

## Update from Age UK Bradford District

I am writing to update you on the work of Age UK Bradford District and our plans for moving forward and building on the learning from the Covid-19 pandemic.

For almost 30 years Age UK Bradford District has engaged with older people across the area to make sure they have the information, help and support they need to live their best possible life. We remain committed and dedicated to doing that - nothing has changed.

During April our team of amazing volunteers and staff have responded to the massive challenges we all face and **supported over 3,000 individual people** in Bradford, Keighley and across the district through:

- Our extended **7 day a week advice line** (01274 391190; [info@ageukbd.org.uk](mailto:info@ageukbd.org.uk))
- Wellbeing support through **friendly phone chats, wellbeing checks and the delivery of essential food, medical and other supplies** on an emergency and planned basis
- **Developing community based partnerships** with amongst others Morrisons and an interfaith initiative with Mosques, Churches and Temples alongside welcoming almost 80 new volunteers motivated to provide trusted support to older people through Age UK Bradford District
- Established a **hardship scheme to benefit vulnerable people over 50**. This isn't being publicised but is open to ward councillors and also Adult Social Care Teams to refer eligible people to. More information from Chris Alexander on email: [chris.alexander@ageukbd.org.uk](mailto:chris.alexander@ageukbd.org.uk).

We are engaging with and supporting lots of fearful older people anxious about losing touch with families, friends and carers and concerned about supplies of food and medication. We are also seeing positive stories of older people's creativity and hearing how they channel their interests and skills to pass the time and support others.

Looking forward we as an organisation have learnt lots of lessons about joined up approaches, integrated team work and systems that have increased capacity and maximised impact. This is learning which we want to take with us into the 'new' normal. The board and management teams are exploring ways of how we do this and, most importantly, how we can engage with and nurture the amazing community support that has flourished during this crisis, without losing the essence of that organic energy.

We will continue to work throughout this crisis and beyond, listening to older people and supporting them to make sure they get through these most challenging of times. To do this we will need the support of the community, doing what they do best, keeping an eye on elderly neighbours and loved ones, people coming forward to be an Age UK BD Buddy to make sure that we meet people's needs, or supporting us with donations and fundraising events, so that we can continue now and into the future. Like many organisations we do face a challenging financial and funding situation.

A key message that we want to share is that we are still here to help. In order to do this we have been specifically funded to promote the services we are offering to older people. A link to this is given below which gives contact details, services and details of the partnerships we have developed and the impact we have had.

<https://drive.google.com/open?id=1SdloBsKxGeKcMUGM6ytX-mFPCrM6kiMO>

If you require any further information, details of the hardship fund or wish to refer an older person to us please don't hesitate to get in touch.

Kind regards – Mark

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**Chief Executive**

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