

Zurich Community Trust

Age UK – ‘A Call In Time’ programme



Background

Age UK is one of the leading UK charities providing support for older people. They provide many services and advice to older people on how to avoid poverty, isolation, age discrimination and neglect including practical help to keep older people safe and secure in their own homes. They are also very active campaigners for the rights of older people.

Zurich Community Trust involvement

In 2002, the Zurich Community Trust invested £1.5m in an ‘Older People Programme’. Partnerships were set up with six charitable organisations, including Age UK (formerly Help the Aged), to support a wide range of issues affecting older people.

In 2005 we reviewed the overall learning from the programme and concluded that the area that we would most like to focus on was the prevention of isolation experienced by many older people in the UK by using telephone

support. This saw the creation of the ‘A Call in Time’ programme. Age UK was selected as our chosen partner and a three year pilot was set up with Age UK and evaluated by Leeds Metropolitan University (Phase 1).

The evaluation concluded that it was a highly valued service and consequently we developed Phase 2 of the programme which focused on replicating the use of employee callers, with other corporates. Age UK currently have 15 corporate partners in the programme.

“We are so proud of what we have

developed in partnership with Zurich Community Trust. Our award-winning programme Call in Time, supports over 700 older people each and every week, making a direct impact on their lives. So much so, that many of our members say they could not imagine life without their weekly phone call from their volunteer. We now have 15 corporate partners in the scheme, with over 440 volunteers making a regular call to a lonely older person. We are really excited about the future of this programme and exploring how we can help many more older people to feel less lonely.”

Steve Fate – Programme Manager,
Call in Time

Integrated package

Total input
2005–2008
Phase 1

Total Input
2008–2013
Phase 2

2014:
onward

Zurich Community
Trust Funding

£500,000

£378,000

A sustained
programme

A true friendship

Jason Connon, National Development Manager, Zurich Private Clients is proud to be a Call in Time volunteer and was invited by Age UK to speak at the All Party Parliamentary Group on Ageing and Older People at the House of Lords on the topic of loneliness and what Call in Time means to those supported through the programme. “My telephone friend Dyls and I have grown to become friends, says Jason. “The calls are no longer just supporting a charity. We have a real friendship and talk about anything and everything. I value the call as I can tell and feel that she appreciates someone making the time to take an interest in her and her life.” Dyls says: “Jason treats me as a person not as an old woman. It’s a friendship that goes both ways, he doesn’t just talk about himself, he asks after me and he makes a point of taking an interest in what I’m doing. He was concerned when I was ill, he’s really good and really kind. My children have busy lives, so don’t have time for a chat. My friendship with Jason is something that is very important to me.”



Key objectives of the 'A Call in Time' programme

To investigate the effectiveness of low level support and befriending services using the telephone for older people who are socially isolated, and/or vulnerable by:

- measuring and identifying the impact of telephone support in relation to their health and quality of life;
- identifying best practice in service delivery; and
- replicating the model with other corporates.

Focus of Zurich Community Trust's Involvement

- Founder funder for the 'A Call in Time' programme.
- Recruited, trained and supported over 138 Zurich employees as volunteer callers. This provided us with a pilot to test the employee volunteering model which Age UK are rolling out to other corporates in Phase 2 of the programme.
- Maintain a core group of around 75-80 Zurich employee Call in Time Volunteers.

Key achievements to date

- Over 2,000 isolated older people have been supported/befriended.
- The 'A Call in Time' programme achieved accreditation from the Mentoring and Befriending Association.
- In 2009, Prudential signed up as the first new corporate partner and have over 80 employee 'A Call in Time' volunteers.
- In 2014, the Cabinet Office awarded £100,000 to Age UK to leverage matched funding for up to ten new corporate partners. By the end of 2015, the Call in Time Programme had a total of 15 corporate partners.
- The Call in Time Programme in 2018 was successfully rolled out to the general public. Over 360 public volunteers are now picking up the phone and making that all important call.
- In 2018 Corporate Citizenship is carrying out a comprehensive evaluation study of the full impact of the Call in Time Programme.

Quotes from older people supported

"It keeps me alive to always wait for my call. As we talk and laugh I get better and better as laughing is medicine."

"It is lovely to know that there is someone going to ring and find out how you are and have a general chat."

"One does not grow old by living, only by losing interest in living' which is where you found me! Thank you."



Award winning...

Call in Time won the 'Best Community Development Project by a Large Organisation' award in the inaugural National CSR Awards in 2015.

Looking ahead

- A rolling programme of corporate support will ensure long-term sustainability for the Programme.

For more information on Call in Time please email wendy.martin@zct.org.uk.

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