



The Silver Line

helpline for older people

0800 4 70 80 90

About The Silver Line

www.thesilverline.org.uk



LOTTERY FUNDED

Background to The Silver Line

- Dame Esther Rantzen was widowed at 71
- She wrote an article sharing her personal experience of the loneliness she felt as a result
- Esther was astonished at the overwhelming response she received from people who were experiencing the same effects of loneliness
- An independent evaluation of the trial, by the Centre for Social Justice, concluded there was a need for a service like The Silver Line
- The Silver Line was launched nationwide on 25 November 2013



Aims of The Silver Line



- To help older people to tackle the effects of loneliness and isolation
- To provide someone who wants to listen 24 hours a day
- To support older people who are being abused
- To protect older people from neglect
- To link older people to local services

The Silver Line in action

- This year we will exceed ONE MILLION calls to The Silver Line Helpline since our national launch in 2013
- The helpline currently receives around 10,000 calls every week
- 5% of our calls are safeguarding related
- 68% of calls to our helpline are nights and weekends
- *We are here for lonely older people to speak to when no one else is*



Impact of The Silver Line

- People using our friendship and wellness services are markedly lonelier than their contemporaries and six times more likely to say they 'often' feel lonely
- Many callers have complex problems, including: loneliness, isolation, disability, and poor physical and mental health
- The Silver Line is successful in reaching the loneliest and most socially-isolated people
- As The Silver Line is reaching people who face these problems it is in a position to help people address them.
- Also, since the problems are inter-linked, impact on any one can have positive effects on others

(Research on callers to The Silver Line by Anglia Ruskin University)

Keeping older people safe

- All friendship calls are recorded and reviewed
- We also read the letters to ensure the older person is safe



- Silver Line Friends must not live within a 20-mile radius of the older person – this is to safeguard both parties
- The volunteer and older person do not share addresses with each other

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- **Confidentiality is vital to us – we do not share details of callers or volunteers**
- **We record all of our calls**
- **We do not ask helpline callers for any personal details – unless we are helping them to find services in their area or for safeguarding reasons (and only with prior agreement)**
- **All our Helpline Staff are DBS checked**
- **All our Helpline Staff receive**
 - **Safeguarding training**
 - **Trading Standards training**
 - **Office of the Public Guardian training**



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- **We record and monitor helpline calls to safeguard older people**
- **Access to information about people who use our services is strictly limited to those who need it for operational reasons**
- **We would only breach confidentiality in extremely exceptional cases – for example if someone was at risk of significant harm**



Calls to our helpline

We receive around 10,000 calls every week, and make a further 2,500 calls to isolated older people. The busiest ever day was New Year's Day 2016 - 1,550 calls received in 24 hours.

Calls per month to the Silver Line



85% of calls to the helpline each month are from 'first time' callers

How do callers hear about The Silver Line

TV, radio or press coverage	43%
Referred from another helpline	26.35%
A leaflet or poster	15.4%
Friend	4.16%
Carer	3.16%
Relative	2.79%
GP Practice	2.35%
Social Worker/ District Nurse	1.85%
Found out on the internet	0.63%

800%

The increase in monthly referrals from other helplines – The Silver Line is there when other services are closed

November 2013 - March 2016

One million

This year our helpline will receive its one millionth call since our national launch



The helpline receives calls from older people living in all parts of

68%

of calls to the helpline are at evenings or weekends – when other services are closed



The Silver Line services

- **The Silver Line Helpline**
- **Silver Line Friends**
- **Silver Letters**
- **Silver Circles**
- **Silver Line Connects**

Our success

- 90% of our callers live alone
- 914,086 calls as of 6 June 2016
- 36% of calls are from men
- 68% of calls are taken at night and over the weekend
- 800% increase in referrals taken from other helplines

Pilots



Lancashire
Constabulary

police and communities together

Tunstall



London Ambulance Service



NHS Trust

www.thesilverline.org.uk

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The funding challenge

- We received a £5m grant from The Big Lottery Fund to help to pay for the helpline for two years and contribute to the costs of telephone friendship calls



How we use our funds	
Services to benefit our callers	90%
Fund raising	9%
Governance	1%

- Generating the money to replace this in the years ahead is a major challenge for The Silver Line
- Running the 24/7 free, national helpline for older people is far and away our biggest expense

Business Development

- Local authorities
- Clinical commissioning groups
- Emergency services

We could be working with you

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information • friendship • advice

Free, confidential and open 24 hours

0800 4 70 80 90

www.thesilverline.org.uk

Charity no. 1147330 England & Wales, SCO44467 Scotland.

