

Ageing Better in Camden: the impact of working in partnership

2015-2022



About Ageing Better in Camden

Between July 2015 and the end of the programme in March 2022, Ageing Better in Camden (ABC) worked in partnership with older people and Camden organisations to tackle social isolation and loneliness.

Being lonely or socially isolated is associated with a decline in physical health, mental health and wellbeing. In 2018, Age UK reported that a third of people are sometimes or often lonely. Older people are particularly likely to experience life events which create a risk for loneliness, such as retirement and bereavement. And because of the ageing population, the number of lonely older people in the UK is set to grow. In Camden, this could mean a rise in the number of older people who are sometimes or often lonely from 8,000 in 2011 to 17,000 by 2036¹. The Covid-19 pandemic is also likely to have a significant impact for the next few years.

ABC aimed to address this problem. We drew on existing skills and resources in the local community, working together as part of Age UK Camden and Ageing Better, a programme set up by The National Lottery Community Fund. Ageing Better aimed to develop creative ways for people aged over 50 to be actively involved in their local communities. It was one of five major programmes set up by The National Lottery Community Fund to test and learn from new approaches developed to make people's lives healthier and happier.

1 Estimated from the rates of loneliness reported in Age UK (2018) All the lonely people: Loneliness in later life Retrieved from <https://www.ageuk.org.uk/latest-press/articles/2018/october/all-the-lonely-people-report/> and population estimates for Camden of those aged 65+ (see <https://opendata.camden.gov.uk/w/3jxb-ivqg/7xcc-ae6v>)

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Rising to the challenge

In this report you will read about the impact of the Ageing Better in Camden programme, a hugely successful venture which I have taken great pride and pleasure in being part of.

Ageing Better was set up by The National Lottery Community Fund to develop creative ways for people aged over 50 to be actively involved in their local communities, helping to combat the very debilitating effects of social isolation and loneliness. Social relationships, however fleeting, are vital for our wellbeing and so many of us have come to know how true this is during the pandemic.

We are fortunate in Camden to have a vibrant, diverse population, and a range of organisations working within the community. The 30 or so delivery partners of Ageing Better in Camden have worked together to draw on the existing resources, skills and talents within the local community.

They have reconnected older people to their communities, improved wellbeing, built confidence and strengthened resilience.

The Outreach Service alone has engaged with 7,346 people over the life of the project and encouraged 2,176 of them to go along to an event, join someone else for a walk or have a friendly chat over a cup of tea.

5,787
participants
took part in ABC activities

Community centres, intergenerational groups, BAME groups, arts projects – too many to mention individually – have helped so many make friendships and build informal support networks, find new activities and re-engage with local life so that we can be part of a neighbourhood or community to which we belong and in which we feel at ease and not so alone. Creativity and innovation, perseverance and trust

have seen the programme reaching those people no-one knows about, building a person's confidence to reach out to others, and supporting local organisations to use a Warm Welcome to keep the person joining in. The pandemic has highlighted the importance of being digitally connected and the delivery partners have risen to the challenge, going out of their way to make sure older people were not forgotten. The Older People's Advisory Group has met monthly throughout the past seven years – on Zoom or the telephone during lockdown – to advise, consult and learn, forming a strong foundation for the Ageing Better approach and this group hopes to continue.

200
different activities
were provided by
delivery partners

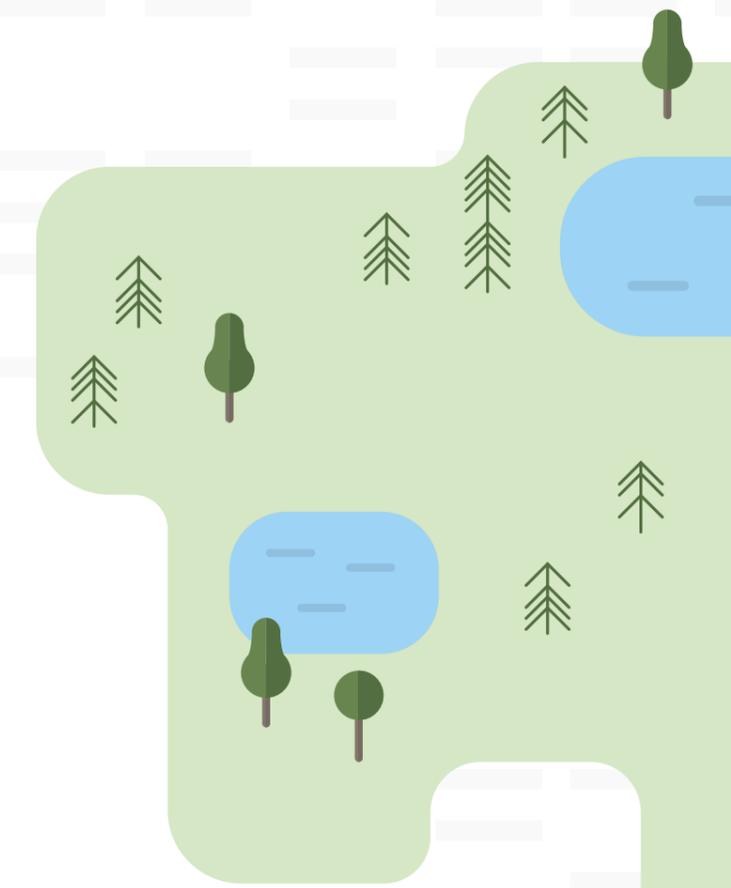
All this has strengthened wellbeing and we have seen those previously isolated making connections, gaining a sense of belonging and becoming a real asset to their community.

I have heard so many older people say how much they have appreciated the Ageing Better in Camden team and its partners – a competent, caring, hardworking group of people, demonstrating exemplary work practices, adapting and innovating

during the most difficult of times. We have been supported by a Strategic Board whose members remain enthusiastic and interested, sharing their knowledge and expertise. And to The National Lottery Community Fund – many, many thanks – the money has been very well spent.



Sue Heiser,
Chair of the Ageing
Better in Camden
Strategic Board



Ageing Better in Camden

1 Tackling social isolation...

Getting people involved thereby improving their wellbeing and strengthening their communities.

Finding

Identifying socially isolated older people. We used specialist services to find those from **under-served communities** and an **Outreach Team** to find people **nobody knows**.

Motivating (with a push)

Community Connectors and **Social Prescribing** services helped to **overcome barriers** to participation in community



Welcoming (with a pull)

We gave them a **warm welcome** with 'Meeter and Greeters', follow-up and reminder **phone calls** and assistance with **transport**.



3 ...building an Age Friendly Camden.

Providing a voice

We gave older people a voice in the borough through our **Older People's Advisory Group (OPAG)** and **Voice of Camden Seniors (VOCUS)**.



Engaging organisations

We worked with **Camden Council**, **CCG** and other statutory and voluntary organisations to support them to involve older people in the decisions which affect them and share our learning on what works both locally and nationally.



Celebration

Celebrating older Camden residents leading the way for an Age Friendly borough.



2 ...enabling further participation...

Turning initial involvement into longer-term participation and contribution.

Providing a range of options

Key members in our groups made sure that there were options for people's **involvement**, and an approach that supported participants to get involved and contribute to the group in a way that suited them.

The result is that older people are informing and developing what is offered (**co-design**) as well as contributing to the delivery of the projects (**co-production**).



Semi-formal

Supporting others

Accompanying people with health or mobility problems, checking up on absent attendees.

Encouraging others

Speaking with new joiners to make them feel welcome, supporting nervous participants.



Formal

Advising projects

Advising or managing projects through a formal mechanism e.g. steering group.

Assisting activities

Helping to set-up and run activities on an ad hoc or regular basis.

Sustaining activities

Forming spin off groups to keep activities running once external teachers leave.

Leading activities

Creating or leading activity classes or groups in projects.

Informal

Attending a group

Regularly taking part in activities and suggesting new ones.

Promoting projects

Approaching people that could benefit from the project.



Finding older people who are 'hard to reach'

One of ABC's main aims was to reach out to older people in Camden who were socially isolated and lonely. Thinking about this led us to identify different groups who are traditionally considered hard to reach and to develop approaches to finding and engaging with them.

Case Study: Diane

In March 2022, Diane responded to an Outreach flyer to join a walk. She had moved to her estate the previous September but knew nobody. On the walk Diane heard about activities at the Living Centre and decided to go along. She now goes there regularly and

swims at the local pool, getting out of the house every day.

Before meeting Outreach, Diane said she knew nobody in the area but now can't walk down the street without bumping into someone she knows.



Outreach to find the people 'no one knows'

Our Outreach Team proactively met and engaged with older people in the community, with a focus on the people 'no-one knows'. They are the group who are not already in contact with, or are reluctant to access, formal services or support.

The Team carried out Street Outreach, approaching and engaging with as many over-60s as possible. They publicised local activities and sources of support, and invited people to informal stepping-stone pop-up events in parks, libraries, or cafes where they could chat to others, access useful information and establish informal social connections.

The Team also carried out Doorstep Outreach, going door-to-door predominantly in sheltered housing, where they held pop-up events so that residents could connect with each other.



Funding specialist services to work with under-served communities

The LGBTQ+ and Black, Asian and minority ethnic (BAME) communities are hard to reach for mainstream services. ABC funded specialist services for these groups as they are not hard to reach for practitioners from within the community. This included providing funding and support for a partnership of small organisations to help them develop their work with older people from BAME communities. Interviews with some of these older people showed that they were only likely to access activities run by organisations from their own communities, where they would meet others who shared their life experiences and culture. Their involvement with the organisation gave them a sense of community, improved their wellbeing, and provided opportunities for them to plan, assist or lead activities which increased social confidence.

"ABC's project enabled the SSWSD to make the greatest possible difference by creating a strong sense of identity and belonging among older women from diverse BAME communities in Camden. The funding helped us to pay for a place where the women could socialise to reduce loneliness and isolation."

South Sudan Women's Skills Development (SSWSD)

Motivating (with a push)

Supporting older people with complex needs

Another group of potentially isolated older people are already likely to be known to formal services and as such they are not hard to find. But they will often be isolated because they have complex lives and face multiple barriers to making social connection. These could include physical, mental health and emotional problems and caring responsibilities.

ABC funded a specialist Community Connectors service to provide intensive, one-to-one, person-

centred support for this group. Over the course of a few months with each client, the team helped them establish attendance at activities or groups. This would include identifying activities which matched that person's interests, and often organising and accompanying them on first visits to build their social confidence. They also helped clients access support from other services to address barriers to social engagement. For example, they may have referred someone with mobility problems for physiotherapy or someone who has suffered a bereavement to counselling.

63%

connected to an activity, a social opportunity they could pursue themselves, or a referral to a relevant support service.

This followed a period of support from Community Connectors for older people facing multiple barriers to social engagement.

Case Study: Sheila



The Community Connectors were there for people throughout the Covid-19 pandemic, making sure everyone had access to food and medicine, and to support them to get out and about again. And for Sheila, what she wanted was to dance.

"I've performed and danced all my life but because of lockdown I wasn't able to see anybody. I was in total isolation. Suddenly, without going to these dance events, I had no life."

The Community Connectors team realised how important dance was to Sheila and introduced her to the SeeThrough Theatre Company.

The Theatre was preparing for a carnival in the summer, so Sheila got involved.

"We took our carnival to Hampstead Heath, Primrose Hill, Camden Square. While we danced through the streets in our vibrant costumes, a full Brazilian drumming band playing with us, I looked out at people's smiling faces, after all that time. Every possible person took part in that carnival – every age, disabilities, everything rolled into one. People watched us and everyone was smiling, it must have meant so much to so many people."

Welcoming (with a pull)

Throughout our programme, older people have told us that being welcomed (or not!) to a community activity has a big impact on whether they will return.

Everyone had their own story of being welcomed or feeling rejected. That's why ABC decided to explore what a Warm Welcome looks like, and how it can help tackle social isolation and loneliness.

We consulted with older people and activity providers who delivered ABC activities in Camden. They agreed that offering a Warm Welcome is essential when encouraging older people to take part in activities and remain connected in their communities. And this sort of 'pull' is even more important if an older person has faced loneliness or social

isolation. We know it takes more than just hiring a room and a yoga teacher to cultivate a welcoming atmosphere and relationships that last. So we put together resources full of ideas and information to support activity providers.

ABC interviewed older people to produce a video and report to outline our Warm Welcome approach. We held workshops and learning groups for practitioners who provided activities and created a guide to support them. During Covid-19 we developed a learning pack and extra resources for practitioners.

Case Study: Snacks and chats after the class



We started Legs, Bums and Tums, which is pretty heavy exercise. To make the class inclusive the tutor introduced different exercises, some of which are chair-based. We created a friendly atmosphere and

made a fruit salad and a chia seed pudding, a little refreshment at the end of the session, which was very popular and encouraged women to come back every week. They would sit together and have a chat while they had their refreshments. The women support each other, cheering when they do a hard session, which has created real friendships.

West Hampstead
Women's Centre

Case Study: Member-led intergenerational sessions



An older neighbour, Anna, and a younger neighbour, Sofia, bonded at the social clubs and decided to offer Italian sessions together during lockdown. They did a shared Zoom Club on Italian, introducing the group to beginners' phrases and how hand gestures are very important in the Italian language.

I supported Anna with Zoom as she'd been struggling to get online. And now she was running a session online! It was great to see the effort they put in and how comfortable they both were. And they inspired other older neighbours to deliver sessions – Violet had learnt ukulele during lockdown so she played some songs; an older member from Sri Lanka did a session helped by a younger friend from the Sri Lanka community; Cathy ran a drop-in arts and crafts hour; and Annie ran a wellness hour totally by herself.

North London Cares

Finally, we created the Warm Welcome Toolkit. We gathered older people's ideas, along with resources and tips from delivery partners who have been running ABC activities, to produce a free step-by-step guide that covers everything activity providers need to know in 10 clear and accessible chapters.

All of ABC's resources can be found on Age UK Camden's website at www.ageukcamden.org.uk

"It does help to have a phone call to remind me that I should attend. I like to be greeted and introduced to somebody."

Elizabeth Ann, 89

"A Warm Welcome to any group is very important to me because when you go at first, you might be a bit shy and with someone there to welcome you and show you around it makes you feel more relaxed and comfortable, and it makes you want to come back again and tell others about the group, and make it bigger and better for everyone in the community."

Virdon, 73

Participation and belonging

ABC wanted to find out what difference the groups and activities they funded made to those who were taking part. Our evaluators, Traverse, explored how older people felt about their involvement and whether the activities were reducing social isolation and loneliness.

Traverse found that the more ways someone helped, such as by organising or helping to run activities, befriending others, or raising money, the greater the reduction in their loneliness¹.

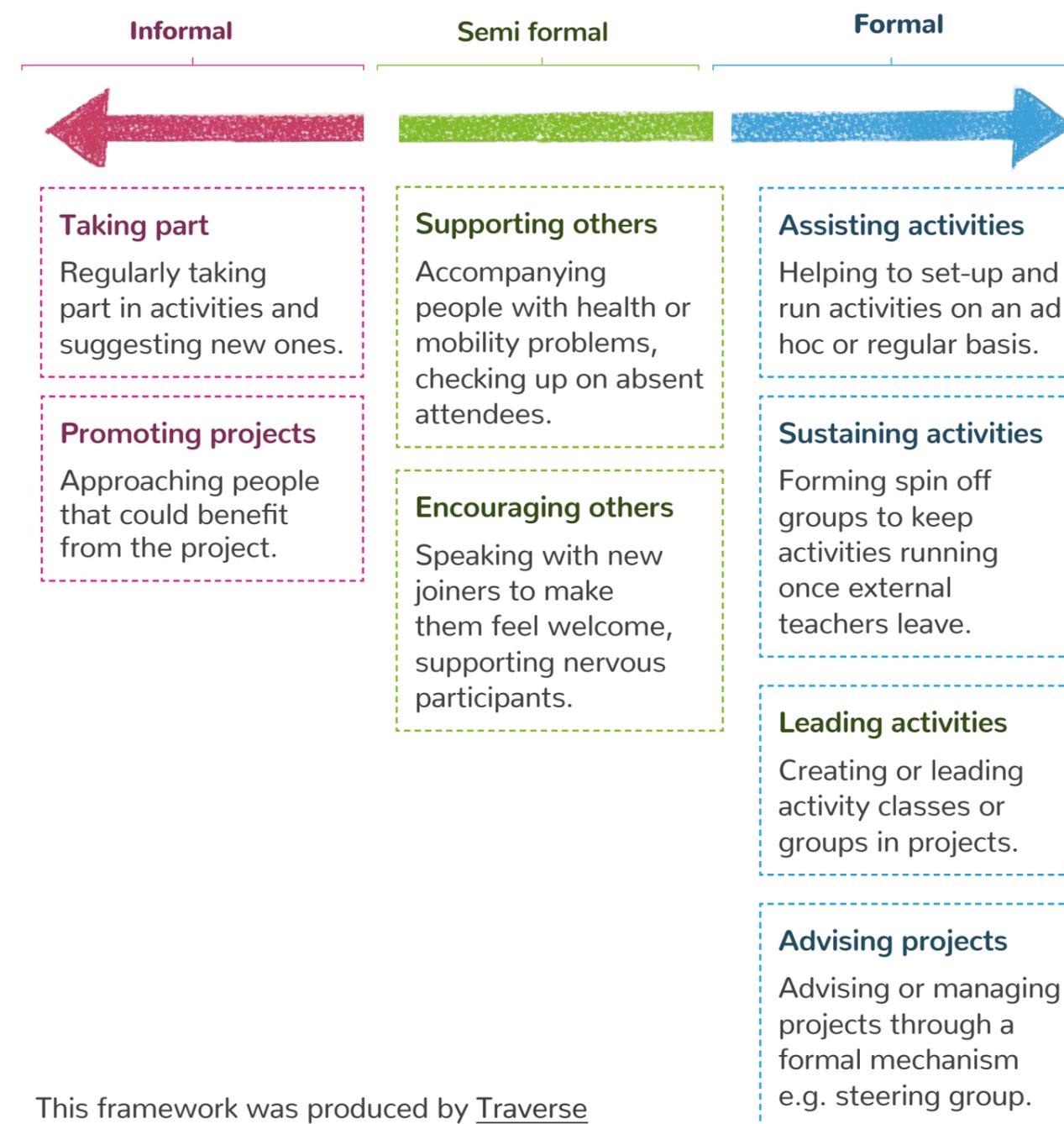
Traverse noted that this finding supported ABC's focus on encouraging project staff to support older people to contribute to the running of groups and activities. Interviews with older people and project leads² at ABC-supported organisations showed that such helping was sometimes motivated by a desire to support individuals, the

community, or the particular project. Sometimes it was due to personal needs, interests or goals, especially a wish to meet people and make new friends.

Participation was also helped by factors such as staff encouragement to build confidence, the creation of simple and varied opportunities to help, as well as the personal satisfaction people got from making contributions. These contributions ranged from formal involvement, for example sitting on a steering group, to informal contributions, such as attending regularly.

1 Traverse (2019) Ageing Better in Camden: CMF analysis of data up to September 2019. ageingbetterincamden.org.uk
 2 Traverse (2019) Mid-point evaluation report: Review of participant contributions in later life. ageingbetterincamden.org.uk

Spectrum of participant contributions



Case Study: Edward



Edward with the bug hotels he designed and made.
Photo: Third Age Project

The ABC Outreach Team met Edward when they were door knocking on his estate. Although he had lived in the estate for many years Edward didn't know his neighbours, so they told him about the Third Age Project (TAP), a community centre close to his home. Edward was interested and was contacted by David, the ABC-funded Men's Worker from TAP.

"David invited me to play cards, but I'm not that kind of person, I'm more practical," said Edward. "So when TAP said they needed some help at the centre I made some bird boxes and bug hotels, and some compost boxes for the garden.

"I've helped out with putting curtain rails and things up for residents in sheltered housing. I've enjoyed it, coming over here and meeting new people. I like helping people out – if someone needs help, I'll do it."

Case Study: Colleen



Colleen is 71 and has been coming to North London Cares social clubs since 2016.

When the pandemic started Colleen was really keen to start attending our Zoom clubs. She had a mobile phone and a tablet, but her internet connection was often up and down. Colleen found it difficult to use Zoom at first, so she attended two of our phone tech sessions and gradually became more confident.

Colleen soon became a regular at our Zoom clubs and since March 2020 has attended 50 virtual clubs! She prepared a round of questions on her home country, Barbados, for a virtual quiz

and really enjoyed sharing her knowledge. We joked about her running her own Zoom, and after a few months Colleen said she would like to have a go.

Colleen led an hour-long session to present slides she had prepared about Barbados. The club was brilliant, and Colleen was given several rounds of applause at the end.

Colleen's confidence has grown massively and it's been amazing to see her take charge of a social club and share her skills and knowledge with the community.

North London Cares

Belonging

In interviews with older people and project leads¹, Traverse, our evaluators, found that a sense of belonging, or connectedness, was a key part of members' experience of ABC-supported activities and groups. Older people expressed this by using terms such as friendship, routine, feeling 'at home' and part of something, as well as feeling responsibility for others.

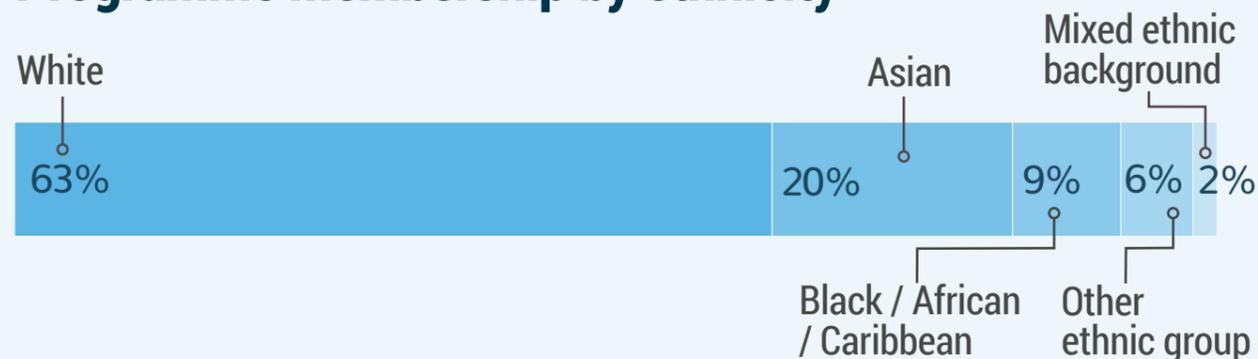
Project leads said that adopting a Warm Welcome approach was an important element in fostering their members' sense of belonging. And Traverse found that projects provided three 'pillars of belonging'. First, they fostered social connections with people. These ties could be loose, such as an acquaintance you nod to, or strong, such as a close friendship. Either could improve individual wellbeing. Second, people developed a sense of belonging to place, a welcoming,



inclusive community venue or space where they could feel at home. Third, people were attracted to particular activities. These could provide opportunities for meaningful shared involvement and for strengthening a sense of connection when people contributed to the running of activities. These 'pillars' were mutually reinforcing. For example, taking part in an activity could result in shared involvement, which supported the development of neighbourhood friendships.

¹ Traverse (2021) Ageing Better in Camden programme evaluation: Social connectedness and belonging. ageingbetterincamden.org.uk.

Programme membership by ethnicity



Case Study: Eva and Mary

Eva (29) and Maria (83) met for the first time earlier this year. Since being introduced the pair have been keeping busy practising Spanish together, watching *Emmerdale*, and looking at Maria's flamenco dresses!

"I've seen her every week since we first met, mostly Wednesdays after work for an hour or so," Eva said.

"We get on really well and

always have something to talk about. It's really relaxing to spend time chatting."

"It's funny because although she's a lot younger than me, I still have some young inside me," said Maria. "She told me, 'every time I come to see you, you're smiling'. She's marvellous and we get along really well."

North London Cares

Case Study: Swimming lessons



The Bangladeshi Community Action Project has a member advisory group. The women wanted to go swimming and it has since become a very popular regular activity. We planned to support the women to access the St Pancras Leisure Centre and enable them to attend a series of women-only sessions at the swimming pool.

The women built their knowledge

of how to use the facilities quickly and as their confidence grew, they decided to go directly to the leisure centre instead of meeting at Hopscotch to make their way there.

It's important for people to decide on the activities they want to be provided and essential that they are supported throughout, including during the preparation stage. In this case that meant talking about and buying appropriate swimming costumes so that everyone felt confident.

When people feel supported and are empowered to access an activity that they choose, they are likely to build confidence and want to carry on.

Hopscotch Women's Centre

Building an Age Friendly Camden

During our seven-year programme, ABC worked with Camden Council, the NHS Clinical Commissioning Group, and other statutory and voluntary sector organisations to support them to involve older people in the decisions which affect them.

We shared our learning locally and nationally to help tackle social isolation and loneliness across the country.

Giving older people a platform

The ABC Older People’s Advisory Group (OPAG) meets monthly to give their views on issues affecting older people. Their support has been vital to the success of Ageing Better in Camden, and they have helped to shape the programme from the start. It is an open group for anyone living in Camden who is over 60.

“During the pandemic we have got very close via the phone groups, we have spoken about all matters of things that I would not have known about otherwise.”

Basil, 79

“OPAG is the most valuable thing to happen during lockdown, I needed it so much for my mental health wellbeing. We have been able to get information as our access has been cut off and we get to find out about Age UK Camden services. This has been important for me to pass on to other older people as some have needed help.”

MW, 67

Speakers

Since it started in 2016, OPAG has welcomed many organisations to consult with the Group. Speakers have included representatives from Camden Council’s Adult Social Care team, Independent Age, Camden Healthwatch, Transport for London, Camden Councillors and The Centre for Ageing Better.

In 2021 we put together a report to demonstrate the impact of [OPAG](#) and invited speakers to share their views.

Case Study: Frances, 94

Frances is involved in community organisations, including Kilburn Older Voices Exchange (KOVE) and St. Pancras Community Association. She is a long-standing member of the Camden Intergenerational Network and was part of the panel that appointed Age UK Camden to take the lead on Ageing Better in Camden. Frances is currently writing her life story.

“I am involved because you get to know about what other areas are



doing, and it’s nice to meet people of our own age who are in the same boat. Some people are quite lonely, quite alone, and this is the only platform they have to get their voice heard. And that is the idea – that everyone has a say.”

84 members



“The group was very quick to engage positively in the discussion and gave exactly the sort of input and personal reflections that I was hoping to get from the session.”

- **Tim Rising,**
Strategic Commissioner,
Camden

“Feedback from the group informed our discussion on digital divide and access needs.”

- **Shelly Khan,**
Camden Healthwatch

What next?

Feedback from members makes it clear that the Older People's Advisory Group is essential for finding out about issues affecting older people, gathering together, and having their voices heard.

Many respondents to our survey expressed their hope that OPAG will continue and remain focussed on making positive social change for older people, rather than becoming another information session.

As Age UK Camden take over the support of OPAG, the Group has a clear vision for retaining their activism and voice. It will continue to be a vital resource for older people and local organisations of the borough.

To join OPAG contact Age UK Camden or visit ageukcamden.org.uk.



Our legacy and key messages

As Ageing Better in Camden comes to an end, we are immensely proud of the programme's achievements over the past seven years. Thanks to the support of The National Lottery Community Fund, we were able to try out new ideas and ways of working using a 'test and learn' approach.

Sometimes things didn't go as we expected. Some plans never came to fruition, and sometimes we had to go back to the drawing board. But whatever happened, we learned valuable lessons to share.

Our legacy can be broken down into three key areas – our learning, our work with delivery partners, and the benefits of working with the Older People's Advisory Group.

Our learning

We are keen to share what we have learned so that we can all work to tackle loneliness and social isolation together. Our reports cover the wide variety and scope of our work including:

The work of our Outreach Team

A series of learning reports demonstrate how the Outreach Team proactively met and engaged with thousands of older people in the community, particularly those who are not already in contact with, or were reluctant to access, formal services or support. We trialled innovative approaches to finding and engaging older people, including significant numbers of older men, via street outreach, targeted outreach activity within sheltered housing and hosting pop-up events in public and community spaces.

The Warm Welcome Approach

We worked with older people and our delivery partners to produce a range of resources to support organisations providing activities for older people, to make sure they felt welcome and happy to return. From reports for practitioners to a short film and 'how to' toolkit, our Warm Welcome materials bring together everything we learned in an accessible and clear format.

Work to engage with smaller minority ethnic communities

Two years into the ABC programme, it was apparent that our approach had not enabled us to engage with older people from smaller minority ethnic communities in Camden. To address this, we designed and developed a BAME (Black, Asian and minority ethnic) Community Action Project (CAP) in 2018. This included finding a way to fund, support and develop the capacity of small BAME-led organisations to tackle loneliness and social isolation in older people.

In April 2021 ABC commissioned independent research into the development, implementation, and impact of the BAME-CAP project. This research report shares our learning and contains important information for organisations across the country.

Work with our delivery partners

Our delivery partners tackled loneliness and social isolation in our community with creativity, compassion and innovation. We worked with amazing organisations across Camden and have learnt so much from the knowledge and experience they shared with us. The ABC programme was able to develop and grow in ways that we hadn't planned as a direct result of their involvement. Working in partnership has strengthened everything we were able to offer older people and has made our resources far richer.

The Older People's Advisory Group (OPAG)

OPAG meets every month and has helped shape every aspect of the ABC programme. The Group will continue to meet with the support of Age UK Camden and will provide a voice for older people across the borough. Their constant scrutiny and support made a huge contribution to the ABC programme and demonstrates the need to involve people with lived experience.

For more information on the programme and to access reports and resources visit ageingbetterincamden.org.uk.

Thank you to all our supporters

Ageing Better in Camden has worked in partnership with local delivery partners and supporters for seven years. A huge thank you to everyone who has supported the programme and given their time to help tackle loneliness and social isolation among older people in the borough.

Our delivery partners:

Abbey Community Centre	Community Association West Hampstead
Akademi	
Akash Residents' Association	Community Connectors, Age UK Camden
BAME Community Action Project: African Physical Training Organisation (APTO), The Cornerstone Parish, Ethiopian Welfare Association, Light for Nations Mission, South Sudan Women's Skills Development, Umoja (African Health Forum), supported by Hopscotch Women's Centre.	Dragon Hall Community Centre
Bangladeshi Community Action Project: Hopscotch Women's Centre, Bengali Workers' Association and Kings Cross Brunswick Neighbourhood Association	Fitzrovia Community Centre
	Henna Asian Women's Group
	Highgate Newtown Community Centre
	Holborn Community Association
	Kentish Town City Farm
	Kentish Town Community Centre
	Kilburn Older Voices Exchange (KOVE)

Kosmos Centre

London School of Mosaic

LGBTQ+ Connect, Opening Doors London

Mary Ward Centre

North London Cares

Outreach, Ageing Better in Camden

Queen's Crescent Community Association

RecommendMe

SeeThrough Theatre

Third Age Project (TAP), Regent's Park Community Action Project

We Are Ageing Better (WAAB) St Pancras and Somers Town Park Community Action Project, Origin Housing

West Hampstead Women's Centre

Members of the Strategic Board:

Age UK Camden, Camden Clinical Commissioning Group, Camden Council, Camden and Islington Public Health, Castlehaven Community Centre, Hopscotch Women's Centre, Older People's Advisory Group representatives, Voluntary Action Camden (VAC), Kilburn Older Voices Exchange (KOVE), The National Lottery Community Fund (TNLCF)

Members of the Evaluation and Learning Sub-group

Members of the Performance Management and Monitoring Group

Members of the Older People's Advisory Group

Supporting organisations including Camden Housing, GLL, Camden Libraries, Camden Parks and Leisure, Peabody, Central and Cecil Housing Trust

Our Age UK Camden colleagues

ABC staff

The National Lottery Community Fund

The Ageing Better in Camden (ABC) programme was funded by The National Lottery Community Fund for seven years and came to an end in March 2022. The programme was one of 14 Ageing Better programmes across England aimed at tackling social isolation and loneliness among older people.

This report outlines the key learning and achievements of ABC alongside the stories of some of the older people who have been involved in the programme. It shares the innovative 'test and learn' approach and demonstrates how working in partnership with Camden organisations and older people strengthened the programme's legacy.

