

IMPACT REPORT

2020



VISITING THE CHARITY PREMISES

SERVICE USER - DAVID

HELLO

The **Third Age Project** was established in 1997 to serve the needs of 1 in 4 of the local population over 60 years of age.

Over the last two decades it has become an important and popular facility within the borough of Camden and widely recognised as a successful multicultural community resource centre.

Our **mission** is to turn on its head the prevalent view that the “third age” is a burden on society and promote the view that old people are valuable and important assets to be placed at the very heart of a community. In doing so we transform older people’s lives, nurture creative aspiration, co-produce low cost services and build community, reversing the declining quality of life and well-being of the elderly.

We provide a wide range of social, cultural, educational, healthy living and basic life skill courses, as well as befriending and support services, with the aims of improving quality of life, general health and wellbeing, and to equip older people with the confidence and knowledge to exercise greater choice and influence over decisions that affect their lives. These services are undertaken to further our charitable purposes for the public benefit.

Third Age Project runs several programmes and projects aimed at improving the quality of lives for the elderly. This includes, but isn’t limited to, reaching out to the most acutely isolated older residents to prevent loneliness and running all sorts of group sessions at our centre.

“We are a people to people charity in which we transform individual older people’s lives through improving general health & wellbeing and supporting the building of new social friendships.”

- Tony Bloor (General Manager)

IMPACT : BEFORE AND AFTER

WHO WE HELP

88% live alone

64% have serious health conditions

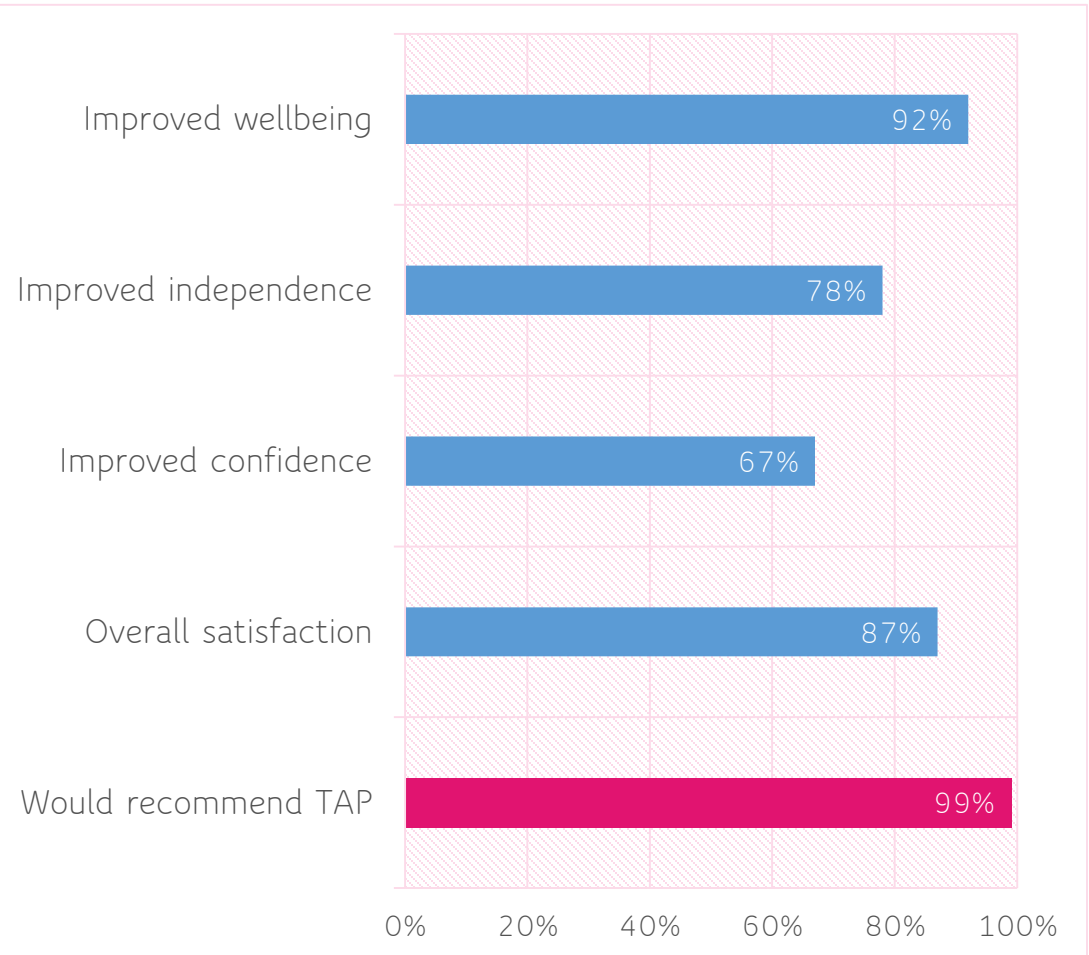
85% struggle to access public services

80% are on a low income

89% join TAP to make new friends

24 languages are spoken

AFTER JOINING



Source : 2019 CSG Independent Evaluation

Source : 2018 - 2020 Anonymous satisfaction survey

IMPACT : IN WORDS

"The project gave us the confidence and skill to pass on to others. We had a few men join us at our table and non-English speakers also. A very friendly atmosphere!"

- Sylvia (age 70)

"Inspiring atmosphere with lots of people joining in our workshops that were led by older people themselves"

- Mabel (age 88)

"The experience has been a very positive one that has lifted my horizons and what I feel I can now achieve in life"

- Andy (age 67)

"I was a bit nervous beforehand about what was expected of me at the workshops but in the end it exceeded my expectations and I feel proud of having taken part"

- Pam (age 84)

"Taking part has made me very happy and can be said to have helped transform my life"

- Catherine (age 85)



GETTING READY FOR TEA TIME
VOLUNTEERS - MR & MRS LEE



FEELING STRONG AFTER A MASSAGE

SERVICE USER - MAHMOOD

IMPACT : IN WORDS

Regular exercise has reduced my pain

I've learnt new skills

TAP has helped me believe in myself

I feel part of my local community

I've improved my ability to converse in English

I feel more confident and less depressed

I've made good friends

IMPACT : IN NUMBERS

DURING COVID-19

- 315 elderly + 104 families with 254 children supported
- 4500 meals cooked
- 4089 food parcels + 1470 home deliveries made
- £30,000 worth of food donations distributed
- 3960 befriending service calls made
- 3833 volunteering hours completed
- 300 online + 140 offline sessions delivered
- 11 WhatsApp groups created (with 109 service users participating in 5 languages)
- 419 subscribers engaged via 26 digital newsletters (with 1400 offline copies distributed)

OTHER RECENT ACHIEVEMENTS

GETTING ONLINE CAMPAIGN

166 supported to become new subscribers to our weekly online newsletter

91 supported to enrol on a weekly online course and/or social activity

37 tablets donated or purchased for loan & centre-based learning support

15 weekly online courses & social activities

1 new digital support worker recruited to help get isolated elderly online

INTERGENERATIONAL ENGAGEMENT

249 children took part in 19 Family Days

95 children from Netley Primary School took part in Age Exchange Events

74 children came to Artist in Residence week with Katherine Smith

31 children from Regents Park Children's Centre took part in our monthly Get Togethers

RECOGNITION

TAP bridges the growing divide and restores dignity to the third age (regardless of gender, race, disability, and/or sexuality) by building skills, knowledge, and self-confidence in its members. TAP believes in results through continuous innovation, effective local partnerships, multi-layered sustainable impact, and agility to respond to changing local needs. This is independently recognised in several ways, including :

- **shortlisted for The Guardian Charity Awards**, as one of the best small charities nationally
- showcased by Aging Better in Camden as a **best in class delivery partner**
- **hosted by The Tate Modern** to challenge prejudices about older people
- **recognised by The Mayor of London's Office** for *"exceptional work... to help older people... [and] making our communities a better place to live and work"*
- **recognised by the London-Lieutenant of Greater London** as a *"wonderful organisation... striving tirelessly to improve the lives of those facing tough realities..."* due to COVID19



ART WORK AT MARBLING WORKSHOP

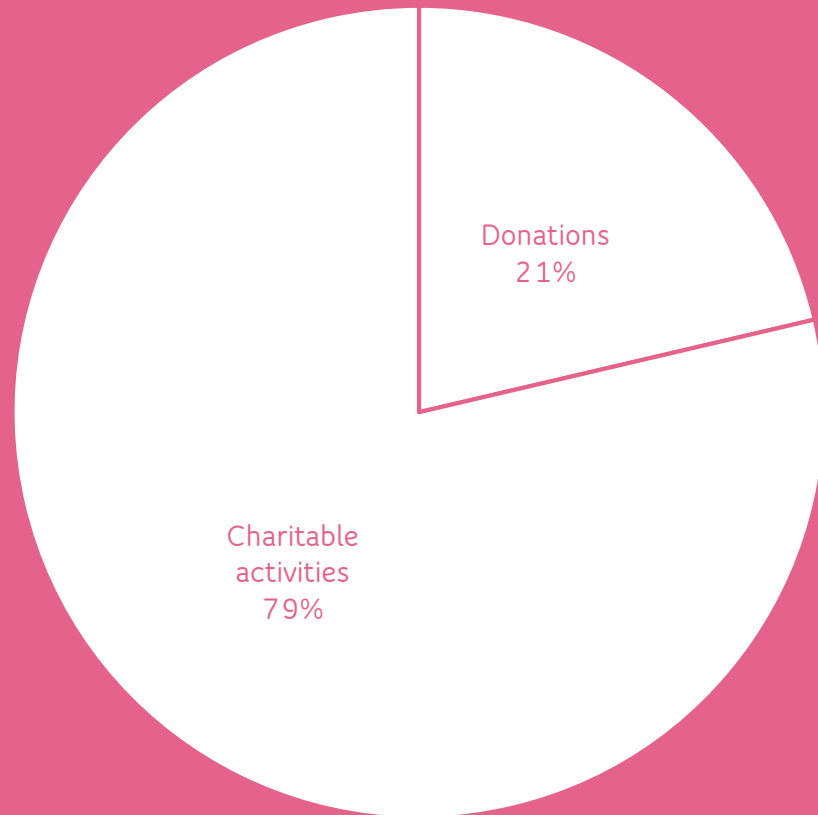
SERVICE USER - PUSHPA

FINANCES

(FOR YEAR ENDING 31 MAR 2020)

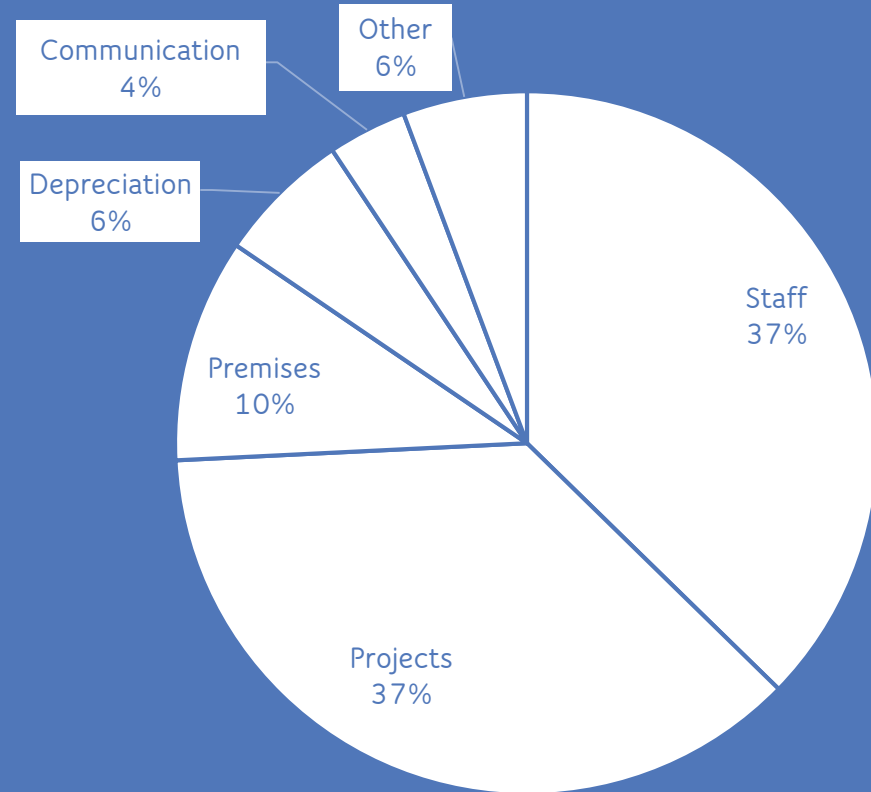
INCOME

£ 191,918



EXPENSES

£ 157,716



Net Surplus for the year : £ 34,202

SUPPORT US

WOULD YOU LIKE TO SUPPORT OUR WORK?

We've come a long way in the past 23 years but we've also a long way to go. As a charity, we rely on funding to keep the good work going. We are grateful for any support you'd like to provide - through donations or volunteering.

DONATE

Volunteers are the life and soul of Third Age Project, operating at every level in informal & formal capacities, playing a significant role in the running of the charity. In 2018, there were 69 regular volunteers (56 TAP members & 10 others) that carried out 5,000 volunteering hours in roles such as bingo calling, befriending, interpreters, escorts and sessional organisers. We also had over 37 volunteers from corporate bodies such as British Land, Regent's Place, Dentsu Aegis and Santander that organised several one-off events.

VOLUNTEER

STRATEGIC PLAN (2021 - 2023)	
GOALS	OBJECTIVES
REACH MORE OLDER PEOPLE IN NEED	<ul style="list-style-type: none"> • Consultation over identifying new and changing needs
COMMUNICATE IMPACT OF OUR WORK	<ul style="list-style-type: none"> • Identify a new CRM database • Identify new arrangements for upgrading and maintaining web site
NEW PARTNERSHIPS & NEW FUNDERS	<ul style="list-style-type: none"> • Identify partners for developing new opportunities and services and or resources that may be in kind. Explore new sources of funding
RECRUITMENT, INDUCTION, TRAINING VOLUNTEER PROGRAMME	<ul style="list-style-type: none"> • Establish a new volunteering programme and new defined roles • Support our Volunteers Forum
HIGH QUALITY CUSTOMER SATISFACTION	<ul style="list-style-type: none"> • Maintain high customer satisfaction and high regard for our services
MEET NEW NEEDS FROM COVID-19	<ul style="list-style-type: none"> • Taking further our Get Online time limited initiative Embed in the delivery of our core services and support

SEE YOU SOON

A big thanks to our partners & funders

- Age UK Camden - Ageing Better in Camden
- British Land Plc
- Camden Adult Community Learning Service (Camden ACL)
- Camden Dementia Action Alliance
- Camden Giving HS2 Fund
- Camden Giving Kings Cross Fund
- Gordon Family FundParn
- Greenlight Healthcare Ltd
- London Borough of Camden
- London Borough of Camden
- Mary Ward Centre (MWC)
- Netley Primary School
- New Diorama Theatre
- New Diorama Theatre (NDT)
- North Philanthropic Trust Fund
- Older Men's Outreach Initiative
- Regents Park Children's Centre
- Regents Park Community Action Initiative
- Regents Park Time Bank (RPTB)
- Regents Place Community Fund
- Workers Educational Association (WEA - London Region)
- The Communities Together Fund

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Registered charity number 1108521



FOUR GENERATIONS TOGETHER

SERVICE USER WITH HER FAMILY AT TAP