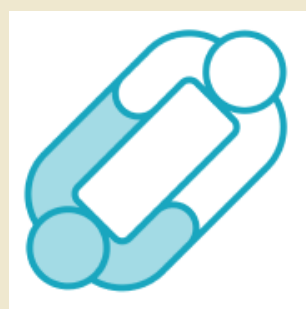


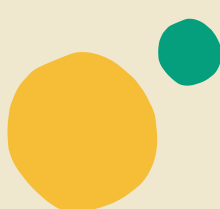
# A YEAR OF CORNWALL LINK - 2021

Connecting you and  
your community



## USERS

27,957 of which 88.2% were new. There are now 1,250 members and 600 activities



## MOST POPULAR TIME OF DAY

The highest usage is Friday's at 11.00am, and Tuesdays also 11.00am & also 3.00pm



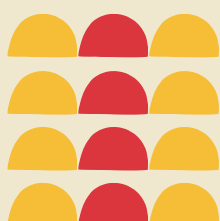
## HOW ACCESSED

Most users access Cornwall Link via a desktop (50.9%), followed by mobile (41.4%) and tablet (7.7%)



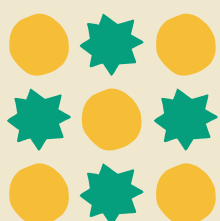
## GENDER

More women than men use Cornwall Link (60.6% vs. 39.4%)



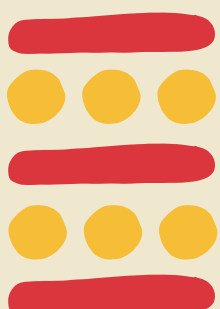
## AGE

The highest age group of users is 65+ years at 20% closely followed by 25-34 years (18.24%)



## SEARCH ENGINE

The most popular is Google Chrome (47.48%) followed by Safari (31.34%). Organic searches (via search engines) account for 60.5%, followed by direct (entering a URL) at 31.7% and referrals (link from another website) are 4.9%



## DEVICE

Mobile: Iphone dominates at 41.68%, then Ipad (8.97%). All the combined Samsung devices represent 8.72%



## MOST POPULAR PAGES

[Steps Into Wellness \(SIW\)](#)  
[The Suzie Project](#)  
[Cornish Ramblings Walking Group](#)  
[Transport Access People \(TAP\)](#)  
[Community Stories](#)

2022 ...

Promotion, Free Virtual Training Sessions, Staff & IM Partner training, Improved Retention, Increased Membership & Listings, User Groups, Continual Improvement of User Experience

[www.cornwall-link.co.uk](http://www.cornwall-link.co.uk)

# Jan 1st - Dec 31st Our Impact in 2021

## People



- ◇ 14,619 calls to our Helpline
- ◇ 35,634 calls to our Transport Helpline
- ◇ £ 862,924 gained in Annual Benefits for clients
- ◇ 98% of people calling our Helplines were satisfied with our service
- ◇ Cornwall Link has 600 community listings, 27,957 views and 1,250 members

## Developing Partnerships



- ◇ Macmillan Cancer Support
- ◇ Inclusion Matters
- ◇ Inclusivity Project
- ◇ Cornwall Link
- ◇ The 4C's Campaign
- ◇ Interreg Europe
- ◇ Cornwall Council
- ◇ Cornwall's Veterans (VSNBF)

## Our Team



- ◇ Over 320 Volunteers & staff deployed to support people
- ◇ Regular monthly briefings
- ◇ Wellbeing and Mental Health Support for all teams
- ◇ H&S protocols & PPE guidance for all services
- ◇ Recruited 25 new staff
- ◇ Developed a network of Community Hubs

## Our Community Impact



- ◇ Our Transport Services completed 67,658 journeys



- ◇ 41,696 trips for Supported Travel
- ◇ Over 30,000 people helped to receive Vaccinations



- ◇ 9,734 sessions at our Community Hubs
- ◇ Over 2,000 Meals prepared
- ◇ Over 500 enquiries for Step into Wellness Programme
- ◇ Our Electric Vehicles have completed 6,150 Health & Wellbeing trips



- ◇ 6,317 hrs Home Support
- ◇ 1,525 hrs Gardening
- ◇ 913 hrs Companionship
- ◇ 525 hrs Outreach
- ◇ 62 Veterans supported
- ◇ 210 Clients helped via our Macmillan Cancer Service



**Over 55,000 people  
supported across Cornwall**

## People



- ◇ 85+ age range = 11%
- ◇ 55-79 age range = 79%
- ◇ 55 and under = 10%
- ◇ 69% Female vs 31% Male
- ◇ SWEMWBS reported higher anxiety, a lack of connection and lower levels of usefulness

## Creating partnerships

We have built activity/service based support with the following



- ◇ [Macmillan Cancer Support](#)
- ◇ [Inclusion Matters](#)
- ◇ [Veg4Life](#)
- ◇ [Cornwall Link](#)
- ◇ [iCareiMove](#)
- ◇ [Pengarth Day Centre](#)
- ◇ [Digital Inclusion Cornwall](#)

## Volunteers & Staff



- ◇ 12 volunteers have supported the programme
- ◇ 13 fully trained facilitators
- ◇ 1 SiW lead coordinator
- ◇ wellbeing support for volunteers and staff
- ◇ 8 wellbeing participants joined Age UK Cornwall & TAP as a volunteers

## Activity

- ◇ over 500 enquiries via our Helpline
- ◇ 55% self-referrals to the Step into Wellness programme
- ◇ 30% of referrals received via Age UK Cornwall Social Prescribers & Coaches
- ◇ 78 people have received 1st wellbeing assessment
- ◇ 34 people have had two wellbeing assessments
- ◇ 6 escalated cases sent to Mental Health First Aider
- ◇ 73.5% people recording a meaningful positive change
- ◇ At the start of the programme only 3% of people recorded a high wellbeing - this has increased to 30%
- ◇ After intervention, low wellbeing has reduced from 68% to 38%
- ◇ Wrap-around support via our Active Living Hubs
- ◇ 100+ people referred to other services & support based on their needs & wants
- ◇ Established Digital Café's across Cornwall

# Inspiring Individuals and Communities to Age Well.

## Annual Review 2021

*This year, the focus and look of our Annual Review is a little different. We felt it was important to recognise the journeys of people we support. Edward and Clare have kindly shared their journey and how our services impacted their lives.*

*As you read through Edward and Clare's Journey, please feel free to click on the links to view Case Studies, Infographics and other Stories captured in 2021.*





My name is Eddie, I am 73 years old, I am concerned about my ill health and isolated in Cornwall. This is my Journey with Age UK Cornwall

### Making Contact

My Journey started with a phone call, which sounds simple, but for me it was a big step. I spoke to a wonderful Lady called Helyn. She put me at ease, asked about my health concerns and most importantly, listened to me.

*Last year our Helpline received over 15,000 calls - taking 3,468 referrals - [click here to find out more about our services](#)*

During this conversation, I explained to Helyn that I had severe COPD, was unsteady on my feet & my wellbeing and general health was quite bad. I had distant relatives in the North of England and a carer that visited me twice a week. However, for most of the week I was alone - with only TV and radio for company.

*In 2021, our Step into Wellness programme supported 360 people. [Patricia's Story](#) highlights the impact and importance of improving our wellbeing - [click here to view](#)*

### Feeling connected

As time went on, I started to feel more comfortable, more connected and more happy & healthier. During one of my weekly group meet-ups, the community coach asked if I would like to join Step into Wellness. The answer was easy, why not? So far, nearly all the ideas and groups put forward had been a success - working to improve my mental and physical wellbeing was one more step in the right direction. ([Click me to view our Step into Wellness Infographic](#))

*[Read Getting Social Again](#)  
A Story by Jo Bakesey-Duncan (Inclusion Matters | Age UK Cornwall Community Coach)*

### Next Steps

After listening to me, the Helpline team provided some ideas and information on local groups that I could connect with. However, I didn't feel quite ready for larger groups, so they linked me to a wonderful Community Coach in my area. *"It was just so nice to chat with someone face to face again"*. Together, we made contact with a local breathers group, [iCareiMove \(an online strength & balance group\)](#) and met with a Social Prescriber, who was also part of the Age UK Cornwall team. We also arranged two calls per week via Age UK's telephone support volunteer service - here I could chat, check in and share how I was getting on with things.

*The skills, experience and support from Volunteers are essential to us, last year they helped us support to over 50,000 people. Please read Mike's story - the impact of volunteering in your community.*

### Giving Back

Not everything I tried was a success, but by working with community leads and my peers, I was able to find the right mix of activities, groups and support local to me. I was always inspired and in awe of the caring nature of Volunteers and staff from Age UK Cornwall, I wanted to give back. [So, last year, I decided to help with the vaccination efforts at a local community hub \(click to view our infographic\).](#) *"In 2022, I plan to help out even more. Watch this space for my volunteer application form Age UK!"*







Hello, my name is Clare, I am 74 years old and I am worried that my long term health condition will define me. This is my Journey with Age UK Cornwall

I was first introduced to Age UK Cornwall via their Home and Hospital Service - which helped me discharge following one of my Cancer treatments. It became clear to the team that I was very low and wasn't enjoying things like I used to. I was also feeling dis-empowered and worried that life had lost a spark (or three).

[Read a collection of Home and Hospital stories here - this service started in November 21](#)



After my treatments, I often need help from my Daughter and good friend. This could be help with transport, cleaning, domestic duties, gardening and even preparing meals. I know they don't mind helping me, but I felt that it would be good to give them a break now and again. This is when I spoke to Rebecca from the [Active Living Support Service](#), she was kind, listened and happy to help me anyway she could.



[In 2021, our Community Hubs in St Austell, Newquay and Falmouth helped over 200 people. Carol's Story highlights the importance of connections and choice](#)



We chatted for a while and I asked if the Active Living Service would help me 1 day per week (with general housework), if I could join a taster day at one of Age UK Cornwall's community hubs, and look at Gardening support in early Spring 2022. Rebecca also recommended the Age UK Macmillan Cancer Support Service and the Creating Cancer Caring Communities campaign, **which is packed full of community support, helpful news and websites.**

It was so nice to make my own choices - I could begin looking forward - I could even try out what worked best for me and the people I love!  
[\(Click here to view our 4C's webpage on Cornwall Link\)](#)



[Did you know? Last year we supported people to receive over £862,924 in unclaimed benefits. Read Gerald's Story - who was supported by an Age UK Cornwall Social Prescriber](#)

In the first few weeks, I joined more activities, clubs and groups at the Community Hub than I can remember. It was lovely to mix and match, finding the right fit for me, from Walking Groups to 'Singing for the Brain' - I have tried a bit of everything. My Daughter and good friend have even joined the Carers Support Group, where they can talk with other Carers and share thoughts in a safe environment. My Daughter has even applied for additional funding.



[Our Transport Services \(TAP\) completed 67, 658 journeys last year. Click here to see our 2021 Infographic](#)



[TAP have been supporting people for 20 years. Please read Edith's story here, who has been booking regular Oncology appointments via their Helpline](#)



Last month, I started using TAP for my Oncology appointments. They pick a driver near me and take the pressure off the people I care about. Ray (my driver) even told me about outings and community trips I could join. It certainly isn't an easy road ahead, but thanks to all the wonderful staff and volunteers, I feel better equipped to face it. *"From the moment I am picked up by the Volunteer Driver to the moment I leave, I feel valued and special. Most importantly, Age UK Cornwall made me feel me again."*  
Clare



Please flip over to view our impact in 2021



# Jan 1st - Dec 31st Our Impact in 2021

## People



- ◇ 14,619 calls to our Helpline
- ◇ 35,634 calls to our Transport Helpline
- ◇ £ 862,924 gained in Annual Benefits for clients
- ◇ 98% of people calling our Helplines were satisfied with our service
- ◇ Cornwall Link has 600 community listings, 27,957 views and 1,250 members

## Developing Partnerships



- ◇ Macmillan Cancer Support
- ◇ Inclusion Matters
- ◇ Inclusivity Project
- ◇ Cornwall Link
- ◇ The 4C's Campaign
- ◇ Interreg Europe
- ◇ Cornwall Council
- ◇ Cornwall's Veterans (VSNBF)

## Our Team



- ◇ Over 320 Volunteers & staff deployed to support people
- ◇ Regular monthly briefings
- ◇ Wellbeing and Mental Health Support for all teams
- ◇ H&S protocols & PPE guidance for all services
- ◇ Recruited 25 new staff
- ◇ Developed a network of Community Hubs

## Our Community Impact



- ◇ Our Transport Services completed 67,658 journeys



- ◇ 41,696 trips for Supported Travel
- ◇ Over 30,000 people helped to receive Vaccinations



- ◇ 9,734 sessions at our Community Hubs
- ◇ Over 2,000 Meals prepared
- ◇ Over 500 enquiries for Step into Wellness Programme
- ◇ Our Electric Vehicles have completed 6,150 Health & Wellbeing trips



- ◇ 6,317 hrs Home Support
- ◇ 1,525 hrs Gardening
- ◇ 913 hrs Companionship
- ◇ 525 hrs Outreach
- ◇ 62 Veterans supported
- ◇ 210 Clients helped via our Macmillan Cancer Service



**Over 55,000 people  
supported across Cornwall**

# TRANSPORT ACCESS PEOPLE - TAP

TAP (Transport Access People) arrange door-to-door transport for people who have difficulty accessing other forms of transport in Cornwall and South Devon.

We specialise in non-emergency healthcare journeys, such as; Renal, Cardio, Vaccinations, Ophthalmology, GP appointments and more.

67,658

THE TOTAL  
NUMBER OF  
JOURNEYS  
COMPLETED

4,000+

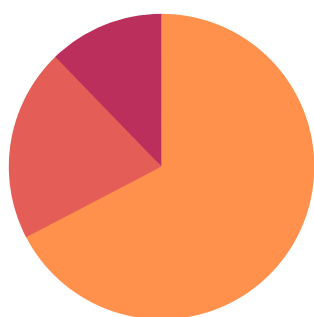
PEOPLE  
SUPPORTED



*"Your volunteer driver is superb! Three times per week he takes me to Bodmin Renal - talking to me and making sure I arrive home safely - please thank him for always being there"*

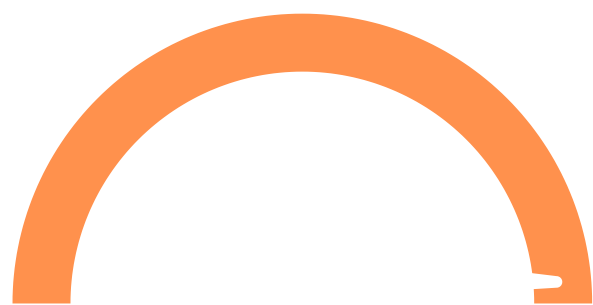


Transport Access People (TAP) are a subsidiary of Age UK Cornwall and The Isles of Scilly. We provide a Community Transport service throughout Cornwall & Devon. We have a fleet of Accessible Electric Vehicles, Minibuses, and 110 Volunteer Car drivers. We have been successfully operating since 2002.



41,696 ESSENTIAL  
HEALTH TRIPS

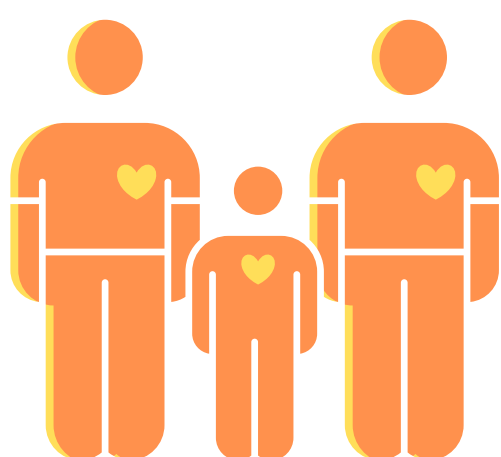
In 2021, we provided over 3,500 social & dial-a-ride journeys, received 17,036 bookings for our paid-for services and helped people get to 41,696 essential health appointments.



98% COMPLETION  
RATE

2021 was one of the most challenging years for TAP. However, we still had a 98% completion rate for all supported travel bookings. Our Transport Helpline received 35,634 phone calls.

## HELPING THE COMMUNITY



We provide several dial-a-ride & minibus services throughout Cornwall - we also have a transport service on the Isles of Scilly, called the Buzza Bus.

In 2021, the Buzza Bus helped 200 people complete over 5,376 journeys. We also welcomed 827 bookings for our dial-a-ride services

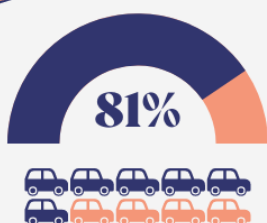
Call TAP today on 01872 223388  
[www.ageuk.org.uk/cornwall](http://www.ageuk.org.uk/cornwall)



# IT'S ALL ABOUT THE Sustainable Transport Project in Cornwall 2021

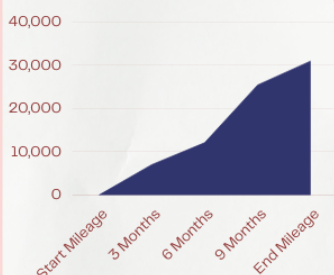
## YOUR SERVICE

In 2021, our 6 Electric Vehicles took **6,150 bookings**. This service was essential in providing shopping, prescriptions, health appts, social trips and key support to local communities.



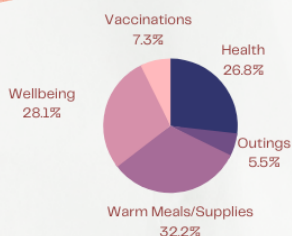
## INCREASING OUR REACH

In 2021, welfare support, shopping drops, health appointments, and vaccination journeys **increased by 81%**



### Racking up the Miles

Our 6 Electric Vehicles covered **30,923 miles** within Cornish Communities



### Person-Centred

From **1,017** health appointments to **2,023** warm meals & shopping deliveries – we wrap the service around the person

## What we do

We have 6 Electric Vehicles and 8 designated Charge Points in **Penzance, Camborne, Truro, Falmouth, Newquay, Lanivet, Pensilva & St Austell**. They are based in community hubs and provide fully accessible, low-cost, environmentally-friendly transport for local groups & individuals.

"Our goal is to connect local people, increase independence & choice and reduce social isolation using environmentally-friendly transport solutions"

**A HUGE THANK YOU TO  
OUR VOLUNTEERS,  
DRIVERS, STAFF AND  
COMMUNITY HUBS, WE  
COULD NOT DO IT  
WITHOUT YOU**

## Who we are



Enjoying a Wellbeing day trip in our EV. Watching the waves roll in...whilst enjoying a warm drink and a spot of lunch

# Age UK Cornwall VACCINATION SUPPORT



Did you know? Age UK Cornwall staff & volunteers have helped people receive 17,620 first-doses and 11,738-second doses, at Reeds Pharmacy, Truro.

This totals an amazing 29,358 vaccinations!



"I WAS SO IMPRESSED WHEN I HAD MY VACCINATION, I SIGNED UP AS A VOLUNTEER TO HELP WITH THE PROJECT."

We have a number of areas that are reliant on the expertise, energy and skills of volunteers. So, if you have time to give, no matter how much, then we would love to hear from you. Volunteering isn't just vital for the community, it can really benefit you as well.



#### VOLUNTEERS

that joined the programme



#### HOURS

that volunteers provided, from Jan 2021



#### DAYS

9 hours per day, 7 days per week



If you would like to become a volunteer please call our Helpline on 01872 266383

LEARN MORE AT  
[WWW.AGEUK.ORG.UK/CORNWALL/GET-INVOLVED/VOLUNTEER/](http://WWW.AGEUK.ORG.UK/CORNWALL/GET-INVOLVED/VOLUNTEER/)

"THANK YOU FOR YOUR SMOOTH 'OPERATION VACCINE!' EVERYONE WAS VERY FRIENDLY, CARING AND GAVE CLEAR EXPLANATIONS - IT WAS LIKE CLOCKWORK"

