



Media Kit

Friends of the Elderly – on all topics relating to older age, adult social care and dementia

With adult social care issues including government funding, system reform and dementia rising up the political and public agenda, Friends of the Elderly is available for expert comment, facts and opinion on topics relating to older people, their care and dementia. A full list of topics and spokespeople available are listed at the end of this document.

- One in four children born today can expect to live to be 100¹
- By 2083 approximately one in three people in the UK will be over 60²
- Over 820,000 people in the UK live with dementia³
- Over 1 million people aged 65 and over in the UK say they are always or often feel lonely⁴

Friends of the Elderly is unusual as an organisation, in offering a variety of choices to older people in need of support, from financial and community services to nursing and residential homes - always tailoring care to the individual's needs. Believing that all people should retain their independence and dignity, choice and peace of mind in old age Friends of the Elderly promotes real choices for each person so that they can continue to live independently in their own homes and communities for as long as possible.

Founded in 1905, with its first residential care home opened in 1926, Friends of the Elderly has 106 years of experience in providing innovative support for older people and particularly those in need due to frailty or isolation.

Friends of the Elderly is passionate about enhancing the lives of older people by providing high quality caring services personalised to the needs of the individual and integrated with local communities. These include residential care homes, nursing homes and dementia care homes, while day clubs, home support, home visiting, telephone friendship and grant-giving services help older people live independently at home.

¹ 2008 ONS website

² National Population Projections, ONS 2009

³ Alzheimer's Research Trust, 2010

⁴ One Voice: Shaping our ageing society, Age Concern and Help The Aged, 2009

Wide range of relevant, expert spokespeople available to comment on a range of subjects including:

- The increasing importance of dementia care
- Living well with dementia
- Innovation in the field of dementia care
- The 'hidden problem' of dementia
- The ageing population
- Issues of poverty
- Isolation and loneliness
- Personal budgets and financing care while living at home
- End of life care
- The criteria for who can qualify for funding
- The future of funding for adult social care
- The cost of residential care
- Preventative care and providing support in individual homes
- Working with volunteers and befriending services
- All aspects of care in residential homes
- Care workforce matters

Key Spokespeople

Issue	Spokesperson	Title
Corporate issues	Richard Furze	Chief Executive
Ageing population	Richard Furze/ Jenny Sykes	Chief Executive; Operations Director
Importance of dementia care	Richard Furze/ Jenny Sykes/ Mark Wilson	Chief Executive; Operations Director (and qualified Dementia Care Mapper), London Head of Region, Development (also a qualified Dementia Care Mapper)
Isolation	Richard Furze/ Jenny Sykes/ Jenny Russell	Chief Executive; Operations Director, Head of West Midlands Region
Personal budgets	Richard Furze/ Jenny Sykes/ Jenny Russell	Chief Executive; Operations Director, Head of West Midlands Region
Preventative care	Richard Furze/ Jenny Sykes/ Jenny Russell/ Mark Wilson	Chief Executive; Operations Director, Head of West Midlands Region, London Head of Region, Development
Operational issues	Jenny Sykes	Operations Director
Dementia, Admiral Nurse service	Cheryl Rothschild/ Mark Wilson	Admiral Nurse; London Head of Region, Development

Working with relatives of people with dementia	Cheryl Rothschild	Admiral Nurse
All care home issues eg fees, staffing	Gaynor Cavanagh/ Sue Dorling/ Louise Palmer/ Kate Thurlow	Regional Manager (London); London Head of Region, Operations, Regional Manager (London), Regional Manager (West Midlands)
End of life care	Sue Dorling	London Head of Region, Operations
Mental Capacity Act	Kate Thurlow/ Gaynor Cavanagh	Regional Manager (West Midlands), Regional Manager (London)
Poverty among older people	Robin Lomas	Supporting Friends Manager
Telebefriending, volunteering	Louise Palmer/ Jules Attanayake/ Sharon Blades	Regional Manager (London), Phoning Friends Manager, Manager Visiting Friends, West Elmbridge
Regions		
Midlands	Jenny Russell/ Kate Thurlow/ Shirley Bradley	Head of West Midlands Region, Regional Manager (West Midlands), Manager Howbury Lodge Day Centre
South	Mark Wilson/ Gaynor Cavanagh	London Head of Region, Development, Regional Manager (London)
Woking	Linda Cornelia	Working with local British Asian population and dementia

Snapshot statistics about FOTE (2010 stats)

- **339** community day care places.
- **130** day care places dedicated to people with dementia
- **412** hours a week of home support
- **468** places in residential, nursing and specialist dementia care homes
- **151** people received subsidised accommodation in 2010
- **161** older people received a regular befriending call during 2010
- **254** older people received support to help them remain independent at home
- **57** lonely people received a regular visit by a volunteer
- **186** volunteers helped FOTE care for older people with friendship and support

Biographies:

Richard Furze

Chief Executive

Richard's career spans both the commercial and voluntary sector having trained as a Chartered Accountant.

He spent 17 years with Price Waterhouse, latterly as an Audit Partner offering advice to clients on mergers and acquisitions and helping to develop the firm's European insurance training and development programme.

In 1994 he joined the voluntary sector and worked as Appeals Director, Finance Director and then Deputy Chief Executive at the Shaftesbury Society, which specialises in supporting people with a disability as well as in church development work. In 2001, he moved to Friends of the Elderly as Finance Director and became Chief Executive of the charity in 2004.

Richard's experience in the sector has focussed on strategic and business planning, governance, finance and fundraising.

Richard also volunteers as Treasurer for the charity XLP which works with socially deprived young people in London including those at risk through drugs and the gang culture.

Jenny Sykes

Operations Director

Jenny Sykes is the *Operations Director* at Friends of the Elderly. She has responsibility for the charity's care homes and community services which include care homes that are residential and nursing and for people with dementia and community services that include day care, support in people's own homes, volunteer befrienders, who visit or telephone, plus grant-giving for older people in financial need.

Jenny has worked for Friends of the Elderly since 1997 and she has the Diploma in Management for Social Care from the Open University and is a qualified Dementia Care Mapper.

Prior to working at Friends of the Elderly, Jenny worked for an Age Concern group, the Quakers organisation – The Bedford Institute Association and Barnardo's.