

50plus Nottinghamshire

LinkAge Plus

Shopping Scheme

Volunteers are recruited within the two Districts of Mansfield and Ashfield in Nottinghamshire to offer a shopping service to support people aged 50+ who are vulnerable through isolation, loss of confidence, or coping with physical or mental ill-health.

Shopping Scheme

Objective

- **Recruit volunteers.**
- **Healthy eating.**
- **Practical support with shopping needs.**
- **Confidence building – increasing independence.**
- **Making shopping centres accessible to those that live in rural locations.**
- **Provide information.**
- **Provide a telephone help-line.**

Activity

The service is aimed at people over 50 who also have:

- no family, friends, etc who are able to help;
- a partner/carer in hospital or going away – fixed amount of help required over set period or one-off shop;
- a loss of confidence due to ill-health, bereavement or victim of crime;
- mental health issues;
- illness – such as stroke, heart attack etc;
- mobility issues or house-bound;
- vulnerable or socially excluded due to rural location, partially sighted, registered blind or deaf/hard of hearing, victim of crime, bereavement or medical reason – e.g. depression, agoraphobic.

The service delivers:

- practical help to arrange shopping deliveries;
- shopping with an individual;
- shopping on behalf of an individual;
- developing a database and providing information on healthy eating, general well-being and other essential goods and services.

All volunteers receive full training, induction and on going training.

Achievements against objectives

- 295 shopping scheme contacts made from June 2007 to date.
- 16 volunteers recruited in eleven months.

Wider achievements

The wider achievements of the scheme can be seen in the case study below. The case study identifies the older people's outcomes directly supported.

LinkAge Plus Shopping Scheme Case Study

Older people's outcomes directly supported:

- Feeling more informed about relevant services and life choices;
- Access to goods and services;
- Psychological well-being indicator.

Mrs X is 63 years old and lives with her husband in the Ashfield area. She suffers from a range of health problems including depression and agoraphobia.

Mrs X was referred to the shopping service via a community outreach advisor for assistance with shopping collection.

Mr X had been admitted to hospital to have an operation, he is the main carer and Mrs X was therefore feeling vulnerable, alone and worried about herself and her husband's health.

Mrs X felt relieved to be able to access the service, as not only did she have herself to feed but several pets. Due to her health problems Mrs X never left the house alone and suffered panic attacks when she did go out. She felt anxious about the predicament she found herself in.

After receiving a home visit from the Shopping Service Mrs X felt more informed of the services and help available and as her anxieties lessened, her quality of life improved. She felt less confused and calmer, she even felt she may one day be able to go out alone, for the first time in two years.

Mrs X felt happier about her situation as a result of accessing the Shopping Service, a huge weight was lifted from her and she could focus on her well being and her husband. Without the service Mrs X would have struggled to access goods and services.

Resources

- Delivered through Age Concern.
- Co-ordinator.
- Administrator.
- Management support.
- Publicity costs.
- Care costs – expenses for volunteers.

Key lessons learned

- The project took a few months to build up the numbers of people using the service.
- The project took longer to get people on board than was originally anticipated.

Further information

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Ref to website: www.notts50plus.co.uk/branches/show/812?search_terms=shopping&fromsearch=true

Related documents

See website above.