



*Passionate people, offering quality services, delivered with flexibility, care and energy, helping you to live a greater life...*

**This year we mark 65 years of work in the community and have celebrated our achievements, not just over the last twelve months, but over more than six decades.** As this report demonstrates, we have proved that we can deliver and because we are closely connected with our users and our community we are able to identify need and work with partners to evolve innovative solutions.

We work in challenging times: state resources are shrinking. Over the past twelve months we have turned a budgeted deficit of £100,000 into a small surplus, through strong financial management and the commitment of our staff, who have worked flexibly, developing new projects in order to bring in additional resources and broaden our reach, without increasing overhead costs. We have also welcomed many new volunteers, whose input, skills and experience add measurable value to our services.

For every pound we earned from our Service Level Agreement with the local authority in 2010-11, we spent an additional £1.40 on providing services for older people. We bring in money from trusts and central government to invest in local services. By helping our

users claim their financial entitlements and employing local people, we contribute to a multiplier effect which benefits the local economy.

We believe that our work contributes to the growing body of evidence that investment in preventive social care services more than pays for itself in savings to the NHS. Our work has been recognised at a national level. In January 2011 our CEO was invited, as a member of a small delegation, to meet David Cameron and other ministers at 10 Downing Street, to discuss the future role of the voluntary sector.

Over the past year we have worked with thousands of people and the feedback we receive is overwhelmingly positive. The year's highlights are outlined in this report, adding up to an impact which is strategic, economic and has made a profound difference to the lives of many.





## What we said we would do

- maintain our commitment to providing quality services that help make later life a greater life
- 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 fund-raising by raising awareness of the importance of voluntary income
- pilot a new intergenerational mentoring scheme focussing on men and boys
- use our outcomes data more effectively to demonstrate the value, quality and importance of our services

*'They offer information and help about services that I did not realise existed that could help my mother and myself cope with the problems that we face at this stage of life.'*

**Get advice: Call 020 8408 8171 email [firstcontact@ageconcernkingston.org](mailto:firstcontact@ageconcernkingston.org)**

## What we did

- achieved 1,816 successful outcomes on behalf of clients of our Information, Advice and Advocacy service
- helped clients of our Information, Advice and Advocacy service maximise their incomes to the value of over £400,000
- increased our expertise and capacity to offer specialist information and advice on housing issues through our partnership with FirstStop
- worked with our local authority partners to sustain funding for our preventive day care and advice services
- raised the quality and range of activities at our Raleigh House day service and increased daily attendance
- provided one-to-one computer lessons to over 100 people through our participation in the BBC First Click scheme
- launched our Saturday Club for people living with dementia and their families and carers
- provided ten Fit as a Fiddle courses to 166 people from hard to reach groups, of whom 97% increased their activity levels
- placed our first group of male mentors in Coombe Boys' School as part of our A Significant Other project
- increased the numbers of people supported at home through our volunteer-based Home Response service by 40%
- continued to resource our StayWell programme whilst seeking external funding, working with a quarter of the Borough's GP practices
- exceeded all the outcomes targets for our Handyerson service and achieved 100% satisfaction ratings
- launched our Help@Home service to provide practical domestic and social support to help people continue to live independently in their own homes
- kept in regular contact with 52 isolated people through our In Touch telephone befriending scheme
- taught healthy cooking skills to 37 people through our Cook and Eat workshops in partnership with NHS Kingston Public Health
- published and distributed 12,000 copies of our *agenda* newspaper, raising awareness of older people's issues and the services available to support them
- increased our volunteer numbers to 150, adding capacity to our work to the value of £335,700



*'Excellent support at a time when I had lost all confidence... an excellent service which should be maintained and extended. This type of support really helps individuals back to self confidence, sufficiency and fitness.'*



**Get involved: Call 020 8942 8256 email [admin@ageconcernkingston.org](mailto:admin@ageconcernkingston.org)**

## Next year we will ...

- continue to champion quality information and advice and its crucial importance for older people
- renew our Community Legal Services quality mark
- enhance support for carers of those near the end of life through our new Horizons project
- continue to provide high-quality, sustainable and popular day services which meet the changing needs and choices of older people into the future
- work with our local authority partners to ensure that any changes to services arising from the need to cut spending does not negatively impact our users
- demonstrate the quality and value of the day services we provide
- seek funding to sustain and develop our popular Saturday Club for people living with dementia
- increase joint working with partners to ensure our active living work can be sustained and developed to benefit more people in the future
- explore further ways to provide opportunities for intergenerational working through our project A Significant Other
- support greater numbers of people to remain living independently in their own homes through integrated and enhanced delivery of our StayWell and Home Response programmes
- increase the level of activity of our Handyperson service through marketing it more widely and establish its viability beyond its initial funding
- explore opportunities for continuing to deliver advice on housing issues, building on the success of our Housing Choices project
- focus on developing our Help@Home service, to meet the demand from older people for practical support in the home
- seek funding to support and expand our In Touch telephone befriending scheme
- increase the print run of our *agenda* newspaper in order to widen its distribution and seek further funding to sustain it
- maintain our commitment to providing quality services that help make later life a greater life



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