

ASKI

Advice Support Knowledge Information

Advice Support Knowledge Information Annual Report 2019-2020



CHAIR'S REPORT

I am delighted to once again introduce the Advice Support Knowledge Information Annual report, ending 31st March 2020.

ASKI has increased involvement in the local community and is considered a 'hub' in many ways. The demand for our services has grown during the reporting year.

Our high street premises mean that we get a significant number of footfall and this brings with it a new demand for services.

We also receive significant support from the wider community both in community fundraising as well as the recruitment of new volunteers.

We have worked in partnership with local businesses in the community as well as other charities working with older people in the Borough.

We have had the opportunity to work with Interns from the USA, France and Holland and they have brought with them a unique look at how older people services are provided across the world as well as supported us to increase our social media presence.

I am proud that we have secured a mini bus with support from the Clothworkers' Foundation. This will allow us to expand our reach as well as enable us to take people on trips and deliver more of our work in the local community.

We anticipate the year ahead will be difficult due to the Covid19 pandemic and our plan is to continue to develop services, where there is an identified need and to work in collaboration with other agencies to provide a holistic service to users of the charity.

Michelle Ford Chair





CORE VALUES

Our core values are that:

- People should be empowered with the knowledge to enforce their rights.
- We involve service users in the development, delivery and evaluation of our services to ensure the continued improvement and relevance of our work.
- Volunteering strengthens the communities we work with.
- It enriches the quality of our services by providing volunteers with the opportunity to learn and develop through giving back.
- That in supporting and encouraging the personal and professional development of our staff and volunteers.
- That by sharing lessons of our work with the local community we help them to tackle social problems and advocate for their own needs.
- By learning from and gathering evidence about the impact of local action and programmes we will influence national policy.
- That we can make a greater impact and achieve better outcomes for people by working in partnership and collaborating with partner agencies; both professional bodies and the community.
- That all people should be treated with respect.
- As an organisation we value diversity and promote equality and know that we cannot understand difference unless we are diverse ourselves.

CEO'S REPORT

We are delighted to introduce our report, which demonstrates how we have supported older men and women living in Croydon. In particular the support we have been able to provide to older people from a wide range of BME communities, needing a culturally sensitive approach to delivery. Funding is one of the key issues faced by most charities, with more demand on services funders are having to make difficult decisions and ASKI is working hard to develop a diverse stream of income which includes traditional grants, generating income through our community café and renting our space to other groups both as a way of generating income but also supporting smaller groups with no access to space.

- We piloted new services including a Reading Club, Knitting Circle, Games Afternoon and a writing project which were all User Led with support from staff.

- We expanded our successful Falls Prevention service, which supported people who have balancing issues and were referred by their GP to strengthen their core as well as build confidence. We are encouraged by the way in which the session staff and volunteers are helping to shape the services and are addressing the obstacles which stand in the way of our potential.

- The objective is to create more unrestricted income, so that we can re-invest into the further expansion of our services.

- Our team of staff and volunteers have once again worked very hard this year to bring about some of the very positive changes set out in the report. Equally, we remain reliant on our funders and donations from the public to underpin our work.

The Trustees are certain that we would not be able to fulfil any of our goals without this continued commitment and take this opportunity to thank

all those who contribute - in whichever way - for their support. It is difficult to convey how much this means to us, other than by demonstrating the positive impact of our work on the older people in Croydon and we hope that this report will give you an insight as to how this is achieved.

J Jeffers
CEO



SPOTLIGHT ON PROJECTS



City Bridge Trust



The City Bridge project allowed ASKI to deliver weekly sessions of dance and exercise for older men and women. The project focused on people with long term health conditions including obesity, heart conditions, mobility issues and dementia. The project allowed ASKI to deliver approximately 167 hours of delivery. The project evaluation demonstrated the project resulted in a significant reduction in isolation and provided opportunities for people from different communities and cultures working together and increasing community cohesion and understanding.

The Mercers' Company



Our two-year grant from the Mercers Company has made a significant impact on our work with older men and women. The project allowed us to increase the number of volunteers we could train to support the delivery of a range of services including our community café, trips, arts and crafts courses, setting up a book club as well as a Project Advisory Group that supports the Board of ASKI to plan and deliver new services based on need. We also trained a number of people to become Community Activists, they attend external meetings and are able to raise issues that impact on the lives of older men and women in the community. By the end of year one the project allowed us to work with 78 older people between the ages of 70 and 89.



BBC Children in Need

Funding from BBC Children in Need has allowed ASKI to undertake a range of workshops and training with young people who face disadvantage in the community. The project has allowed us to work with children in danger of becoming involved in anti-social behavior to have opportunities to take part in weekly activities that promote self-esteem, confidence building and civic responsibility in the local community.



Sport England

Keeping older people fit and healthy is a key remit of the work ASKI delivers. A grant from Sport England allowed us to provide a range of opportunities for older men and women 55+ who were inactive to take part in twice weekly sessions of sport. We offered yoga, dance, basketball and chair-based exercise classes. The work was evaluated and highlighted a significant impact on those taking part. The impact on participants was both on their physical as well as mental health which is essential to all however vital as people become older. We engaged volunteers and DBS checked session staff who were all able to assist in administration and assisting tutors and families.



Clothworkers' Foundation

The Board staff and Users of ASKI were delighted to receive a grant from the foundation as a contribution towards a minibus that would allow the charity to increase the reach of the charity. A number of people who wished to use the services were unable to use public transport and had issues accessing community transport. We have been able to take older people on short educational visits, increased our visits to music and cultural events in London. The minibus has also increased the number of people who have contacted us via the signage on the bus. We are looking at opportunities to rent the bus to other charities to generate unrestricted income.



Garfield Weston Foundation

A grant from the Garfield Weston Foundation allowed us to increase our reach to older men and women from North of the Borough where had a waiting list of people in need of services to reduce their isolation. There requirements included a meal service and digital inclusion support which we supplied. This included online support from a group of volunteers who were both DBS checked and trained to support people remotely. We identified a number of older men who were living on their own who required support and managed to set up a network of older men in the form of a User Led group. In all our work we embed monitoring and evaluation systems, so we were able to measure the impact of the delivery both on the individuals taking part as well as their careers, friends and family. The grant allowed us to support an additional (remember to add figure.) over the life of the project.



Key Achievements in 2019/2020

- 170 hours of dance for people 70+
- 12 training courses moving people into employment
- 19 people trained to become First Aiders
- 45 people gained OCN qualifications in a range of subjects
- 12 Place at My Table Events- 600 people attended over the period
- Development of our website and social media platforms
- Purchased a 12-seat minibus
- 25 people gained OCN qualifications in Health and Social Care
- Successful end of year celebration at Jury's Inn with 100 people in attendance
- Development of our financial, monitoring and evaluation systems
- Increased our paid membership members by 24%

Our Impact

Older people told us the impact we have made on their lives

- 80% reported improvements in their learning and development skills.
- 70% reported improved resilience
- 75% reported increased confidence and self-worth
- 98% of people taking part in dance and exercise sessions reported increased mobility
- 68% of people told us they are eating healthier as part of our healthy living promotion
- 71% of older people who have been inactive are now active
- 61% reported they have some access to IT
- 91% reported increased self-worth and confidence

Board Of Trustees

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