

Age Concern Rotherham

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Introductions

- CEO since 1 December 2008
- Background in health and social care and in VCS
- Worked in Rotherham since 1995 – public sector and VCS
- Not OP specialist – role is to enable ACR to be a sustainable organisation to support OP in Rotherham communities



Who we are.....

- Local charity, affiliated to a national federation = we have to raise all of our own income locally in order to continue to exist.
- Membership organisation - run by and for people who live in Rotherham Borough.
- Our main offices and day centre are on St. Ann's Road and we have a One Stop Shop in the town centre.
- Local employer (59 paid staff - 9 full time and 50 part time – 93% of whom live in Rotherham).
- Support local participation - 49 local volunteers give 140 per week to help us to deliver our support to older people across the whole range of activities.



Our aims

The support and services that we provide aim to:

- Improve the quality of life of older people
- Reduce older people's social isolation
- Help older people to stay as healthy as possible for as long as possible
- Help people to live independently in their own homes for as long as possible
- Provide support to older people in residential care



What we do....

- Work for **all** older people in Rotherham by
 - a) providing services to them
 - b) advocating on their behalf as a partner in local planning structures
- 2008 – provided direct support to 8,000 people and estimate another 5,000 reached through outreach/ road shows etc.
- Target group for services starts at age 50 but many of our services are mainly accessed by older (70+) and more vulnerable people in Rotherham communities.



Providing services and support....

- Care and support – e.g. Linkline, Domestic Support, Hospital Aftercare, Handyperson, Daycare
- Preventitive – e.g. Advice and Information, Residential Care Advocacy, Winter Warmers, Let's Dance, Befriending



Working as partners....

- Involved in strategic developments and planning in Rotherham and support the success of local strategic aims that affect older people
- Represent the VCS and older people on planning groups e.g. Alive Partnership Board, Safer Rotherham Partnership
- Work supports implementation of a range of strategies including the LAA by:
 - supporting older people to live independently at home
 - providing support to carers
 - promoting community participation and cohesion through volunteering and intergenerational work



Future challenges - sustainability

- ACR as other VCS needs to plan for future sustainability
- Mixed economy of income
- Social enterprise?



Future challenges - personalisation

- Choice is key element of future social and health care
- Need to make sure OP get the support they need to have **real** choice
- Learn from pilot sites and other areas
- ACR developing plans for provision of personalised care



Future challenges – population changes

- Rotherham has ageing population
- Resources are limited
- Challenge to all of us = help people to have a good quality of life in their later years
- Makes organisations like ACR more vital for Rotherham in the future



Any questions?

Thank you