

The Beth Johnson Foundation

A review of recent activities



A future for all ages

The Beth Johnson Foundation (BJF)

The Beth Johnson Foundation (BJF) is a national charity dedicated to making 'a future for all ages'. We want everyone to enjoy a great later life, which means we as a society need to make changes at a strategic and practical level. Conducting cutting edge research, advising policy makers, and initiating pioneering age-friendly programmes, the Beth Johnson Foundation is at the forefront of making these changes happen.

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THE BETH JOHNSON FOUNDATION

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Beth Johnson
FOUNDATION

A future for all ages

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Foreword

I am pleased to introduce you to our review of the Beth Johnson Foundation's (BJF's) activities over recent months. Our aim in producing this review is to provide our various audiences a snapshot and a flavour of what we do – how we make a difference and have a positive impact, directly and indirectly, on people's lives.

BJF have been in existence for 40 years, working on age-related projects, initially in the Stoke-on-Trent and Staffordshire areas, and more recently in developing UK-wide initiatives and building a national profile. As this report reflects, we are involved in a range of activities. These include, for example, providing advocacy support to cancer patients, helping people with dementia, and undertaking a number of intergenerational initiatives. We have also delivered projects on positive ageing, age-friendly programmes, and research into such areas as older people without children, and much more.

The driving force behind our work, and what makes us special, is our objective of being a catalyst for change: exploring new areas relating to issues relevant to older people. We undertake research, test out new approaches and then share the positive outcomes and good practice with others, disseminating these to a range of audiences.

We would not be able to do this without the support of the many funders and partners who support our work, the volunteers who give up their time to work with us, our fantastic staff and our Board of Trustees. Thank you to you all.

We have ambitious plans for the future, so watch this space. And do keep in contact with us as we develop a range of new cutting edge approaches and initiatives.

Colin Hann

Executive Chair BJF

*The driving force
behind our work... is
our objective of being
a catalyst for change*

About the Beth Johnson Foundation

The Beth Johnson Foundation (BJF) is a national charity dedicated to ‘making a future for all ages.’ We want everyone to enjoy a great later life, which means we as a society need to make changes at a strategic and practical level. Conducting cutting edge research, advising policy makers, and initiating pioneering age-friendly programmes, the Beth Johnson Foundation is at the forefront of making these changes happen.

Beth Johnson

Beth Johnson, after whom the Foundation is named, was born Beth Sawyer in Princes Road, Hartshill, Stoke-on-Trent in 1910. Her father, Henry Charles Sawyer, who was from a Wiltshire farming family, had moved to North Staffordshire and established a business manufacturing glazed tiles. Beth was educated at a private school near Stoke-on-Trent, before attending Wycombe Abbey School in Buckinghamshire for five years. As a young woman she met Alfred Johnson, the son of a pottery manufacturer, and they were married.



Beth Johnson as a young woman.

Beth Johnson spent much of her life caring for others. During the Second World War, she was a Red Cross nurse at Stafford General Infirmary and at Sandon Hall. She later became involved in a voluntary capacity with the Meals on Wheels service. During her lifetime, she made it known that she wished to become a benefactor of an organisation that would benefit older people.

After Beth died, on 12 October 1971, her husband Alfred suggested that the proceeds from her estate should be used to establish an organisation that would work for the welfare of



'Ageing is everybody's business' is our principle in exploring what it means to be 'age friendly'.

older people. It was in this way that, in 1972, the Beth Johnson Foundation was formed – set up in Beth's memory by a deed of endowment.

Part of our funding has been provided over the years by the independent Beth Johnson Endowment Fund. We are grateful for all the support they have and continue to provide.

The Foundation today

Today the BJF is a nationally constituted organisation, based in North Staffordshire. We have operated from the same site in Stoke-on-Trent for over 40 years. Our history over those 40 years is steeped in adult learning, community development and intergenerational practice.

We are a catalyst for change; supporting older people and communities in exploring what it means to be age-friendly and in working towards a society in which the life prospects of the

old, as well as the young, are considered important. One of the ways we achieve this is by testing out models of working, and by developing resources such as training programmes – for example, around planning and preparing for retirement and later life – which enable people to exercise control over their experiences of ageing.



BJF's training helps people prepare for retirement and a later life more under their own control.

As an organisation, we are involved in cutting edge research that both underpins our work and guides us in its development. Partnerships are important to us and we are proud to continue to work with a number of academic and policy institutions, and to contribute to the growing body of evidence around ageing and age-related issues.

At the heart of what we do is the engagement and involvement of older people. We have moved away from the more traditional 'consultation' approaches, and have embedded co-production methods in our work so we can be certain that we are developing models that older people want.

At the heart of what we do is the engagement and involvement of older people

Volunteers help us with the design

and delivery of our work, sit on steering and focus groups

and represent the Foundation externally. Our community development work is based on the principle that solutions are to be found within our population of older people and within their communities. In short: ageing is everybody's business.

We link up with businesses to raise awareness of the issues around ageing at work, and to enable them to identify small-step approaches such as training, which they can introduce to support their older workers.



1

Projects and
services



Helping people with cancer

Advocacy on behalf of cancer patients

Advocates provide support, and enable people to exercise their rights, express their views and make their own informed choices. The aim is to be the 'voice' of the older person, to be non-judgemental, and to ensure that those being supported are heard and that their views and opinions are acted upon.

The Staffordshire and Wolverhampton Project

A diagnosis of cancer is one of the toughest things most of us will ever face – not just for the person diagnosed but for everyone caring for and supporting them. BJF has a long history of providing advocacy for older people, and this project, funded by Macmillan Cancer Support since 2014, builds on this knowledge and experience.

The project offers advocacy and one-to-one support to anyone over 50 who has been affected by cancer, whether as a patient, family member, friend or carer. During 2015 the project developed to become Staffordshire-wide and it has now expanded to include residents of the City of Wolverhampton.

Our advocates and trained volunteers have helped over 300 people affected by cancer: assisting them to live independently and providing appropriate emotional support.



Macmillan-funded advocates and volunteers offer one-to-one support to older people with cancer

Jack's story

The experience recounted by Jack, aged 56, from Newcastle, illustrates the kind of advocacy that BJF provides to people with cancer, and how important this support can be. He was diagnosed with lung cancer in 2013 and then found himself homeless after he and his wife separated, following the diagnosis. With no home to go to on being discharged from hospital, he had to stay with his son at the local YMCA, and could see no other option, until the MacMillan Information and Support Centre put him in touch with the BJF project. Two advocates from BJF, Wendy and Kath, went to meet Jack and helped him both to get a house, and to sort out benefits, attending meetings on his behalf, and helping him to fill out forms and make appeals.

'Without them', Jack has written, 'I wouldn't have been strong enough to do it. I was completely overwhelmed. They helped me to get a house and to furnish it so it feels

'Without them, I wouldn't have been strong enough to do it ... their support has meant I haven't given up'

— Jack

homely. Their support has meant I haven't given up.'

The support BJF advocates provide is not confined to advocacy; it is important also to provide friendship and companionship, through regular visits, so people with cancer have

someone to talk to about their problems and worries. This is particularly important to people living on their own, as Jack's experience again illustrates: 'You feel like they are your friends ... I get scared that there is no cure for my cancer, and worry about when it will come back. Just to have someone to have a chat with over a cup of coffee helps me to deal with the mental and emotional side of things.'

As an NHS professional himself, Jack understood the meaning of advocacy and had had to deliver it to others, so his appreciation of the support BJF provided is a particular testament to its value:

‘Kath and Wendy have gone beyond what I could have expected. I don’t think I would be here if I didn’t have the support, as I didn’t have the fight left in me.’

Joan’s story

A further example of the ways BJF’s advocacy has helped cancer patients is seen in the story of Joan, who is 78 and has been undergoing treatment for Non-Hodgkin’s Lymphoma. She was previously treated for breast cancer. She was referred to the BJF advocacy service before being discharged from hospital. There were particular concerns about her potential isolation as she lived in a rural area and had no close relatives.

A number of issues had to be dealt with immediately, not least the fact that the hospital had mistakenly thought that Joan had a son living with her and had therefore not prepared any care package or made any other arrangements.

On their first visit, the BJF advocates found Joan at home in a fairly distressed state. While someone had arranged for some food to be delivered to her, she hadn’t felt strong enough to even make herself a hot drink; she could not manage a shower and was generally feeling very depressed. She was due to have another session of chemotherapy and needed to have a blood test first; she was very worried about how she was going to get to the hospital.

The advocates arranged through Social Services to provide support for her having a shower, as well as for someone to come in at lunch times to ensure she was eating. BJF also contacted Patient Transport and arranged for her to get a lift to the hospital for her blood test and treatment.

Joan was worried about her heating bills, so the BJF advocates made arrangements for her to take advantage of the special tariffs for people undergoing cancer treatment that some energy companies offer. On Joan’s behalf, they also investigated the availability of social activities in the village and of potential support from local people.

The following week, the BJF advocates found that Joan was feeling much better – she now had support in the mornings and at lunchtime; she was able to wash properly in the mornings and she was eating regularly. She was on a reduced tariff for her fuel bills.

The patient transport had worked well and Joan was now confident she could make future arrangements by herself. She had also discussed joining a widows group with her neighbour, who had agreed to go with her to the first meeting when she was feeling a bit stronger. Her life was back on track.

The Lifestyle Project

The Over-50's Lifestyle Project, funded by Macmillan Cancer Support, started in November 2015. It is the first of its kind in the country, and delivers a lifestyle service to people living in North Staffordshire at any stage of their cancer. The project encourages

adults affected by cancer to take a holistic approach to their health.



Macmillan-funded support workers help people with cancer to take a holistic approach to health

We provide a range of information and guidance on the benefits and the practice of physical activity and on implementing healthy diets. Our aim is to work with individuals to ensure that they achieve long-term lifestyle behaviour change that benefits their health and wellbeing. What we provide includes physical activity sessions delivered by a trained Cancer Rehabilitation Tutor.

Helping people with dementia

Advocacy on behalf of dementia patients

Helping and supporting people with dementia is another key area of BJF's work. Dementia involves symptoms that may include memory loss, difficulties with thinking, dealing with day-to-day problems and communicating effectively. It can also affect mood and behaviour. Alzheimer's disease is a common type of dementia, but there are many other types.

An important part of our approach is to work to demystify dementia, and to tailor our help and support to the individual needs of those who have it. Each person is unique and will experience dementia in their own way.

As in our work with people with cancer, one of our main areas of activity has been in providing advocacy for people with dementia – supporting and enabling people to exercise their rights, to be themselves and to express their views.

A vital aspect of our work with people with dementia is to be on their side – 'to walk alongside' them as they try to express themselves, accepting them for who they are at that moment. We work to try to understand their reality, and to be equipped with as much knowledge as possible about them, their backgrounds and what

Helping people to express themselves is vital.



Each person is unique and will experience dementia in their own way.



matters to them. On this basis, we are best placed to work with our clients, exploring options with them so that they can make their own choices. We then help them to ensure that their voices are heard and acted upon.

Over recent years we have helped over 2,000 people with dementia

Our work in 2015 was supported by North Staffordshire and Stoke CCGs. During the year we worked with nearly 200 individuals in the Stoke area and North Staffordshire, providing various types of advocacy support, ensuring their well-being and making a positive difference to their lives.

Over recent years, working with a very small team, we have helped over 2,000 people with dementia. We are keen to see how what we do and what we have learnt can be replicated elsewhere. We have therefore commissioned a review of our work by Salford University, so that our achievements, and the ways in which we are making a positive difference can be highlighted and shared with others. The results of this review will be available shortly.

Alan's Story

'Alan', was admitted into hospital following a bad fall. He was assessed by the health professionals there as needing 24-hour care in a residential home. We worked with Alan to ensure that he had a choice of homes to view and accompanied him on the viewings. He eventually selected one, but it was clear that he only did so with some reluctance.

We continued to visit and found Alan to be rather depressed. We spoke about this to the manager of the home, who informed us that Alan 'could not possibly be depressed as he had dementia'. Unfortunately we have heard this type of ignorant and stereotyping comment before.

We liaised with Alan's estranged wife to find out more about his background. We discovered that Alan had previously had an intensive package of care and had attended a day centre five times a week. We then contacted his consultant, who agreed to meet Alan, with us acting as his advocate. We wanted, on his behalf, to know more about the available options. The consultant's view was that Alan's dementia had not got any worse since his last clinic appointment and that, indeed, he seemed to be suffering from depression, partly in consequence of his changed living circumstances. We then requested a new full assessment, with the result that Alan got what he wanted: a return home with a full care package and use of the day centre.



A future for all ages

'We are extremely pleased with the success of the project so far and delighted to be able to continue to support its expansion. By working with partners such as the Beth Johnson Foundation, we can ensure that people affected by cancer have access to the best quality care and support, no matter what stage they are at in their cancer.'

'Kath started to visit me and made me realise that there is light at the end of the tunnel, there are things that I can do. I was amazed really; I felt reborn. I know that it sound silly some of the darkness has gone and I am doing more things.'

'It was really good to have someone independent to help me to focus my mind on options available. This helped me to make informed decisions.'

What people have

'Before cancer I felt able to make decisions and wasn't frightened of asking. Having an advocate to support me to ask the right questions to the right people, I've been able to make decisions and feel more confident and empowered.'

'It was so reassuring to have you giving my mother support in hospital meetings when I couldn't be there. We're so glad we had an advocate for mum, you've been brilliant.'

'You've been a tremendous help. I feel like a big weight has been lifted and I have a bit of control back in my life.'

'A very big thank you for all your help and support you have shown Dad over the past few weeks, we cannot express how grateful we all are. The service you provide is invaluable, this society needs more people like you and your colleagues.'

'Our advocate was a true 'angel' and I don't know how, as a family, we would have coped over the last few weeks without her support. She was so knowledgeable about who, what and where we needed to get help and advice from, and was always cheerful and happy on the end of the telephone. We honestly cannot thank her enough for what she did for us.'

'I've got a big smile on my face now because I know that there is someone fighting my corner for me.'

to say about us

Working with older people without children

While there has been extensive and widespread coverage of many questions relating to ageing, the issue of being old and without children has received virtually none. One in five people over 50 has no children, yet there is little understanding, discussion or consideration of how this may affect individuals, services for older people and the wider community.



Baroness Greengross OBE, speaking at the launch of *Our Voices*.

Because this is an area of concern to us, we joined forces with the organisation 'Ageing without Children' (AWOC) and commissioned research. The result was the report *Our Voices: the experiences of people ageing without children*.

This report details the experiences and thoughts of this hitherto invisible group of older people. It tells individual stories and highlights the key themes and issues that affect them.

Themes highlighted in the report include:

- being judged unfavourably by others for not having children
- the feeling of not being noticed and feeling 'invisible'
- the lack of practical support when there is the expectation that your children will look after you



- losing touch with other generations as you get older
- having no-one to tell your story for you or, even remember you.

Recommendations from the report:

While recognising that the questions have no easy answers, the report brought together a number of suggestions that had been made by people ageing without children in the course of the BJF's survey and AWOC's first conference. The proposed measures included:

- better information gathering and planning by central and local government, to take account of the fact that increasing numbers of people will get old without family support, with the development of a national strategy involving the NHS, housing providers and key bodies from civil society, as well as individuals
- collecting data on childlessness through the National Census, and requiring local authorities identify the number of people affected in their areas
- enabling medical and social care services to provide and co-ordinate support for people without family with other agencies at an early stage
- investing in intergenerational programmes
- providing advice, education and training to help people plan better for their own old age and to receive better support
- exploring the feasibility of setting up an online hub and telephone service to link currently available services, as well as a national network of services providing advocacy for people ageing without children.

'I don't think people at the government have the faintest idea how many of us there are. If they did, I think they'd be worried!'

– Research participant, *Our Voices*

'Now I find myself facing older age with no family to care for me, as I have done for my mum and I admit it scares me. I have seen, through many crisis points with mum, how vulnerable you can be in the social care system and the NHS – let alone in wider society - with no-one to speak up and fight for you'

– Ming, in *Our Voices*

The report also identified scope for further research, including:

- closer investigation of what is meant by ‘family’, of the expectations that society and government have of ‘family carers’, and of how these particularly affect people ageing without children
- research in to the experience of particular groups and cohorts of people ageing without children, such as, men, LGBT people, people estranged from their children and people whose children have predeceased them, as well as of the solutions people in such groups have devised to help manage their situations
- investigation of any differences in later-life outlook between people identified respectively as ‘childfree’ and ‘childless’ – a terminological distinction discussed in the report.

‘Medical staff still seem unprepared for the fact that, when it comes down to it, I don’t have anyone. One of my girlfriends’ names is down as my next of kin, but she lives 200 miles away with her other partner. Her existence does little for the assumption people of all ethnicities have: that for black people, family is everything, and to be without one is downright freakish’

– Jacq, in *Our Voices*

We are pleased to have been associated with pioneering work in this previously uncharted area, and are continuing to work with agencies such as AWOC to further highlight the issues and to make progress in tackling them.

The Patient Information and Education Project: the Haywood Foundation

The Patient Information and Education Project (PIER) is a joint initiative with the Haywood Foundation (a local charity dedicated to improving the wellbeing of people with arthritis and related conditions) and Stoke-on-Trent and Staffordshire Primary Trust. We work together on a number of initiatives to promote health and wellbeing for local people, based in the outpatients' area of the Haywood Hospital in Stoke-on-Trent.

We provide information and guidance on issues faced by people with arthritis and associated conditions. Through the Haywood Hospital Patient User Group (HUG), we also work closely with the National Arthritis and Musculoskeletal Alliance (ARMA) and bring together various patient organisations to ensure the best possible care for all people with arthritis and related conditions.

We work to represent as many patients as we can, to ensure that everyone's views help to shape the way services for patients are best delivered. As part of this project we also encourage patient engagement through a range of activities, including ceramic flower-making workshops on the wards, gentle chair-based activity in the outpatients department, and interactive professional contemporary dance sessions, as well as other activities.



(Above) Gordon Banks (right) opening the PIER Centre.



(Left) Ceramic flowers made in the Pier workshop sessions.

Positive Ageing, Positive Living

The Positive Ageing Programme

BJF has been at the forefront of developing positive ageing approaches at different levels, from community-level service delivery to a role in influencing strategy. The Positive Ageing Programme aims to enhance the health, wellbeing and independence of people aged 50 and over, particularly those experiencing the greatest disadvantage.

The wellbeing of older people is at the heart of Positive Ageing.

Areas that the programme has examined to date include:



- improvement and prevention in public health
- employment and older people
- volunteering
- workplace health
- community-based health checks
- a research project to design a life-course approach to promoting positive ageing
- an age readiness project to enable people in mid-life to prepare and plan for later life

To guide the future direction of this work and identify opportunities for funding, we are structuring our positive ageing work in a way that enables us to the impact it has on older people and related services

The ethos behind our Health and Wellbeing work (under the Positive Ageing banner) is that it is disease-preventative and health-promoting. We work to enable older people to have access to the information and support that they need to take more control over their own health and to make choices that will help them to age positively.

The Positive Living Project

Funded over the last three years by Stoke-on-Trent Clinical Commissioning Group, the Positive Living project has trained volunteer peer health coaches to deliver up-to-date health-related information to individuals and groups of older people across Stoke-on-Trent. The coaches deliver support around common health issues and lifestyle changes. Individuals have been encouraged to attend physical activity and healthy eating sessions, and one of our



The project encourages individuals to attend physical activity and healthy eating sessions.

coaches delivers dance classes to older people affected by dementia.

The project links improving physical health with increasing levels of mental well-being and declining levels of the social isolation and loneliness that are so detrimental to health. Participants self-report improved health and wellbeing, as well as becoming more in control and involved.

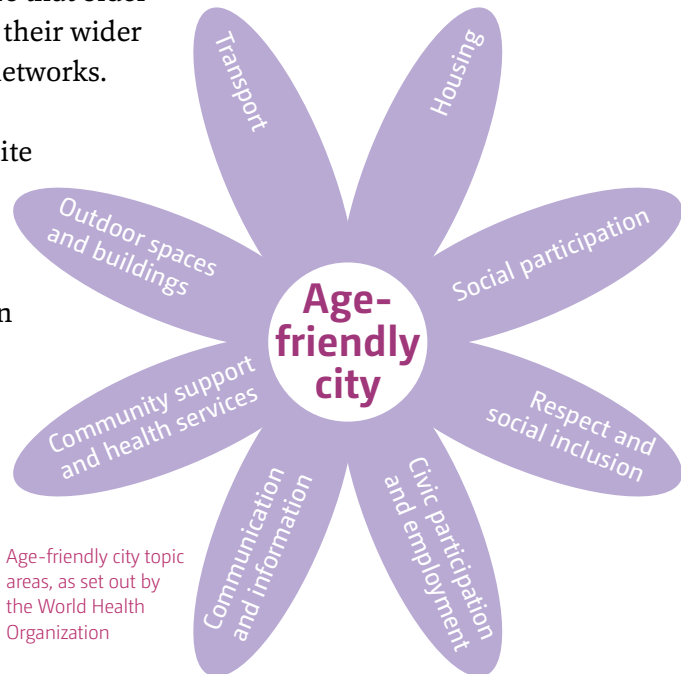
Participants self-report improved health and wellbeing

The Age-Friendly City Commitments Programme

We have worked with Stoke-on-Trent City Council to help it to achieve its status as an 'age-friendly city'. Its aims are to be a great place to grow older, and to involve all its citizens, businesses and organisations in achieving this ambition. We have delivered free training to local businesses to assist them in becoming more age-friendly.

By working with stakeholders across the city, we identified at least one change that each could make to their business, venue, service or facility to make it friendlier to people as they progress through life, and also to ensure that older people are supported in engaging with their wider community, and in developing social networks.

We are grateful for the support of Steelite International, a company that is committed to manufacturing in Stoke-on-Trent, thus creating jobs and continuing to invest in the regeneration of the city.



Age-friendly city topic areas, as set out by the World Health Organization



2

Linking
generations



Linking Generations Northern Ireland (LGNI)



LGNI, launched in 2009, is managed by the Beth Johnson Foundation. LGNI's vision is that Northern Ireland will be 'age-friendly' and that generations will work together to build communities for all ages. They believe that bringing generations together is a catalyst for positive social change. Their experience has taught them that intergenerational practice promotes better understanding and respect between young and old, creates opportunities to share skills, is inspirational, and addresses shared problems. It is also great fun.

Support from the Atlantic Philanthropies

Celebrating Age 2016
– school pupils and
care home residents.

LGNI will be eternally grateful for the funding support provided by the Atlantic Philanthropies from 2009 to 2015. This funding support enabled LGNI to develop its position within the sector as a specialist in the promotion of intergenerational practice, creating opportunities in all sorts of places and for all sorts of reasons for different generations to learn from one another, to find and give support, and to meet and enjoy each other's company. From this initial grant, LGNI has gone from strength to strength, growing its expertise, support and influence, and diversifying its funding streams. The Atlantic Philanthropies evaluation findings highlight the positive impact of this programme, which supported over



100 projects with over 2500 participants and delivered intergenerational training to over 500 people. The grant may now be at an end, and the evaluation completed, but the legacy of this funding will continue through all of LGNI's work into the future.

Feedback from participants

- *'I liked the young people's energy and willingness to share information, their curiosity for life and experiences'* (Older Participant)
- *'I learnt that older people aren't that different from me; the only thing that really is different is the age gap'* (Younger participant)
- *'The training session was extremely helpful and I feel more confident about running projects of this nature in the future. The staff who took the training were extremely knowledgeable, and were able to answer all questions that were asked of them'* (Training participant)



Intergenerational IT learning – the Digital Age Project.

The Digital Age Project

This Big-Lottery-NI-funded Digital Age Project, lead by LGNI, promotes digital inclusion and intergenerational engagement for older people living in sheltered accommodation, as a way of tackling social isolation. The project involves partners Learning and Work Institute (previously NIACE), Ignite IT, Zenith IT Solutions, NIFHA, and GoONNI. It completed a very successful first year in November 2015 with a seminar to showcase activity and test resources that had been created. These included

an online toolkit (www.digital-age.org.uk) that can be used by participants of all ages for continued learning, but also as a teaching tool for individuals and organisations. During year one, six housing associations got involved in the project, which resulted in the delivery

of 25 10-week IT courses for older people and 10 intergenerational projects with schools and youth organisations. The current funding will finish in November 2016 but LGNI has been successful in obtaining one year's continued funding to develop the intergenerational learning element of this project further.

Feedback from participants

- *'Through spending time with the other age group we have discovered that we have lots in common and we all have stories to tell'* (Younger participant)
- *'I really enjoyed meeting and getting to know all the young people, and found them easier to get on with than our own age group!'* (Older Participant)

The Intergenerational Safer Communities Project

The 18-month Intergenerational Safer Communities project funded by the Community Safety Unit of the Department of Justice ended in March 2015 with a very well attended conference showcasing the project's success and positive evaluation findings. The project concept was built on the experience and support gained in this field by LGNI between 2008 and 2013, and aligned with commitments in the NI Community Safety Strategy, 'Building Safer Shared and Confident Communities'. The central aim of the project was to work alongside Policing and Community Safety Partnerships (PCSPs) to promote the applicability of intergenerational approaches to community safety as a method of addressing fear of crime and anti-social behaviour. During its lifetime, the project made links with key stakeholders and communities, raised awareness, delivered workshops to 222 people and supported 18 intergenerational initiatives in 13 different council areas involving 376 participants. This funding was not renewed, owing to budget cuts, but its legacy will live on in future funding bids and other work programmes.

Feedback from participants

- *'I have wised up and when I look back on the things I've done, I think what was the point...? I see how much annoyance we were to them and how scared they were... We thought it was fun but it really wasn't'* (Younger participant)



Participants in the Intergenerational Safer Communities Project.

- *‘Both groups have been able to see things from old and young views, plus I don’t feel as threatened now that I have met the young group’ (Older participant)*
- *‘The project has helped to address the fear of crime in the local community between different age groups. The project created friendships and increased confidence and the ability of the young and old to come together in a shared space’ (Community Leader)*

An age-friendly school project

This project, funded by Belfast Strategic Partnership through the Age-Friendly Belfast Social Isolation Grant scheme, took place in the Cregagh Estate in 2014/15. Its purpose was to create a successful model of an age-friendly school. Cregagh Primary School and Community Association worked together to promote better links with older people in the area. A group of older people engaged with a class of children aged 9–10 and developed a programme of activities to make their area more age-friendly. LGNI supported them and facilitated the programme by engaging local services providers such as Argos Digital

Champions and Active Communities Coaches. The activities included IT classes, an intergenerational sports day, joining the senior citizens lunch club to make deserts, and drama. The project won a Highly Commended award at the WHO Belfast Healthy City Awards in 2014. LGNI want to build on this project's success. Promoting and developing age-friendly schools is one of our priorities in contributing to an age-friendly NI.

Feedback from participants

- *'I think it's done wonders because the children know us – ones that wouldn't have known us – and when they see you out on the street, they shout your name and say hello'* (Older participant)
- *'I liked learning with the older people and playing with them'* (Younger Participant)



Primary school pupils and older people discussing the age friendliness of their community.

Celebrating Age – 29 April: EU Day of Solidarity Between Generations

Every year since 2009, 29 April has been designated as EU Day of Solidarity Between Generations. The objective of this annual day of celebration is to raise awareness of the importance of engagement across the generations, and to offer a platform for showcasing good practice and activities that promote intergenerational solidarity. In 2015 and 2016, with funding support from the Public Health Agency, LGNI supported a total of 71 organisations to host an event, activity or project to celebrate 29 April in both years. Each group celebrated in its own unique way. We were inspired by the range of ideas that people came up with and made happen with very small amounts of funding – the grants given out were from £50 to £150 per organisation. Over 2,700

people of all ages engaged in activities ranging from a drumming circle in Poyntzpass, life stories in Bangor, Rangoli rice craft in Ballymena and boxing in Banbridge. The evaluation findings aggregated across both years found that:

- 95% said that taking part made them feel more included in their community
- 93% said taking part made them feel better connected to their neighbours
- 87% said they had changed their opinions of other age groups as a result of taking part
- 89% agreed that it was important to have opportunities for generations to come together

Feedback from participants:

- *'During the two and-a-half hours I felt joy, and like I was an adopted granny'* (Older Participant)
- *'Older people are better at quizzes!'* (Younger Participant)



One of LGNI's Celebrating Age groups working on an intergenerational arts project.

Wordle Wednesdays

LGNI was funded through the DFP Go ON NI programme to deliver intergenerational digital inclusion sessions in schools as a vehicle for getting older people online and engaged in using IT equipment. The 'Intergenerational Wordle' project involved working in four schools – Alexander Dickson, Leadhill, Ballywalter and Bangor Central Primary Schools – delivering four IT-themed sessions with local older people. These sessions took the same format in each school, but, depending on the school's resources, used different equipment, for example, laptops, PCs or iPads. The end product of each school project was that everyone took home a wordle/photo frame that they had made as part of the project. The main overall outcome was the improvement of older people's digital skills, and increasing contact between generations.

I Tea Time and ConnectIT

Following on from Wordle Wednesdays, LGNI worked in partnership with three schools – Bangor Academy, Slemish College Ballymena and Sacred heart Newry – to bring groups of older people to the schools and to help them get online. Age North Down and Ards, Mid and East Antrim Agewell Partnership and Newry and Mourne Senior Citizens Consortium provided support with recruiting older participants, while Barclays Digital Eagles provided assistance at all sessions. The nature of the one-to-one teaching provided in the project sessions enabled older people to learn what they wanted to learn in an informal setting, which also helped them to build relationships with the school pupils.

A school pupil and a teacher helping an older participant in the I Tea Time Project to use his tablet.



LGNI is about to embark on its next project, ConnectIT, which will focus on promoting an intergenerational learning approach to making use of the resources of Superconnected Hubs in the Belfast City Council area.

Other LGNI projects

LGNI development and evaluation services were commissioned by Hydebank Wood College and MEAPP (Mid and East Antrim Agewell Partnership) in 2015. Other projects that LGNI contributed to on behalf of BJJ included United at Work, now completed, and Archipelago of Generations, which is Erasmus+ funded until 2017.

Thanks to LGNI's funders and supporters

LGNI thanks the funders of projects mentioned above:

- Big Lottery Fund NI – Connecting Older people Programme
- The Atlantic Philanthropies
- The Community Safety Unit of the Department of Justice NI
- Belfast Strategic Partnership
- Public Health Agency NI
- Erasmus+
- Department of Finance NI

LGNI also extends its gratitude to the funders of forthcoming projects, including the Arts Council NI, Arts for Older People Programme, Ards and North Down Borough Council, Big Lottery Fund NI – Awards for All, and Big Lottery Fund –Accelerating Ideas Programme; as well as to the LGNI Steering Group, The Digital Age Project Partners, and the numerous organisations, community groups, councils, libraries, government departments, political representatives, schools, sheltered housing schemes, practitioners, academic institutions, care homes and people who have enabled us to achieve so much.

Intergenerational Learning

In co-operation with our partner organisation in Northern Ireland, LGNI (see pages 27–34), we continue to lead work more widely in this area. Other intergenerational learning initiatives include the European Map of Intergenerational Learning, and the European Certificate of Intergenerational Learning.

European Map of Intergenerational Learning (EMIL)

Supported by BJF, EMIL is a collaborative network of over 600 members working together to support intergenerational learning across the UK and Europe. It helps us to achieve a national and international reputation for intergenerational work.

EMIL is now recognised and used as a source for current news, events and information exchange in the field through the network’s regular EMIL newsletter, e-bulletins, and website updates (we updated and re-vamped the BJF web-site in 2015). This recognition helps BJF to partner with other European organisations in seeking a wide pot of funding in Europe.

EMIL also now acts as the host and platform for ECIL – European Certificate in Intergenerational Learning, with a link to BJF’s training packages. Overall, BJF, as host to EMIL, is now seen as a knowledgeable resource in the field – a go-to place to find out information about Intergenerational Practice throughout Europe.

Grandparents and grandchildren learn from each other. Intergenerational initiatives take learning beyond the family.



European Certificate of Intergenerational Learning (ECIL)

BJF, as lead partner, was responsible for cultivating the partnership that developed The European Certificate of Intergenerational Learning (ECIL) and continues to support the further development of the course and to disseminate information about ECIL's progress.

Since the initial ECIL project finished in 2015, this project has provided BJF with the sole authorship rights to an extensive 3-unit course including:

- An ECIL 'handbook' (published hard copy and/or electronic publication by BJF)
- Training materials and bespoke training/consultancy
- An online accredited course .

The ECIL project (hosted and managed by BJF/EMIL) has moved to phase 2 (September 2015 – August 2017) with funding to work with a Polish organisation, the Association of Creative Initiatives, in developing an online course in Poland and Germany. From this project, we are gaining:

- further acknowledgement of BJF's work in the field of Intergenerational Practice, as the first ECIL partner to work with an outside organisation in another country in helping to develop intergenerational learning training
- new materials – for example, on age-friendly cities and communities – that BJF can add to its publications as an additional chapter within the ECIL course and/or as supplementary training materials
- a model for the development and delivery of ECIL for other organisations.

Generations Together Cymru

Generations Together Cymru (GTC) is a partnership of the Beth Johnson Foundation and Volunteering Matters Cymru, funded by the Welsh Government. The primary focus of the project has been the development of the Age-Friendly Communities theme of the national Ageing-Well programme for Wales, both across Wales and, internationally as the lead partnership, particularly in work with the AFE-Innovet programme and the World Health Organisation.



Age-friendly communities in Wales are GTC's primary focus.

Work has also focused on the legacy of the project to ensure that the Ageing Well in Wales programme will have the resources, guidance documentation and training materials it needs to sustain the work after the funding finishes.

The outcomes of this work include:

- Production and publication, as part of the Ageing Well in Wales programme, of the report of the Age-Friendly City Indicator Pilot report for Fishguard and Goodwick
- Production of resources and, with Ageing Well in Wales, publication of *An Introductory Guide for Co-producing Age-Friendly Environments with Older People*
- Development of the *Draft Guide for Developing Age-Friendly Communities in Wales*
- Delivery of a national programme of workshops, conferences and team meetings to promote age-friendly communities
- Leadership of the Expert Advisory Group on Age-Friendly Communities informing and supporting the National Ageing Well Programme
- Development of a draft age-friendly community training pack for Wales, to be piloted in 2016
- Provision, during the whole period, of expert advice and guidance on intergenerational work across Wales.



3

Getting our
message across



Communications and media

Over recent months we have given a greater priority to the area of marketing and communications with the aim of getting our message across more effectively to a range of targeted audiences.

Brand

We have a new logo and strapline, 'A future for all ages', which we incorporate in all our work.

Website

We have launched a new website, which we are adding to as our projects and work develop and grow. We will also shortly be adding to the site a new section on what is going on in our sector, and on work with older people generally, which will be added to on a continuing basis.

Social media:

We are establishing a social media presence on Facebook, Twitter, and LinkedIn. Our priority now is to build up our numbers in all these forums.

The BJF website.



Data

We are building up our database of contacts, essential to our communications with our various segmented audiences. As part of this development we, are about to introduce a new Customer Relationship Management (CRM) system.



Profile

We continue to build our profile through running and attending events, providing copy and features for various media, exhibiting and seeking speaking engagements.

BIF Executive Chair Colin Hann speaking at the launch of the *Our Voices* report on the experiences of people ageing without children.



4

Corporate
information



Our Board of Trustees

Colin Hann, *Executive Chair*

Apart from being the Executive Chair of BJF, Colin is part of the team that leads and runs London and Culture Calling, the leading Arts Marketing specialist company in the UK. He also works with the top London-based media firm Simons, Muirhead and Burton, helping to run the consultancy group Frith Street Consulting (FSC). Colin brings marketing and communications expertise to BJF as well as strategic business and management experience along with policy development and research skills.

Jane Gratton, *Vice Chair*

Jane is the Deputy Chief Executive and Head of Policy for Staffordshire Chambers of Commerce. She brings leadership experience from the private, public and charity sectors and is a member of BJF Resources Committee.

John Capper, *Treasurer*

John is an expert business coach and financial consultant, adding value to businesses and helping business owners become more successful. He is also the Executive Director of a representative office for the middle tier of the accounting profession in respect of EU regulatory matters. John chairs our Audit and Finance Committee.

Dave Barlow

Dave worked for the Audit Commission for fifteen years, reviewing the effectiveness of a range of public services. He has extensive experience of voluntary organisation governance in schools, housing associations and charities.

Eileen Fairhurst

Eileen Fairhurst is a sociologist and Professor in Public Health at the University of Salford. She has researched and published extensively on the sociology of ageing. In September 2008

she was made a Founder Fellow of the British Society of Gerontology for her achievements and contribution to gerontology. She currently chairs East Lancashire Hospitals NHS Trust. She was awarded an Honorary DSc by the University of Salford in 2007 and an MBE in the 2008 New Year Honours for her contribution to the NHS.

Michael Murray

Michael is Professor of Social and Health Psychology and Head of the School of Psychology at Keele University. He previously held appointments at other universities in England, Northern Ireland and Canada. He has published a wide range of journal research articles and book chapters and (co-)authored and edited several books and collections on psychological approaches to understanding aspects of health, illness and ageing. His current research explores the role of arts and various community-based initiatives in promoting greater social engagement among older people. He is a Fellow of the British Psychological Society and of the Academy of Social Sciences.

BJF's office in
Stoke-on-Trent.



Our staff

June Brammar	Health Project Co-ordinator
Lynne Bennett	Regional Development Worker (LGNI: NI)
Caroline Bradford	Staffordshire and Wolverhampton Cancer Advocacy and Support Project Volunteer Co-ordinator
Amanda Carter	Staffordshire and Wolverhampton Cancer Advocacy and Support Project Volunteer Co-ordinator
Collette Cooper	Staffordshire and Wolverhampton Cancer Advocacy and Support Project Senior Volunteer Co-ordinator
Ruth Copley-Jones	Staffordshire and Wolverhampton Cancer Advocacy and Support Project Volunteer Co-ordinator
Kath Curley	Staffordshire and Wolverhampton Cancer Advocacy and Support Project Manager
Brian Davison	Finance and Business Support Manager
Debbie Everden	Executive Assistant
Julie Gleaves	Office Cleaner
Grace Higgins	Staffordshire and Wolverhampton Cancer Advocacy and Support Project Volunteer Co-ordinator
Ken Irvine	Regional Development Worker (LGNI: NI)
Lynne Johnston	Regional Development Coordinator (LGNI: NI)
Betty Machin	Dementia Advocacy Project Manager
Georgia Pink-Monroe	Project Assistant (LGNI: NI)

Alice Sharp	Cancer Lifestyle Project Worker
Jane Snape	Dementia Advocacy Project Co-ordinator
Anne Smith	Finance Officer (OPAAL)
Hilary Stefanelli	Staffordshire and Wolverhampton Cancer Advocacy and Support Project Volunteer Co-ordinator
Vicki Titterington	LGNI Manager (LGNI: NI)
Angela Tunnicliffe	Business Support (Communications)
Lynne Wealleans	Director of Policy and Engagement

Our volunteers

We are very grateful to our dedicated volunteers who contribute so much to the success of our projects and to improving the lives of older people. Over 30 volunteers, working more than 800 hours, have been trained to deliver advocacy services to older people with cancer. The Patient Information Centre (PIER) at the Haywood Hospital is run by volunteers who are recruited, trained and managed by our project manager.

Geoff Lawton, Volunteer of the Year

One of these volunteers is Geoff Lawton. He volunteers at the PIER one day a week and says, 'I get great satisfaction helping out as a volunteer, especially as I am a patient myself with an arthritic condition. I just feel good giving a little bit back for all the dedication and care I have received from the Haywood Hospital.'

Geoff is of Chair of the local ARMA (Arthritis and Musculoskeletal Alliance Patient Group) and also gives time on a weekly basis to support the patients and clinicians who attend the HUG (Haywood Users Group) meetings.

In 2015 Geoff Lawton won the Staffordshire and Stoke-on-Trent Partnership Celebrating Excellence Award for the Volunteer of the Year. This award recognises an individual who has made an outstanding commitment and provides an exceptional experience for service users, for their families, or for both.

'Because I believe I can make a real difference, I can help people practically and personally. I have a good idea of what people are going through. I can help them with their concerns or fears for the future. I enjoy being part of a team, and I enjoy the training offered to us all.'

'It makes me appreciate everything. That every day is important, and the older we get, the more important that gets... it makes me appreciate what I have got, and not moan about what I haven't.'

What our volunteers

'Very gratifying when people acknowledge help and support they've been given, one clients' son said, "Thank you very much. I don't know if Dad would have come through this without you.'

'It's knowing that you've done good and been somebody's voice when they've been too scared or, dare I say, intimidated? Consultants can be a bit intimidating, they've gone to medical school and they know best, apparently. It's empowering clients to have their voice and their opinions.'

'You are part of a team, you feel part of a team. Everyone listens to everybody and everyone takes everybody on board. You feel positive, that you're making a small contribution. Obviously you can't cure them, you have to be realistic, but you are making their lives a bit easier while they're going through this very difficult period, sorting things out for them, taking a bit of the burden away while they're coming to terms with their illness.'



A future for all ages

'The training received was excellent, very comprehensive. They do lots of additional training, covering a wide variety of subject areas.'

'I've learned more about cancer. Good to go back to one-to-one support and re-learn earlier skills. I enjoy being part of the BJF team and with other volunteers.'

'Being a volunteer for the project helped me to deal with my own diagnosis of prostate cancer. The training in connections with early detection and working with people with cancer helped me a lot. I'm thankful for the support as a volunteer and client. I want to continue to volunteer for the project.'

Partners and supporters

A big thank you!

We could not have achieved so much without our funders, partners and supporters (please also see LGNI's thanks and acknowledgements on page 34):

Our funders:

- Beth Johnson Endowment Fund
- Big Lottery Fund
- Calouste Gulbenkian Foundation
- Haywood Foundation
- Macmillan Cancer Support
- Moorlands Together Partnership
- Newcastle Local Authority
- North Staffordshire CCG
- Staffordshire County Council
- Staffordshire Moorlands District Council
- Stoke-on-Trent CCG
- Stoke-on-Trent City Council

Older People's Advocacy Alliance (OPAAL):

- Angela Broadbridge
- Marie McWilliams
- Kath Parsons
- Debbie Woodward

Associates:

- Clare Batty
- Mark Brammar
- Alan Hatton-Yeo
- April Lewis
- Sarah McWilliams (Juniper Consulting)
- Julie Melville

Academic Institutions:

- Brunel University (Professor Christina Victor, Professor in Gerontology and Public Health)
- Birmingham University
- Keele University (Dr Bernadette Bartlam and Dr Jane Richardson)
- Salford University (Professor Ziv Amir and Dr Margaret Coffey)
- Manchester University (Dr Martin Hyde)
- Staffordshire University (Professor Chris Gidlow)
- City University London
- CHAD (Centre for Health & Development)
- MICRA (Manchester Institute for Collaborative Research on Ageing)
- Keele Research Institute (Professor Carolyn Chew-Graham and Dr Tom Kingstone)
- Joseph Rowntree Foundation
- Centre for Ageing Better
- British Society of Gerontology

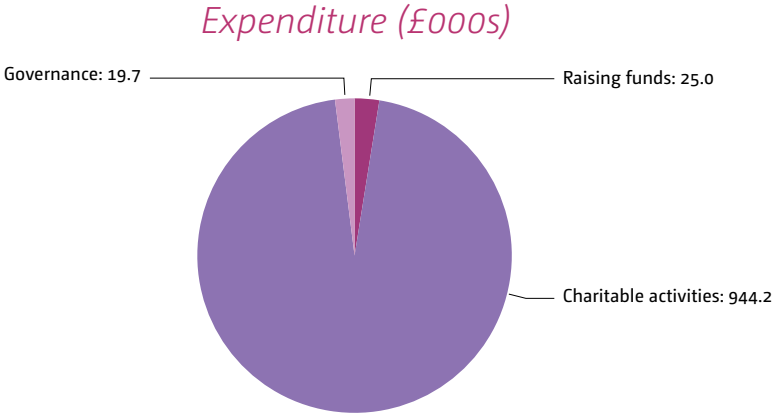
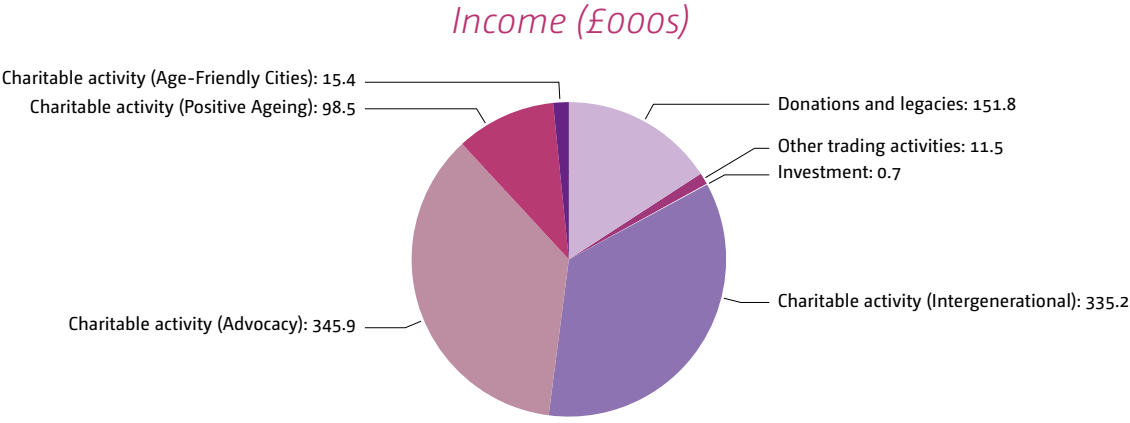
Special thanks to:

- AEA
- Age Action Alliance
- Age Concern Stafford
- Age of No Retirement
- Age UK Burton
- Age UK South Staffs
- Ageing without Children
- Alzheimer's Society
- Approach
- British Ceramics Biennial
- Business in the Community
- Burton Albion Community Trust
- CAFAG
- Campaign to End Loneliness
- Carers Hub
- Centre for Ageing Better
- Centre for Policy on Ageing
- Compassion in Dying
- Compton Hospice, Wolverhampton
- Coventry University
- DAA (Dementia Action Alliance)
- dDeaflinks
- Deafvibes
- DEEP (Dementia Engagement Empowerment Project)
- Dementia Friendly Cities – Stoke
- Disability Solutions
- Douglas Macmillan Hospice
- DRSG (Dementia Reference Steering Group)
- DWP

- Hands For Wellbeing
- Haywood Foundation Staff and Members
- Haywood Hospital staff, patients, relatives and carers
- Holly Road Supportive Care Centre
- ILC-UK
- Katharine House Hospice
- Keele University
- Keele University Primary Health Centre
- London School of Hygiene and Tropical Medicine (Research and Policy)
- Macmillan Cancer Information and Advice Centres
- Macmillan Cancer Support, in particular Marika Hills, Anna Lynall and Jules Perks
- Manchester Metropolitan University
- Manny Samra, Macmillan GP Facilitator, Wolverhampton CCG
- Mark Hall, CAB South Staffs
- North Staffordshire CCG
- North Staffordshire GP Practices
- North Staffs Carers Association
- North Staffs Combined Healthcare NHS Trust
- OCN (Open College Network)
- Pauline Wood
- Penny Brohn Cancer Support
- PIER volunteers
- Revival
- Salford University
- Sandwell Advocacy
- SCIE
- Senior Think Tank
- SSOTP (Staffordshire Stoke-on-Trent Partnership)
- St Johns Welcome Centre
- Staffordshire CCG
- Staffordshire Chamber of Commerce
- Staffordshire County Council
- Staffordshire Fire and Rescue Service
- Staffordshire Healthwatch
- Staffordshire University
- Stoke-on-Trent CCG
- Stoke-on-Trent GP Practices
- Stoke-on-Trent City Council
- Stoke-on-Trent Healthwatch
- Support Staffordshire
- University Hospital of North Midlands – Cancer Centre
- VAST
- WEA
- Whitfield Valley Centre
- Wolverhampton CCG, in particular Ranjit Khular and Dr Sammy Manra,
- Your Housing Moorlands

Our finances

A summary of the Foundation's finances for the year ended 31 December 2015 is illustrated below. Full copies of the annual accounts submitted to the Charity Commission are available on request.



Please donate

We can't do all that we want to do to make the UK age-friendly without your help. If you'd like to support our work, please donate, or contact us for specific sponsorship opportunities:

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Phone: [+44 \(0\)1782 844036](tel:+44(0)1782844036)

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