




Delivering the outcomes that make the difference





This has been another very busy and productive year for Age Concern Kingston, the highlights of which are celebrated in this report. Our theme this year is *delivering the outcomes that make the difference*, and this report demonstrates how we have sought to do this over the past year.

An outcome is a change or benefit that an individual experiences as a result of using our services. It is about achieving the aspirations, goals and changes identified by an individual themselves, all of which means that we have had a positive impact on their life, and often on those of their families and carers.

As this report shows, we have been delivering positive outcomes for older people in the Borough throughout the year; both our centre-based and community-based services have been popular and have received high satisfaction ratings. However, due to the current economic climate and funding environment, it is also a year in which we have spent more money than we have brought in. We have not let this shortfall in income affect the quality of the services we provide; instead, we have looked at more ways of generating funds, as well as reducing our costs.

The future we face is one of change and challenge but, whatever lies ahead, we will continue to provide services which support older people to live independently in their own homes and to stay safe, healthy and happy.

What we said we would do ► ► ► ►

- inspire our people – staff and volunteers – to make a difference in everything they do to make later life a greater life
- seek funding to develop new well-being and preventative services which support people to remain safe and independent in their own homes through partnerships with health services, the local authority and the local third sector
- meet the key objectives of all our projects: Active Living, Home Response, Intergenerational, Lunch Clubs, Safeguarding, Stay Well
- launch a Handy person service to provide low-cost help to older and disabled people
- improve access to effective, timely, advice and information – demonstrating and promoting its importance for older people
- raise the quality of all aspects of our day service, increasing access and ensuring its continuing relevance and effectiveness
- ensure that all our activities contribute to improved outcomes for older people's well-being and develop ways of demonstrating this
- focus on quality and maintaining our ISO 9001, Community Legal Service and Age Concern Quality Counts awards, and re-attaining Investors in People
- engage more people with our work through raising our profile in the community
- continue to provide value for money in all our activities
- develop more opportunities for volunteers, supporting and listening to them

'You have no idea how much it means to me to receive your call, it has helped me enormously, so grateful. It is keeping me alive, the day is much happier after our conversations.'

In Touch client

'It's taken a great weight off my mind...I couldn't have done it without you.'

Information, Advice and Advocacy client

What we did ▶▶▶▶▶▶▶▶

- ▶ won a tender to provide a Handyperson service which is already proving popular
- ▶ provided information and advice on a range of issues to 1,694 people
- ▶ launched our newspaper *agenda*, providing information for older people and a voice for their issues as well as raising awareness of all our services
- ▶ recruited over 700 more people to our Active Living Passport Scheme – 2,268 in total – to help people keep fit and healthy in later life
- ▶ obtained funding to build on the success of our Active Living scheme
- ▶ supported the well-being of over 200 older people through attendance at the Raleigh House centre and over 300 people at the Bradbury centre
- ▶ involved 20 care homes in our 'Home Buddy' adult safeguarding scheme, reaching an estimated 700 residents over the life of the project
- ▶ provided six weeks of practical help at home to 122 individuals experiencing ill health through our Home Response scheme
- ▶ expanded our Stay Well programme, helping people to remain safe and well whilst living independently, to include seven GP practices
- ▶ provided hot lunches and opportunities for social interaction to 50 people a week via our regular community lunch clubs
- ▶ began piloting a Saturday Club for people living with dementia and their carers
- ▶ made regular contact with 44 isolated people via our re-launched In Touch telephone befriending service
- ▶ helped 66% of participants in our Cook and Eat workshops to make positive changes to their diets
- ▶ obtained funding to pilot a new intergenerational mentoring scheme from Autumn 2010
- ▶ renewed our Community Legal Service Quality Mark and maintained our ISO 9001 compliant quality assurance systems
- ▶ began developing and testing outcomes measures in all services to evidence the value of our work with older people

'By looking after people like us, you are keeping us out of hospital.'
Bradbury member

Next year we will



- ▶ maintain our commitment to providing quality services that help make later life a greater life
'I danced in my kitchen when the work was complete! I was so happy.'
Mrs C, aged 92, Handyperson client
- ▶ ensure that the organisation is flexible, responsive and innovative in order to respond to changes in the structure and funding of adult social care
- ▶ continue to work with our local authority and health service partners to develop more joined-up services for older people
- ▶ develop new sustainable services which will support older people living independently, including a Home Help service
- ▶ improve access to effective, timely, advice and information – demonstrating and promoting its importance for older people
- ▶ adapt our day services in response to the changing needs of older people and local priorities
- ▶ increase access to our services for people living with dementia and work with partners to develop new targeted services
- ▶ build on the success of our healthy ageing projects by targeting hard-to-reach individuals
- ▶ continue to work with organisations and individuals from diverse communities in the Borough and to raise the profile of the organisation through our *agenda* newspaper
- ▶ increase our income from donations and fundraising by raising awareness of the importance of voluntary income
- ▶ pilot a new intergenerational mentoring scheme focussing on men and boys
'From your first telephone contact to the last visit I was helped and supported and made to feel that there was someone I could turn to in times when I still couldn't manage for myself.'
Home Response client
- ▶ use our outcomes data more effectively to demonstrate the value, quality and importance of our services

'Client Satisfaction is taken very seriously, not simply in terms of feedback to the Organisation but in terms of outcomes for the client.'
CLS Auditor



Age Concern Kingston upon Thames, 14 Nelson Road, New Malden KT3 5EA
T 020 8942 8256 E admin@ageconcernkingston.org
www.ageconcernkingston.org



Registered charity no. 299988 Company no. 2272550

Design: Eileen Higgins E eileen@eh-design.co.uk Print: Park Communications T 020 7055 6500

