. Guest speakers include dietitians and health visitors
- ✓ Worked jointly with Kingston Primary Care Trust on a pilot project for the Department of Health, using IT to improve access to aids and equipment. Delivered more than 50 mediated occupational therapy assessments
- ✓ Worked with local Tamil and Asian groups to promote physical activity and good health

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“The expertise and understanding of volunteers has enriched the children’s lives and a huge impact has been made on their learning, attendance at school, homework and, above all, self esteem.”

**Diane Campbell, Head Teacher**

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## Next year we will

- Expand overall range of health and well-being services
- Meet the Active Living Project targets
- Expand our low cost podiatry service

# Projects

## Last year we said we would

- Enhance the work of the Advice and Advocacy Service by establishing a new database and improving our work with partners
- Expand intergenerational and mentoring work into secondary schools
- Gain funding for an Elder Abuse Prevention project

## What we did

- ✓ Introduced a telephone advice line as first point of contact for enquiries. An advisor answers queries and/or passes the query on for a home visit/casework. This has improved efficiency, allowing the team to deal appropriately with each individual case and facilitated early intervention by community care and mental health teams
- ✓ Launched First Contact, an independent telephone helpline open to people aged 60 and over and their relatives and carers, in both Richmond and Kingston
- ✓ Established new database to produce accurate monitoring and evaluation reports
- ✓ Provided drop-in service at the Community Advice Shop on the Cambridge Road Estate
- ✓ Hosted regular information exchange meetings attended by statutory and voluntary service providers, including the health and social care teams, Kingston Carers' Network and the Kingston Centre for Independent Living
- ✓ Processed benefit claims, in partnership with the Pension Service
- ✓ Founded multiple intergenerational projects, including a mentoring service by older people for children, home visiting by young people, computer training sessions arranged by young people for older people, craft skills taught by older people, friendship hours, art projects and exhibitions
- ✓ Received The Queen's Golden Jubilee Award for Voluntary Service by Groups in the Community for intergenerational work
- ✓ Delivered a presentation of intergenerational work to a joint meeting of the All Party Parliamentary Groups on Ageing and Older People in the House of Lords
- ✓ Attended a celebratory lunch at Clarence House hosted by The Prince of Wales, in recognition of Age Concern Kingston's school based work

## Next year we will

- Enhance Advice and Advocacy Service by working in partnership to support and empower older people by providing timely, accurate and independent advice and information
- Expand intergenerational work and attain Approved Provider status
- Establish an Elder Abuse Prevention Project



## Last year we said we would

- Review 2004-2007 strategic plan and begin consultation and planning process for 2007-2010
- Invest in IT infrastructure to improve operational efficiency, increase access to computers for users and reduce risk of system breakdown
- Complete a major capital, repair and refurbishment programme of ACK's Head Office and Raleigh Centre

## What we did

- ✓ Held an open stakeholders event and established 'fit for new purpose' strategic plan 2007/8
- ✓ Upgraded IT network, creating greater efficiency and flexibility. Improved security, reduced risk and standardised operating systems
- ✓ Refurbished and redecorated Raleigh Centre and Head Office, creating a more comfortable and accessible environment for users, volunteers and staff
- ✓ Emphasised learning and growth as part of 2004-2007 strategic plan. Annual staff survey showed majority of employees felt valued, trusted, satisfied in their work environment and confident in their managers and leaders
- ✓ Through strategic focus on internal processes, made improvements to the management of 110 active volunteers, the majority of whom are over 65 years old. First Volunteer Satisfaction Survey showed 97% of respondents 'satisfied' or 'very satisfied' with their volunteering experience. Participants said volunteering gave them the opportunity to meet people, use their skills and help others
- ✓ Attained Age Concern's Quality Counts Award. Congratulated by Age Concern's Membership and Standards Committee for 'commitment to continuous improvement in the provision of quality services'
- ✓ Improved website and bimonthly newsletter, *Agenda*, and introduced *Volunteer News* as well as other user-led newsletters in Centres. Made information and topics of concern more available to public and stakeholders. Publicised and championed such issues as winter warmth and positive mental health

## Next year we will

- Establish a trading company to provide a wider variety of services and generate income
- Work with our staff to re-attain Investors In People quality mark
- Demonstrate our quality commitment by establishing ISO9000 quality management system



## Service support

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"In the six years I've been here, there have been great changes.

The huge difference in the aesthetics of Raleigh House, the redecoration, new windows, carpets, to name but a few. Great progress. But more importantly, the genuine feeling of team spirit and the obvious caring afforded to our all important service users."

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**Lynda Goldie, volunteer**

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Our Mission: "To be an effective organisation that is recognised as a leader, committed to involving and empowering all older people in Kingston"



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